

## **An Introduction to SETRAC: Special Events & Tourism Related Activities Committee**

Created in 1987, the Special Events & Tourism Related Activities Committee (SETRAC) grants program is designed to assist in the realization and growth of innovative projects, which enhance, promote and market ***Kinston-Lenoir County as a travel and tourism destination***. The program seeks to provide assistance to an agency or organization to initiate such activities, which might not be considered without special funding.

Twice each year, in July and January, the Authority Board of the Kinston-Lenoir County Tourism Development Authority makes financial assistance grants to agencies and organizations planning/developing special projects and events that help promote travel and tourism in Kinston and Lenoir County.

The hope is with initial financial assistance; such events would eventually grow and flourish without direct funding from the SETRAC Grant program.

According to the N.C. Department of Commerce, travel and tourism is the state's second largest industry. All aspects of our local economy benefit from travel and tourism, from restaurants to dry cleaners. Each year, travel and tourism adds millions of dollars to the economy in Lenoir County alone.

***The SETRAC Grant program is designed to provide funding to special and culturally related activities that draw visitors to our area on an overnight basis.***

Funding for SETRAC Grants comes from the Kinston/Lenoir County 6% Hotel/Motel Room Occupancy and Tourism Development Tax legislated by the N.C. General Assembly.

Each year a percentage of this revenue is reserved for funding specific tourism related events and activities. This amount is divided between the summer and winter SETRAC Grant funding cycles.

The idea is to put revenues generated from the tourism industry back into the promotion of travel and tourism. This funding will further stimulate the economy and provide a continuous source of funding for the SETRAC Grant program.

Any Kinston-Lenoir County organization or agency which hosts tourism related events and activities is encouraged to apply. While the Kinston-Lenoir County Tourism Development Authority provides assistance with a variety of event and convention needs, SETRAC Grants are designed to assist in events and activities open to visitors and the general public.