

**Hotel/Motel Tax Funding Request**

Organization Name: Pottorff Standard Service Museum

Address: 21442 Hwy 63, Bloomfield

Contact Person: Dan Hutchings Phone Number: 641-208-6480

Purpose of Organization: to preserve this location and its

history to Bloomfield and the evolution of  
automobile travel

Amount Requested: \$1300.00

Please describe how these funds will be used if they're awarded: see reverse side \*

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

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.

Limited funds available from owner

Person Completing this form: Dan Hutchings

Address: 21442 Hwy 63, Bloomfield

Signature:  Date: 1/7/25

**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	_____

Jan 06 2025  
12:49P

\* Funds requested will be utilized for start up costs of a website promoting the station.

To be divided between domain name acquisition, website construction, website hosting and professional photography for content.

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Expenses:

Approximately \$1600.00/yr - insurance  
and utilities

Upkeep and maintenance varies  
year to year

Income:

None - No admission charge

### Hotel/Motel Tax Funding Request

Organization Name: Davis County Tourism Corp / The Welcome Center \_\_\_\_\_

Address: 301 N. Washington, Bloomfield, IA 52537 \_\_\_\_\_

Contact Person: Joye Lore-Lawson \_\_\_\_\_ Phone Number: (641) 929-3316 (home)\_\_\_\_

Purpose of Organization: The Davis County Tourism Corporation maintains and operates the Iowa Welcome Center year-round that is located in Bloomfield. We also promote and foster tourism in and to Davis County through a variety of activities that are free and open to the public. The Davis County Tourism Corp is responsible for state-wide, local and regional advertising and media designed to promote the people and attractions of Davis County, Iowa. \_\_\_\_\_

Amount Requested: \$5,007

Please describe how these funds will be used if they're awarded: This funding will be used to maintain and expand advertising, media and local events to promote tourism in and to Davis County. \_\_\_\_\_

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.  
Basic membership to the Davis County Tourism Corp provides \$10 from each contribution. We project 114 memberships in 2025 (\$1,140)

Person Completing this form: Joye Lore-Lawson, President of Davis County Tourism \_\_\_\_\_

Address: Davis County Welcome Center, 301 N. Washington, Bloomfield, IA 52537 \_\_\_\_\_

Signature: Joye Lore-Lawson Date: 13 Jan 25

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 _____
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Jan 13 2025  
1:26P

To: The Mayor of Bloomfield, City Council, and City of Bloomfield,  
From: Davis County Tourism Corporation, 501(c 3)  
Re: 2025 Hotel/Motel Tax

Please find attached our 2025 Application for the allocation of the Hotel-Motel Tax monies.

Our rationale is as follows:

- **Davis County Tourism is the only non-profit organization to advertise and promote tourism to the entire county**, state, and nation through regional, state, area and local advertising. We purchase locally whenever possible, but are looking to expand advertising opportunities in other media beyond traditional print media.
- Our Welcome Center is operated and run exclusively by unpaid volunteers and is **open year-round**. **In 2024, our volunteers logged 1,653 hours at the Welcome Center** in addition to serving at local events such as book-signings, our fair booth, and fundraisers. We welcomed **close to 2,000 visitors** at the Welcome Center in 2024.
- **Two major bus tours to Davis County in 2024 netted the community over \$6,000 in food and lodging alone. These figures do not include additional purchases by visitors, including local goods.** The Corporation itself does not receive any direct money from these visits nor from the State of Iowa.
- Our **website** is available 24/7 and serves as a reference point to over 1,000 people a month from around the world. We list, **free of charge**, local businesses, churches, historical information about the county, an event calendar, recreational opportunities and other pertinent information to potential visitors to Davis County. We also publish information about news, events, merchants, and the community through Facebook, Instagram, and YouTube, table toppers at local establishments, and postings at the Welcome Center and outdoor message boards as well.
- **In 2024, we expanded** our activities to include hosting two book-signings and a presentation by the author of the 29th State, all of which were very well-attended. We have also worked hard to coordinate with other local entities such as the Library and the Historical Society. All of these events were free and open to the public.
- **In 2025, with enough funding, we will have the opportunity** to expand the public offerings for events, to include the author of Notes on Iowa, Historian Dr. Kevin Mason. We also could take advantage of professional photographer and author of Iowa Road Trip, Brian Abeling, who would come to Davis County to photograph sites of interest

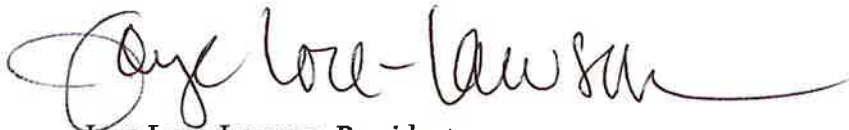
around the county. This package would include an archive of 40 professional photographs for Davis County to use in promotions, as well as having those locations highlighted on the Web and Facebook to an audience across the United States.

- Our membership dues and additional fund-raising activities account for just a fraction of what it costs to maintain the Welcome Center and also to promote the county locally as well as the public at large.
- **Davis County Tourism and the Welcome Center serve all of Davis County** as well as our actual and potential visitors.

Therefore, the allocation of Hotel-Motel funding, which all of our work helps to attract, is vital to our continuing success at promoting Davis County.

Thank you for giving our application every consideration possible.

Respectfully,

A handwritten signature in cursive script that reads "Joye Lore-Lawson". The signature is written in black ink and has a long, sweeping underline that extends to the right.

Joye Lore-Lawson, President  
Davis County Tourism Corporation

## 2025 Budget for Development and Promotion of Davis County Tourism

### Advertising and Marketing of Davis County

Travel Iowa Guide (state & regional circulation)	\$	980
Our Iowa Magazine Ad (3 issues, circulation 90,000)		1,800
Central Iowa Tourism Guide ad (circulation 25,000)		412
Davis County Travel Guide ads (Bloomfield Comm)		250

### Website (www.visitdaviscounty.com)

Domain name registration		25
Square.com Website hosting, annual fee		225
Bloomfield Communications (ads for website listing)		130

### Trainings:

Travel Iowa annual meeting registration (Mar 2024)		275
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### Collaborative Promotions & Events:

Venue expenses for large events (e.g. book signings, speaker fees, etc)		300
Spring & Fall Shoparound Promotion (2 @75)		150
Bale Trail promotion (June - Oct 2024)		100
Park-to-Park Bike Ride (Lake Fisher stop, Sept 13)		100

### Printing

Revamped, Updated and Printed "Visit Davis County"		500
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### Postage:

For in- and out-of state promotional mailings		200
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### Professional Photo Opportunity for Davis County

with Iowa Road Trip Professional photographer, Brian Abeling, includes archive of 40 photos taken in and around Davis County with online social Media promotion of Davis County (2 days, 1 night on-site) package		700
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Total Actual and Projected D&P Expenditures 2025		6,147
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Projected D&P income from 2024 DC Tourism Memberships (114 x \$10)	-	1,140
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<b>Net Request from Motel/Hotel Tax 2025 Appropriations</b>	<b>\$</b>	<b>5,007</b>
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**Hotel/Motel Tax Funding Request**Organization 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: \$4000Please describe how these funds will be used if they're awarded: program + event marketing to reach demographics in surrounding areas, marketing merchandise, Educational Speakers for Business owners to draw in visitors, + more print information  
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**

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# Hotel/Motel Funding Request Information

One of our current transformation strategies with Main Street America is called Knowledge Economy. In 2024 we used these funds to market our program, educate business owners, advertise our events to bring in more members of the community, and print Experience Bloomfield Brochures.

As we continue to work on this strategy in 2025 we plan to do some of the same things we did in 2024 but we need to concentrate on reaching consumers in the surrounding counties and beyond. There is a noticeable gap in the amount of people who know about events and businesses in our community that only live 30-45 minutes away. We want to be able to continue to support local media but also utilize resources in other communities as well.

There is an educational component to this as well. Helping business owners learn how to market their business and reach different demographics is a very important part of the tourism aspect as people won't visit a community if they think there's nothing there to see. Last year we had several speakers that came in to help businesses with creating graphics and updating google listings but we need to dive deeper.

We have started getting in some marketing merchandise and plan to continue adding to the collection. Being able to get our name and community information out there is a key component to getting people to stop here or attend our events.



### Hotel/Motel Tax Funding Request

Organization Name: Davis County Historical Society

Address: 205 S. Dodge Street

Contact Person: Shila Whittington Phone Number 641-664-1855

Purpose of Organization: Preserving our past in the present  
for our future.

Amount Requested: \$6,000

Please describe how these funds will be used if they're awarded: Repairs on Findley  
House

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.

\$1,000

Person Completing this form: Shila Whittington (Board President)

Address: 205 S. Dodge Street, Bloomfield, Iowa 52537

Signature: Shila Whittington Date: 12/30/2024

**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**

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Date Request Received in Office \_\_\_\_\_

Date Considered by Council \_\_\_\_\_

Amount Awarded \_\_\_\_\_

Applicant Notified \_\_\_\_\_

Dec 30 2024  
3:57P

<b>Davis County Historical Society</b>				
<b>Annual Financial Statement Estimates</b>				
			<b>Bank Account</b>	
		<b>2025</b>		<b>2024</b>
<b>Income</b>				
	<b>Membership/Donations</b>	\$1,200		\$1,000
	<b>Grants</b>	\$15,000		\$20,000
	<b>Memorials/Estate</b>	\$1,500		\$1,500
	<b>Rental</b>	\$0.00		\$0.00
	<b>Interest Earned</b>	\$100		\$100
<b>Total Income</b>		<b>\$17,800</b>		<b>\$22,600</b>
<b>Expenses</b>				
	<b>Utilities</b>	\$5,400		\$5,200
	<b>General Maintenance</b>	\$700		\$700
	<b>Grounds Maintenance</b>	\$2,500		\$2,300
	<b>Office Supplies</b>	\$1,000		\$1,000
	<b>Telephone</b>	\$70		\$70
	<b>Grant Projects</b>	\$15,000		\$24,700
	<b>Insurance</b>	\$2,300		\$2,300
	<b>Advertising</b>	\$1,000		\$900
	<b>Legal Fees</b>	\$30		\$30
<b>Total Expenses</b>		<b>\$28,000</b>		<b>\$37,200</b>