

9. IS YOUR ORGANIZATION/AGENCY FOR PROFIT or NON-PROFIT

10. WHAT IS YOUR ORGANIZATION/AGENCY ANNUAL BUDGET?

11. NARRATIVE DESCRIPTION OF PROJECT (Include need assessment/purpose of project, outline of project procedure, intended results of project.)

12. PROJECT JUSTIFICATION AND ECONOMIC BENEFIT/IMPACT TO THE VISITOR INDUSTRY:

13. ANTICIPATED VISITOR ATTENDANCE:

14. ANTICIPATED IMPACT ON HOTEL/MOTEL OCCUPANCY:

15. ANY ADDITIONAL COMMENTS THAT SUPPORT THE NEED FOR PROJECT AND/OR PROJECTS MERIT AS AN EVENT OR ACTIVITY DESIGNED TO ENHANCE KINSTON AS A TRAVEL MERIT AS AN EVENT OR DESTINATION:

16. TOTAL PROJECT BUDGET – Indicate where SETRAC funds would be used. (Attach sheet if needed.)

A. SPECIAL EVENTS/PROJECTS (Be specific in expense breakdown

| | |
|-------|----|
| _____ | \$ |
| _____ | \$ |
| _____ | \$ |
| _____ | \$ |

B. MARKETING PROMOTIONS (If paid media, specify name/type of media publication and date of airing/appearance, if audio visual, specify slides, film, video, etc; for all other, be specific in expense breakdown. (Attach sheet if needed.)

| | |
|-------|----|
| _____ | \$ |
| _____ | \$ |
| _____ | \$ |
| _____ | \$ |

C. COLLATERAL MATERIAL (Specify type and number printed, include breakdown of design, layout and printing cost.)

| | |
|-------|----|
| _____ | \$ |
| _____ | \$ |
| _____ | \$ |
| _____ | \$ |

D. CAPITAL IMPROVEMENTS

| | |
|-------|----|
| _____ | \$ |
| _____ | \$ |
| _____ | \$ |
| _____ | \$ |

E. OTHER (Be specific.)

| | |
|-------|----|
| _____ | \$ |
| _____ | \$ |
| _____ | \$ |
| _____ | \$ |

TOTAL PROJECT BUDGET (This line should match Line 6.) \$ _____

NAME AND ADDRESS TO APPEAR ON CHECK:

SIGNATURE (Project Director)

DATE

SIGNATURE (Authorized Administrative Official)

DATE

RETURN APPLICATION TO:
Kinston-Lenoir County Convention and Visitors Bureau
Attn: SETRAC Grants Administrator
301 N. Queen St.
Kinston, North Carolina 28502
Phone: 252-523-2500

NO APPLICATIONS WILL BE ACCEPTED AFTER DEADLINE

SETRAC Application

ALL APPLICANTS WILL BE NOTIFIED BY LETTER. THE STATUS OF YOUR APPLICATION WILL NOT BE DISCUSSED BY TELEPHONE PRIOR TO NOTIFICATION OF ALL APPLICANTS.

SETRAC GRANTS APPLICATION ADVISORY COMMITTEE

IF YOU HAVE ANY QUESTIONS OR NEED ASSISTANCE IN FILLING OUT THIS APPLICATION, PLEASE FEEL FREE TO CONTACT JAN BARWICK @ 252-523-2500