

**Program Guidelines for the
Special Events and Tourism Related Activities Committee (SETRAC) Grants Program -
Administered by the Kinston-Lenoir County Convention & Visitors Bureau**

The SETRAC grants program exists to stimulate and assist Kinston - Lenoir County organizations and agencies in the enhancement, promotion and marketing of tourism and culturally related events and activities.

The objective of the program is to give greater scope to innovative ideas and help organizations and agencies undertake activities that would not be considered without special funding. The SETRAC program is designed to assist in establishing activities and events that, because of their own merit, can eventually grow and succeed without financial assistance from this program.

Funding for the SETRAC program is authorized under House Bill 817 - Chapter 561 which states: The Authority may spend funds remitted to it under this subsection only to further the development of travel, tourism, and conventions in Lenoir County through advertising and promotion, to sponsor tourist-oriented events and activities in Lenoir County, and to finance tourist-related capital projects in Lenoir County. Lenoir County share of the occupancy tax proceeds in a fiscal year for specific tourist-related events or activities, such as arts and cultural events; or for promoting, improving, constructing, financing or acquiring facilities or attractions that enhance the development of tourism.

Funding decisions are based on an applicant's ability and intent to attract visitors and generate hotel/motel room nights from outside the immediate Kinston area.

Financial grants are made twice during the fiscal year -- in July and January. Deadlines for submission of applications are December 30, 2010 and June 24, 2011 respectively. Specific award notification and application deadline dates are determined prior to the beginning of each funding cycle.

Program Guidelines

1. Projects must be tourism or culturally related and will be granted funds only on the basis that they enhance the development of travel and tourism.
2. The primary function of a project submitted for funding must be promotional or marketing in nature, designed to enhance and develop Kinston - Lenoir County's image as a leisure/travel destination. In making decisions on applications, the KLCVB Board of Directors will consider such factors as the type and scope of the organization agency applying, the effect and impact of the proposed project on travel and tourism, the time span in which the project will be completed, the amount of funding requested, the project's ability and intent to attract visitors to Kinston on a continuing basis and the overall merit of the project.
3. The project must be designed to stimulate economic activity for the organization or agency and for Kinston and Lenoir County.
4. Only projects submitted by organizations in Kinston - Lenoir County will be considered for funding.
5. Funds will not be granted for normal and routine operating and administrative expenses of the organization applying. Routine expenses include postage; telephone charges; shipping, salaries, bonuses, lodging, transportation, or entertainment costs for any staff member, consultant or other employee of an applying agency or organization.

6. The Kinston - Lenoir Convention & Visitors Bureau's Special Events and Tourism Related Activities Committee shall review all applications and recommend awards to the KLTDA of Directors who will make final funding decisions and shall have sole authority in granting and disbursing funds.
7. Projects not performed within the scope of an accepted application and guidelines of this program will be denied the receipt of funds awarded.
8. No recipient that has failed to complete a previous grant satisfactorily will be eligible for a subsequent grant until the previous grant has been settled.
9. Before funds can be disbursed, grant recipients must submit a completed project Accountability Form for the purpose of review by the KLCVB. This form ensures compliance with grant terms and must be received within 60 days of project completion. Failure to file this form with the KLCVB before the 60-day deadline can and may result in a loss of funding from the SETRAC program. All funds outstanding must be requested and paid during the budget year it was granted.
10. The recipient's project Accountability Form must include an itemized list of expenses related to the award and copies of paid invoices showing that these related accounts have been settled by the grant recipient. Remaining funds will not be disbursed until grant-related financial obligations are settled..
11. Disbursement of funds will follow accepted accounting practices of the Lenoir County Finance Department.
12. The Kinston Area Convention & Visitors Bureau reserves the right to inspect at any time the grant recipient's records to ensure compliance with program guidelines and accuracy of financial reporting.
13. Applicants requesting funds beyond those available for funding in any one fiscal year may, at the discretion of the KLCVB Board of Directors, be awarded a determined amount in the current budget year along with a non-binding pledge for additional funds in a future fiscal year.
14. Should a new project be developed that has long-term impact on the local travel and tourism industry, the KLCVB Board of Directors may choose to award the organization or agency non-binding pledges over more than one budget year to assist with project start up and continued success.
15. In the event an applicant pursues funding for brochure production, monies awarded will be limited to development and first printing of a brochure and not subsequent printings of the brochure. Funds will not be awarded for additional printings of an existing brochure.

**All SETRAC Applications and Inquiries Should Be Directed To:
Kinston-Lenoir County Convention & Visitors Bureau
Attn: SETRAC Grants Administrator
301 North Queen Street
Kinston, North Carolina 28502
252-523-2500**

8/24/2010