

Hotel/Motel Tax Funding RequestOrganization Name: Bloomfield Main StreetAddress: 101 E Franklin StreetContact Person: Jen Cutler Phone Number: (641) 664. 2309Purpose of Organization: foster growth & sustainability in the historic downtown while creating a sense of community for those who live & visit here.Amount Requested: \$12000Please describe how these funds will be used if they're awarded: \$3000 - Haury Nation Days
\$3000 Farmers market, \$3000 Latino Festival, + \$3000 Fall Festival

Please attach a copy of the Organization's current budget and proposed budget for next year, including revenue and expense estimates.

Does your organization utilize the services of a professional fundraiser: Yes NoIf Yes: Fundraiser Name: We do our own in house Investment Drive
Fundraiser Address: _____Please list the source and amount of funds available for the project. Do *not* include Hotel/Motel Funds.
currently 0Person Completing this form: Jen CutlerAddress: 101 E Franklin StreetSignature: Jen Cutler Date: 12/20/24**Include any additional information or documentation for your request that you feel would be helpful.**
Please submit the completed report to: City of Bloomfield – 111 W Franklin St – Bloomfield IA 52537

<i>This box for Office Use Only</i>
Date Request Received in Office _____
Date Considered by Council _____
Amount Awarded _____
Applicant Notified _____

Hotel/Motel Funding Request Information

In 2025 we slightly increased our ask for Event Funds for each listed event based on feedback we received from Community Surveys after our 2024 events.

Our Hairy Nation Days survey indicated that consumers would like to have Standing Hampton come back as the evening entertainment, they are more expensive than many of the other bands that we have had but also bring a greater crowd to our community in the evening. We are also now required to pay for a music license that is another cost to the overall event. There was also comments that the families and kids really liked having a balloon artist, we would like to be able to provide more activities like that for families to partake in while they are at the event.

The Latino Festival was a popular event last year for being the 1st year and when the weather was on the colder side. We would like to be able to continue to grow this event even more with authentic dancers, activities, and music.

The Farmers Market Live Music weekends were a huge hit last year, we added a few additional weekends even from 2023 and people were still asking for more. The market has become an event a lot of people talk about and we would love to continue to grow that and foster that community atmosphere on Saturdays during the summer.

The Fall Festival we added two events in 2024 for families: the kiddie tractor pull and the mechanical bull ride, these were popular additions to the event and we would like to bring them back along with more family activities. We currently have a band and would like to continue with that and have some better prizes for the car show to bring more out of town participants.



111 West Franklin Street
Bloomfield, Iowa 52537
Phone: (641)664-2260
Fax: (641)664-2445

Hotel/Motel Tax Funding Request

Organization Name: Davis County Agricultural Society

Address: 20471 Old Hwy 2 Bloomfield, IA 52537

Contact Person: Lexis Frymoyer Phone Number: 641-208-0617

Purpose of Organization: The Davis Co. Ag Society is a non-profit, committed to providing the best possible county fair that educates the community about agriculture, horticulture, and varied sciences. It also provides safe and well maintained facilities for the community to showcase their products and skills and to hold public and private events.

Amount Requested: \$ 7,000

Please describe how these funds will be used if they're awarded: Promotion of Events & Winged Sprint Car Race

Ideas are: Magnets of Event Dates, Radio Advertising, Flyers, Brochures, Facebook Advertising etc.

Please attach a copy of the Organization's current budget and proposed budget for next year, including revenue and expense estimates.

Does your organization utilize the services of a professional fundraiser: Yes No

If Yes: Fundraiser Name: _____

Fundraiser Address: _____

Please list the source and amount of funds available for the project. Do *not* include Hotel/Motel Funds.

Person Completing this form: Lexis Frymoyer

Address: PQ BOX 23 Bloomfield IA 52537

Signature: Lexis Frymoyer Date: 1/24/25

Include any additional information or documentation for your request that you feel would be helpful.

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Jan 24 2025
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In 2025, the Davis County Ag Society has a full calendar of events. We have 7 regular race nights scheduled and one sprint car race with a rain date. (In 2024, we had to cancel and didn't have a rain date)

In 2024, we had commitment from teams from 7 states. Fans will already be in the area in preparation for the 360 Nationals in Knoxville, as far away from Australia and New Zealand.

Bloomfield will get exposure on Team's Facebook Pages & Bloggers all around the country bringing in outside revenue to the town

Our fairgrounds are booked almost every weekend from April-October, when we have events, such as rodeos or races you will see an increase of traffic at the two local hotels in town and it also helps the grocery store, gas stations and retail businesses.

Just our board of directors tracked about 8,000 volunteer hours for DCAS in 2024.

DCAS 2025 BUDGET

INCOME

Aid	\$ 36,000.00
Bingo, Raffle & Contest Income	\$ 35,000.00
Commissions Income	\$ 5,000.00
Concessions Income	\$ 65,000.00
Contributions Income	\$ 20,000.00
Event Income/ticket sales	\$ 170,000.00
Grants	\$ 30,000.00
Interest Income	\$ 1,000.00
Marketing/Merchandising Income	\$ 5,000.00
Membership Dues	\$ 1,500.00
Rental Income	\$ 65,000.00
Sponsorship Income	\$ 90,000.00
TOTAL INCOME	\$ 523,500.00

EXPENSE

Advertising	\$ 14,000.00
Ambulance Service	\$ 3,500.00
Bank Service Charges	\$ 150.00
Bingo, Raffle & Contest Expense	\$ 3,200.00
Cleaning	\$ 6,000.00
Concession Expense	\$ 40,000.00
Donations & Memorial Gifts	\$ 5,000.00
Dues & Subscriptions	\$ 2,000.00
Equipment Rental/purchase	\$ 5,000.00
Event Expense	\$ 140,000.00
Fireworks	\$ 5,000.00
Free Entertainment	\$ 25,000.00
Fuel	\$ 5,000.00
Grounds Maintenance	\$ 30,000.00
Insurance	\$ 50,000.00
Interest Expense	\$ 2,000.00
Judges	\$ 6,000.00
Labor	\$ 3,000.00
Licenses and Permits	\$ 500.00
Marketing/Merchandising Expense	\$ 2,500.00
Meeting Expense	\$ 2,500.00
Membership Drawing Expense	\$ 2,000.00
Office Supplies	\$ 4,000.00
Premium-Ribbons-Prizes-purse	\$ 50,000.00
Printing and Publications	\$ 5,000.00

DCAS 2025 BUDGET

Purse(incl. elsewhere)	
Rental Expense	\$ 1,200.00
Repair, Supplies & Improvements	\$ 40,000.00
Sanitation	\$ 10,000.00
Sponsor Expense	\$ 6,000.00
Supplies	\$ 3,000.00
Telephone	\$ 1,000.00
Utilities	\$ 30,000.00
TOTAL EXPENSE	\$ 502,550.00
NET INCOME	\$ 20,950.00

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Amount Requested: \$ 10,000Please describe how these funds will be used if they're awarded: Purchasing new picnic tables for around the grounds.

Please attach a copy of the Organization's current budget and proposed budget for next year, including revenue and expense estimates.

Does your organization utilize the services of a professional fundraiser: Yes No

If Yes: Fundraiser Name: _____

Fundraiser Address: _____

Please list the source and amount of funds available for the project. Do *not* include Hotel/Motel Funds.
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