



Leon Community Development Corporation Hotel/Motel Tax Grant

1. Overview

The city of Leon collects a 5% hotel tax on overnight stays at hotels and motels within our community. 50% of revenue the city keeps for operations, and the remaining 50% is awarded to the Leon Community Development Corporation to increase economic development, town beautification, and tourism in Leon. The LCDC portion of the proceeds will be available as a grant application for tax exempt/non-profit entities. Eligible projects must align with one of the following;

- constructing, improving, enlarging, equipping, repairing, operating, or maintaining of recreation, convention, cultural, or entertainment facilities, including but not limited to; memorial buildings, halls and monuments, civic center convention buildings, auditoriums, coliseums, playgrounds, trails, and parking areas or facilities, located at those recreation, convention, cultural, or entertainment facilities
- the payment of principal and interest, when due, on bonds or other evidence of indebtedness issued by the county or city for those recreation, convention, cultural, or entertainment facilities
- for the promotion and encouragement of tourist and convention business in the city or county and surrounding areas.

2. Grant Application Process

- Hotel/Motel Grant Application Forms are available at city hall. Completed applications can be dropped off at city hall or scanned and emailed to committee chair Cierra Fountain-cfountain@dcdciowa.org.

-Forms may also be submitted as a google survey and can be found on the Leon Chamber of Commerce website.

Available grant funding is based on the hotel/motel tax revenue of the previous year. **Projects must be completed and funds must be used before September 30, 2024.** The grant committee will decide when the funds will be disbursed.

Applications are due **February 28.** Awards will be announced before March 31.

MAXIMUM AWARD TO BE REQUESTED: \$5,000

All applications will be reviewed by the Leon Community Development Corporation Grant Committee and scored based on the attached rubric.

Provide the economic impact of your project:

How will your project be accomplished? (Include a description of project activities and a timeline)

Scoring Rubric

Applications submitted for consideration of funding from the Hotel/Motel Grant Program will be evaluated based on the following criteria and point scales. The reviewers' scores and comments will be compiled and used to award grants.

1. Project Need

The proposed activity should relate to a real or perceived need in the community. How well does the proposal respond to that need?

3	Applicant identified a real need for project in area of leisure or recreation.
2	Applicant has identified need and project is part of organized tourism plan.
1	Applicant perceived a need for program but offers inadequate documentation.
0	Project if unrelated to any community needs.

2. Economic Impact

Does the project directly identify a correlation to economic impact in the area?

3	Applicant identified a strong correlation between their project and the economic impact.
2	Applicant identified some correlation between their project and the economic impact.
1	Applicant identified limited correlation to economic impact.
0	Applicant did not identify a correlation to economic impact.

3. Prospects for Success

Can the applicant complete this project? Is the timeline realistic? Are there adequate resources?

3	Excellent prospects for success
2	Modest prospects for success
1	Limited prospects for success
0	No prospects for success

Total Score: /9