



Grinnell Hotel and Motel Tax Committee  
Tentative Agenda  
Tuesday, July 27, 2021

**12:00 pm**

City Hall 2<sup>nd</sup> Floor Conference Room and Via Zoom

Join Zoom Meeting

<https://zoom.us/j/97064489647?pwd=VCtxNUw1RGdJZUFIQndiS1cydmhHUT09>

Meeting ID: 970 6448 9647

Passcode: 798802

One tap mobile

+19292056099,,97064489647#,,,,\*798802# US (New York)

+13017158592,,97064489647#,,,,\*798802# US (Washington DC)

Dial by your location

+1 929 205 6099 US (New York)

+1 301 715 8592 US (Washington DC)

+1 312 626 6799 US (Chicago)

+1 669 900 6833 US (San Jose)

+1 253 215 8782 US (Tacoma)

+1 346 248 7799 US (Houston)

Meeting ID: 970 6448 9647

Passcode: 798802

Find your local number: <https://zoom.us/u/addmbIRdWR>

Roll Call:

Manatt \_\_\_ Nowasell \_\_\_ Smith \_\_\_ Spriggs \_\_\_ White \_\_\_ Wright \_\_\_

1. Call Meeting to Order
2. Approve Agenda
3. Approve minutes from May 25, 2021.
4. Monthly Budget Report
  - Current Hotel/Motel Tax Fund Balance - \$78,378.32
  - Review Hotel/Motel Tracking Revenue
  - Expenses to date for FY22 - \$5,003.68
5. Appoint Chair and Vice Chair for this fiscal year.

6. Consider financial assistance request from Grinnell Chamber of Commerce for marketing and welcome materials for the Iowa Firefighters Convention.
7. Consider financial assistance request from Grinnell Chamber of Commerce for a billboard advertising opportunity through the Iowa Tourism Office Co-op.
8. Inquiries
9. Adjournment

Grinnell Hotel and Motel Tax Committee  
Minutes  
Tuesday, May 25, 2021  
Via Zoom

<https://zoom.us/j/99166096013?pwd=MGJvajlKOGNiUXN6WWdXdjd4RExSdz09>

Roll Call: Lang, Spriggs, White, Wright. Nowasell joined at 12:13 p.m. Absent: Cirks, Smith.

Also present were Mayor Agnew, Rachael Kinnick, Kendra Vincent, Russ Behrens, and Ann Wingerter.

1. Lang called the meeting to order at 12:04 p.m.
2. White made the motion, second by Wright to approve the agenda. AYES: 4-0. Motion carried.
3. Wright made the motion, second by Spriggs to approve the minutes from March 16, 2021, and unofficial (no quorum) minutes from April 27, 2021. AYES: 4-0. Motion carried.
4. The monthly budget report was reviewed. No action was taken.
5. Wright made the motion, second by White to approve the bill from Crowd Control Warehouse (Streatery Barricades) in the amount of \$3,073.53. AYES: 4-0. Motion carried.
6. The committee discussed the downtown banners. Examples of banner materials will be available for the committee to see at the next meeting. No action was taken.
7. White made the motion, second by Wright to approve naming the terrace at the Veteran's Memorial Building in honor of the contribution made by the Committee. AYES: 4-0. Motion carried.
8. The committee decided to hold future meetings in person and continuing via Zoom also.
9. Inquiries:
  - Wright provided an update on the College Art Museum hours.
  - Kendra Vincent proposed purchasing marketing co-op placements. The deadline doesn't account for holding a special meeting to approve so no action was taken.

10. Spriggs made the motion, second by Nowasell to adjourn the meeting at 12:30 p.m.

Respectfully submitted by  
Ann Wingerter, Secretary for the Committee

145-HOTEL/MOTEL TAX - SPC REV  
 HOTEL/MOTEL PROMOTION

	2017-2018 ACTUAL	2018-2019 ACTUAL	2019-2020 ACTUAL	(----- CURRENT BUDGET	2020-2021 Y-T-D ACTUAL	(----- REESTIMATED BUDGET	2020-2021 APPROVED BUDGET
<b>REVENUES</b>							
145-3.550.2.4400 H/M - FEDERAL GRANT	0	0	0	9,248	9,248	9,248	9,248
145-3.550.2.4440 H/M - STATE GRANT	0	0	0	0	0	0	0
145-3.550.2.4705 H/M - HOLIDAY LIGHT DON	0	13,605	0	0	0	0	0
145-3.550.2.4780 H/M - OTHER MISC REVENU SALE OF TREES	2,220	2,756	4,806	5,579	5,579	5,579	5,579
145-3.550.4.4085 H/M - TAX DISTRIBUTION	373,206	399,590	320,185	221,575	221,575	221,575	221,575
145-3.550.4.4300 H/M - INTEREST EARNED	1,265	2,239	1,330	1,100	1,010	1,100	1,100
<b>TOTAL REVENUES</b>	<b>376,691</b>	<b>418,190</b>	<b>326,321</b>	<b>237,502</b>	<b>237,411</b>	<b>237,502</b>	<b>237,502</b>
<b>EXPENDITURES</b>							
<b>SALARIES &amp; WAGES</b>							
145-4.550.1.6010 H/M - SALARIES	17,266	18,648	20,644	19,100	19,045	19,100	19,100
145-4.550.1.6020 H&M - PART TIME SALARIE	6,906	4,649	54	6,350	0	6,350	6,350
145-4.550.1.6040 H&M - OVERTIME SALARIES	0	0	143	1,060	1,133	1,060	1,060
145-4.550.1.6050 H&M - TEMP PAY TEMP AGENCY	6,153	2,200	5,617	18,000	9,867	18,000	18,000
<b>TOTAL SALARIES &amp; WAGES</b>	<b>30,325</b>	<b>25,498</b>	<b>26,458</b>	<b>44,510</b>	<b>30,045</b>	<b>44,510</b>	<b>44,510</b>
<b>EMPLOYEE BENEFIT COSTS</b>							
145-4.550.1.6110 H&M - FICA	1,777	1,690	1,488	2,025	1,381	2,025	2,025
145-4.550.1.6130 H&M - IPERS	1,629	1,931	1,472	2,305	1,837	2,305	2,305
<b>TOTAL EMPLOYEE BENEFIT COSTS</b>	<b>3,406</b>	<b>3,621</b>	<b>2,961</b>	<b>4,330</b>	<b>3,217</b>	<b>4,330</b>	<b>4,330</b>
<b>STAFF DEVELOPMENT</b>							
145-4.550.1.6210 H&M - DUES, MBRSPS	1,120	1,142	1,165	2,000	0	2,000	2,000
<b>TOTAL STAFF DEVELOPMENT</b>	<b>1,120</b>	<b>1,142</b>	<b>1,165</b>	<b>2,000</b>	<b>0</b>	<b>2,000</b>	<b>2,000</b>
<b>CONTRACTUAL SERVICES</b>							
145-4.550.2.6413 H&M - PYMT TO OTHER AGE REBATE TO GRINNELL CTR LLC	13,083	75,843	54,257	29,823	29,822	29,823	29,823
145-4.550.2.6421 H&M - CONSULTATION & PR	350	0	32,506	0	0	0	0
<b>TOTAL CONTRACTUAL SERVICES</b>	<b>13,433</b>	<b>75,843</b>	<b>86,763</b>	<b>29,823</b>	<b>29,822</b>	<b>29,823</b>	<b>29,823</b>
<b>COMMODITIES</b>							
145-4.550.2.6508 H&M - POSTAGE AND SHIPP	0	0	0	50	0	50	50
145-4.550.2.6513 H&M - MISC SUPP - TREES TREES/FLOWERS OTHER DWTN	5,790	14,841	12,478	28,074	28,304	28,074	28,074
STEEL BARRICADES - STREATERY							3,074
145-4.550.2.6524 H&M - SPORTS AUTHORITY	0	0	0	0	0	0	0
145-4.550.2.6525 H&M - GAAC PROJECTS/DEV BEG RETIRING CONTRIBUTION	14,951	13,040	10,616	7,500	0	7,500	7,500
PUBLIC ART INITIATIVE							2,500
145-4.550.2.6526 H&M - PROJ DEV/OTHER EX CBD RECRUITMENT DWTN ONLY	70,942	14,838	1,928	1,500	0	1,500	1,500
EVENT RECRUITMENT/HOST							0

CITY OF GRINNELL  
 APPROVED BUDGET REPORT  
 AS OF: JUNE 30TH, 2021

145-HOTEL/MOTEL TAX - SPC REV  
 HOTEL/MOTEL PROMOTION

	2017-2018 ACTUAL	2018-2019 ACTUAL	2019-2020 ACTUAL	(----- CURRENT BUDGET	2020-2021 Y-T-D ACTUAL	(----- REESTIMATED BUDGET	2021-2022 APPROVED BUDGET
145-4.550.2.6527 H&M - FEES/OTHER EXP	31,585	37,391	32,970	731	979	731	731
CVB SERVICES							0
PROJECTS/PROMOTIONS							0
OTHER PROMOTIONS, MTGS ETC							0
MUSIC LICENSE FEE							731
145-4.550.2.6528 H&M - MINI-GRANT AWARDS	0	1,500	1,500	0	0	0	0
145-4.550.2.6529 H&M - GRINNELL FIREWORK	12,000	12,500	0	13,000	13,000	13,000	13,000
145-4.550.2.6530 H&M - FIRE CONVENTION	0	20,000	20,000	0	0	0	0
2ND YEAR CONTRIBUTION							0
TOTAL COMMODITIES	<u>135,269</u>	<u>114,110</u>	<u>79,491</u>	<u>50,855</u>	<u>42,282</u>	<u>50,855</u>	<u>50,855</u>
<b>CAPITAL OUTLAY</b>							
145-4.550.3.6727 H&M - PROJECTS	0	46,013	68,443	10,000	4,783	10,000	10,000
CENTRAL EVENTS/ENTERTAINMENT							5,000
HOLIDAY LGTS (CENTRAL PARK)							5,000
HWY 146 ENHANCEMENTS							0
15 SNOWFLAKES - CBD							0
130 BANNERS							0
TOTAL CAPITAL OUTLAY	<u>0</u>	<u>46,013</u>	<u>68,443</u>	<u>10,000</u>	<u>4,783</u>	<u>10,000</u>	<u>10,000</u>
<b>TOTAL EXPENDITURES</b>	<u>183,553</u>	<u>266,228</u>	<u>265,281</u>	<u>141,518</u>	<u>110,150</u>	<u>141,518</u>	<u>141,518</u>
REVENUE OVER/ (UNDER) EXPENDITURES	193,138	151,962	61,040	95,984	127,262	95,984	95,984

CITY OF GRINNELL  
 APPROVED BUDGET REPORT  
 AS OF: JUNE 30TH, 2021

145-HOTEL/MOTEL TAX - SPC REV  
 TRANSFER

	2017-2018 ACTUAL	2018-2019 ACTUAL	2019-2020 ACTUAL	(----- CURRENT BUDGET	2020-2021 Y-T-D ACTUAL	(----- REESTIMATED BUDGET	2021-2022 APPROVED BUDGET
<u>REVENUES</u>							
145-3.910.4.4830 H/M - TRANS IN (INTERNA	0	0	0	0	0	0	0
TOTAL REVENUES	0	0	0	0	0	0	0
<u>EXPENDITURES</u>							
<u>TRANSFERS</u>							
145-4.910.5.6911 H&M - TRANSFER	198,292	132,961	238,452	112,500	112,500	112,500	112,500
GEN FUND TRANS							37,500
SPORTS AUTHORITY 009							25,000
EMS FUND - 001							50,000
INDOOR ACTIVITY CTR							0
TOTAL TRANSFERS	<u>198,292</u>	<u>132,961</u>	<u>238,452</u>	<u>112,500</u>	<u>112,500</u>	<u>112,500</u>	<u>112,500</u>
TOTAL EXPENDITURES	<u>198,292</u>	<u>132,961</u>	<u>238,452</u>	<u>112,500</u>	<u>112,500</u>	<u>112,500</u>	<u>112,500</u>
REVENUE OVER/ (UNDER) EXPENDITURES	( 198,292)	( 132,961)	( 238,452)	( 112,500)	( 112,500)	( 112,500)	( 112,500)
FUND TOTAL REVENUE	376,691	418,190	326,321	237,502	237,411	237,502	237,502
FUND TOTAL EXPENDITURES	<u>381,845</u>	<u>399,189</u>	<u>503,733</u>	<u>254,018</u>	<u>222,650</u>	<u>254,018</u>	<u>254,018</u>
REVENUE OVER/ (UNDER) EXPENDITURES	( 5,153)	19,001	( 177,412)	( 16,516)	14,762	( 16,516)	( 16,516)

\*\*\* END OF REPORT \*\*\*





CITY OF GRINNELL  
 PROPOSED BUDGET REPORT  
 AS OF: JULY 31ST, 2021

145-HOTEL/MOTEL TAX - SPC REV  
 HOTEL/MOTEL PROMOTION

	2017-2018 ACTUAL	2018-2019 ACTUAL	2019-2020 ACTUAL	(----- CURRENT BUDGET	2020-2021 Y-T-D ACTUAL	(----- REESTIMATED BUDGET	2021-2022 PROPOSED BUDGET
145-4.550.2.6527 H&M - FEES/OTHER EXP	31,585	37,391	32,970	731	0	731	12,000
CVB SERVICES							0
PROJECTS/PROMOTIONS							9,300
OTHER PROMOTIONS, MTGS ETC							2,000
MUSIC LICENSE FEE							700
145-4.550.2.6528 H&M - MINI-GRANT AWARDS	0	1,500	1,500	0	0	0	0
145-4.550.2.6529 H&M - GRINNELL FIREWORK	12,000	12,500	0	13,000	0	13,000	13,500
145-4.550.2.6530 H&M - FIRE CONVENTION	0	20,000	20,000	0	0	0	0
2ND YEAR CONTRIBUTION							0
TOTAL COMMODITIES	<u>135,269</u>	<u>114,110</u>	<u>79,491</u>	<u>50,855</u>	<u>2,940</u>	<u>50,855</u>	<u>68,050</u>
<b>CAPITAL OUTLAY</b>							
145-4.550.3.6727 H&M - PROJECTS	0	46,013	68,443	10,000	0	10,000	10,000
CENTRAL EVENTS/ENTERTAINMENT							5,000
HOLIDAY LGTS (CENTRAL PARK)							5,000
HWY 146 ENHANCEMENTS							0
TOTAL CAPITAL OUTLAY	<u>0</u>	<u>46,013</u>	<u>68,443</u>	<u>10,000</u>	<u>0</u>	<u>10,000</u>	<u>10,000</u>
<b>TOTAL EXPENDITURES</b>	<u>183,553</u>	<u>266,228</u>	<u>265,281</u>	<u>141,518</u>	<u>5,004</u>	<u>141,518</u>	<u>164,537</u>
REVENUE OVER/ (UNDER) EXPENDITURES	193,138	151,962	61,040	95,984	( 5,004)	95,984	136,763

CITY OF GRINNELL  
 PROPOSED BUDGET REPORT  
 AS OF: JULY 31ST, 2021

145-HOTEL/MOTEL TAX - SPC REV  
 TRANSFER

	2017-2018 ACTUAL	2018-2019 ACTUAL	2019-2020 ACTUAL	(----- CURRENT BUDGET	2020-2021 Y-T-D ACTUAL	(----- REESTIMATED BUDGET	2021-2022 PROPOSED BUDGET
<u>REVENUES</u>							
145-3.910.4.4830 H/M - TRANS IN (INTERNA	0	0	0	0	0	0	0
TOTAL REVENUES	0	0	0	0	0	0	0
<u>EXPENDITURES</u>							
<u>TRANSFERS</u>							
145-4.910.5.6911 H&M - TRANSFER	198,292	132,961	238,452	112,500	0	112,500	142,500
GEN FUND TRANS							37,500
EMS - 001							25,000
VETERANS MEMORIAL BLDG- 002							25,000
SPORTS AUTHORITY - 009							25,000
COMMUNITY DEVELOP SVCS - 105							30,000
TOTAL TRANSFERS	<u>198,292</u>	<u>132,961</u>	<u>238,452</u>	<u>112,500</u>	<u>0</u>	<u>112,500</u>	<u>142,500</u>
TOTAL EXPENDITURES	<u>198,292</u>	<u>132,961</u>	<u>238,452</u>	<u>112,500</u>	<u>0</u>	<u>112,500</u>	<u>142,500</u>
REVENUE OVER/ (UNDER) EXPENDITURES	( 198,292)	( 132,961)	( 238,452)	( 112,500)	0	( 112,500)	( 142,500)
FUND TOTAL REVENUE	376,691	418,190	326,321	237,502	0	237,502	301,300
FUND TOTAL EXPENDITURES	<u>381,845</u>	<u>399,189</u>	<u>503,733</u>	<u>254,018</u>	<u>5,004</u>	<u>254,018</u>	<u>307,037</u>
REVENUE OVER/ (UNDER) EXPENDITURES	( 5,153)	19,001	( 177,412)	( 16,516)	( 5,004)	( 16,516)	( 5,737)

\*\*\* END OF REPORT \*\*\*

Quarter	FY 15-16	FY 16-17	FY 17-18	FY 18-19	FY 19-20	FY 20-21
2nd	\$90,131.93	\$95,828.25	\$104,494.18	\$116,962.66	\$105,602.77	\$73,907.96
3rd	\$107,657.34	\$111,076.28	\$114,627.80	\$134,632.88	\$119,839.44	\$66,561.88
4th	\$73,517.99	\$71,656.90	\$71,773.33	\$85,062.86	\$58,992.57	\$46,706.31
1st	\$60,998.14	\$67,370.52	\$82,310.69	\$62,941.62	\$35,750.05	\$34,398.98
<b>Total</b>	<b>\$332,305.40</b>	<b>\$345,931.95</b>	<b>\$373,206.00</b>	<b>\$399,600.02</b>	<b>\$320,184.83</b>	<b>\$221,575.13</b>

3<sup>rd</sup> Quarter FY 20-21: July-August-September, this is traditionally the quarter with the highest revenue due to summer travel and Grinnell College students starting/returning. Grinnell College students are now primarily completing course work remotely and parents of students that did come to campus were encouraged not to come to Grinnell.

The COVID-19 pandemic hit in the final month of the FY 19-20 1st quarter, so we had two months with 'normal' activity and hotel stays. Even with two typical month's revenue for this quarter it decreased 43% from FY 18-19 to FY 19-20. FY 18-19 was an exceptional revenue year and revenue was likely going to be slightly lower in FY 19-20 even without COVID.

I predict revenue will be off 40% in FY 20-21 3<sup>rd</sup> quarter and 4<sup>th</sup> quarter. I predict revenue will be 80% for the 1<sup>st</sup> quarter FY 20-21 compared to FY 19-20.

The FY 19-20 budget revenue forecast \$433,300, actual revenue \$320,184.83 (-\$113,115.17).

The FY 20-21 budget revenue forecast \$401,500, actual revenue \$221,575.13 (-\$179,924.87).

Cumulative revenue shortfall from downward trend after exceptional FY 18-19 revenue and COVID-19 pandemic impacts for FY 19-20 and FY 20-21 is \$293,040.04.

For 3<sup>rd</sup> Quarter FY 20-21 I had estimated \$71,903.66 and the actual collection is \$66,561.88 – a difference of -\$5,341.78 or -7.4%.

For 4<sup>th</sup> Quarter FY 20-21 I had estimated \$35,395.54 and the actual collection is \$46,706.31 – a difference of +\$11,310.77 or +32%. This is not as positive as it seems when compared to previous years. All indications are that even while other parts of the economy start to hit pre-pandemic levels, the hospitality industry make take years to reach those pre-pandemic levels.

For 1<sup>st</sup> Quarter FY 20-21 I had estimated \$29,600.04 and the actual collection is \$34,398.98– a difference of +\$4,798.94 or +16.2%. Again, this is not as positive as it seems when compared to previous years. All indications are that even while other parts of the economy start to hit pre-pandemic levels, the hospitality industry make take years to reach those pre-pandemic levels.

# Fire Convention Proposal



PREPARED FOR

## Grinnell Hotel/Motel Committee

520 4th Avenue  
Grinnell, IA 50112

ITEM	QTY	PRICE	TOTAL
Welcome Banner 50" x 10'	1	\$175	\$175.00
Welcome signs for businesses	75	\$0.33	\$24.91
Shopping Incentive - Punch Cards	2000	\$.069	\$138.45
Prize for punch card winner (Hotel Grinnell 1 night stay)	1	\$370.00	\$370.00
Chamber Fee to design/distribute all materials			\$245.00
			<b>\$953.36</b>

### **THIS QUOTATION IS SUBJECT TO THE FOLLOWING TERMS AND CONDITIONS:**

1. Materials will be printed at Total Choice Shipping & Printing.
2. Invoice payable to Grinnell Area Chamber of Commerce and the Chamber will handle all direct payments to vendors OR payment can be made by the city direct to all vendors (Total Choice, Grinnell Chamber, Hotel Grinnell).
3. At the conclusion of the event, all remaining materials will be made available to future community visitors to pick up in the Jewel Box Bank building and/or in partnership with local businesses.

July 19, 2021



Ann Wingerter  
City of Grinnell  
520 4th Avenue  
Grinnell, IA 50112

Dear Ann,

The Grinnell Area Chamber of Commerce was able to secure the Iowa Tourism Office Co-Op advertising program opportunity for the Rotating Regional Billboards from April-June 2022. This billboard design will be posted in Omaha, Kansas City, Des Moines, Moline, and Minneapolis for 3 weeks in each market area with an estimated 204,000 impressions.

The Chamber requests \$1600 to be paid to Travel Iowa before June 2022 (Travel Iowa will invoice the City directly) for the cost of the billboard and \$150 to be paid to the Chamber no later than May 2022 for staff time and design of the billboard.

If you have any questions or need additional information, please feel free to contact me at [kendra@getintogrinnell.com](mailto:kendra@getintogrinnell.com) or call 641-236-6555. Thank you for your consideration of this request.

Regards,

Kendra Vincent  
Member Engagement Coordinator  
Grinnell Area Chamber of Commerce