

## **An Introduction to Statesville CVB Special Events & Tourism Related Activities Grant Program**

Created in 2014, the Statesville Convention and Visitors Bureau (“CVB”) grants program is designed to assist in the realization and growth of innovative projects, which enhance, promote and market Statesville, North Carolina, as a tourist destination. The program seeks to provide assistance to an agency or organization to initiate such activities, which might not be considered without special funding.

Each year, the Board of the Statesville Convention and Visitors Bureau makes financial assistance grants to agencies and organizations planning/developing special projects and events that help promote travel and tourism in Statesville, North Carolina.

The hope is with initial financial assistance; such events would eventually grow and flourish without direct funding from the CVB 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 Statesville alone.

***The Statesville CVB 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 Statesville CVB Grants comes from the Statesville 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.

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 Statesville CVB Grant program.

Any Statesville, North Carolina, organization or agency which hosts tourism related events and activities is encouraged to apply. While the Statesville CVB provides assistance with a variety of event and convention needs, CVB Grants are designed to assist in events and activities open to visitors and the general public.