



Application for Grant Funds for SETRAC
Special Events, Tourism and
Culturally-Related Activities

Funding Cycle: SETRAC 2019 Grant Program

Application Deadline: Friday, May 3, 2019 at 5:00pm

Notification Deadline: July 31, 2019

I. Agency Profile

1. Organization/Agency:

2. Address:

3. Project Director: Daytime Phone:

4. E-mail Address:

5. Source of Operating Funds for Organization/Agency:

6. Total Budget Amount for Organization/Agency: \$

7. Does Your Organization/Agency receive any tax funding: YES NO

If so, how much?

Is source of tax funding: Local State Federal

Does organization receive funding from a Foundation(s): YES NO

If funding has been received from a Foundation(s) in this current fiscal year.
Please list the Foundation(s) and the amount received:

8. Is your Organization/Agency For Profit or Non-Profit

All sections of applications must be completed
for application to be considered

II. SETRAC Project Summary

Please keep information brief and specific. Additional documents are discouraged

9. Narrative Description of Project (Must include need assessment/purpose of project, outline of project procedure, intended results of project. Attachments will not be accepted.) (300 word limit)

10. Anticipated Visitor Attendance from outside 50 mile radius: (100 word limit)

11. Anticipated Hotel/Motel Room Nights generated: (100 word limit)

12. What steps, if any, has Applicant taken to collaborate with the Hotel/Motel Community for room accommodations and tracking method?

(Form continued on next page)

III. SETRAC Financial Information

13. SETRAC Project Name:

14. Date of Project to Begin:	Date of Project Completion:
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15. SETRAC Project Budget: *Must indicate where SETRAC funds would be used.

A. Total Project Budget	\$
B. Amount of SETRAC Grant Funding Requested	\$
C. Funds provided by Applicant	\$

D. Capital Improvements Detail:	\$
	\$
	\$
	\$

E. Marketing Promotions Detail: *To be considered, all media expenditures must be outside a 50 mile radius of Greensboro.	\$
	\$
	\$
	\$

F. Collateral Materials Detail: (Specify type and number printed, include breakdown of design, layout and printing cost.) *Printed material is honored on a 1:1 basis	\$
	\$
	\$
	\$

G. Other (Be specific.)

All sections of applications must be completed for application to be considered

If a SETRAC Grant is awarded, please list the organization name the check should be made out to along with the mailing address:

Signature (Project Director)

Print Name & Title

Email address and phone

Date

Signature (Authorized Administrative Official)

Print Name & Title

Email address and phone

Date

Return Application to:

**Attn: SETRAC Grants Administrator
2411 W. Gate City Blvd.
Greensboro, NC 27403
Phone: 336-274-2282**

No applications will be accepted after deadline

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

Committee members are available to assist you with questions concerning project development

**Please contact James Watterson at
336-335-1582 or jwatterson@VisitGreensboroNC.com
for more information**

All sections of applications must be completed for application to be considered