



**ARPA/SLFRF TRANCHE 3 GRANT – MEETINGS & CONVENTIONS**

**LEGISLATIVE REPORT**

**Name of Organization:** Bowling Green Area Convention & Visitors Bureau

**Director's Name:** Sherry Murphy

**Phone Number:** 270-782-0800 **Email:** sherry@visitbgky.com

**List the total amount of funding you have spent or in the process of spending as of June 30, 2026:** \$ 450,499.07

**List all completed projects or those that started as of June 30, 2025. When describing projects, include information such as:**

1. Markets used to advertise - Indianapolis, Chicago, St Louis, Columbus, Nashville, Atlanta, etc. Indicate if this was a new market for your organization. If not, how was the advertising enhanced to attract new visitors? List if you used digital marketing (location), publications (list a sample of publications), TV, radio, or billboards, and dates of advertising.
2. New or upgraded websites that include new content, photos, and tools to assist the visitor in navigating the site. List how the site is being promoted by the organization.
3. New brochure that includes new content and photos. List how the brochures are being distributed.
4. List any photography or video projects that will entice the visitor to seek further information.
5. New events or meetings brought to your community.
6. Research projects.
7. Way-finding signage and how you have utilized the signage to move visitors around your county. List how many signs you have developed and installed.
8. List project cost and the ROI (return on investment) from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, requests for brochures, Google analytics, or compare to pre-COVID numbers (2019).

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| <b>Project</b>                        | <b>Virtual Tour 360° Video</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Description</b>                    | Contracted with Threshold 360 to capture virtual tours at 25 primary meeting and event venues in Bowling Green. These completed tours were then integrated with the VisitBGKY.com website enabling users to interact with the virtual tours right from the destination website. Additional uses include directly inserting tours into sales proposals, being viewable via Google search, and enhancing display advertising. Annual license also includes recapture of spaces that have undergone changes or updates, support for our staff in addition to staff at all our partner locations, platform maintenance, and custom map creation capabilities, further expanding on this platform's benefit to our overall meeting sales and marketing efforts. |
| <b>Date of Project</b>                | 4th year contract dates — February-December 2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Cost of Project</b>                | \$16,100                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>ROI<br/>(Return on Investment)</b> | <p>From July 1, 2025 - June 30, 2026:</p> <p>Total views on VisitBGKY.com — 22,110 with 63,655 clicks on individual tours</p> <p>Total views via Google — 230,254</p> <p>Use of this feature on our website has continued to improve time spent on site with this period's engagement rate increasing from 11.66% last year to 14.19%. CTR grew from .09% to .16% as well. As our team continues to share these tours via links in emails, our out-of-state clients are literally able to visualize their event in BG.</p>                                                                                                                                                                                                                                 |

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| <b>Project</b>                        | <b>2026 Digital Advertising Campaign — Multiview</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Description</b>                    | <p>This digital campaign targets meeting planners through display ads on both Meeting Professionals International and KY Society for Association Executives websites. The MPI placements are geo-segmented to reach members in Kentucky, Tennessee, Ohio, Illinois, and Indiana, and it also uses custom audience targeting, leading users to the Meetings section of our website.</p> <p>For this year's SEM campaign, we greatly increased the dedicated budget for paid search marketing after learning very few planners were finding us through organic search. Boy, is it paying off!</p>                                                       |
| <b>Date of Project</b>                | April-December 2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Cost of Project</b>                | \$90,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>ROI<br/>(Return on Investment)</b> | <p>Results from the full 2025-2026 campaign garnered over 876,899 impressions with 864 clickthrus to our website with a combined 1.0% CTR. Early results from 3 months of SEM have generated 2,109 clicks to our site, garnering a whopping 5.3% CTR and helping VisitBGKY capture nearly 32% share of search for meetings keywords!</p> <p>Continuing to target members of MPI in surrounding states and KSAE members is directly leading to an increase in inquiries as well as an increase in client engagement as planners mention seeing our ads. Growing our database of active planners is crucial to build on the success of our efforts.</p> |

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| <b>Project</b>     | <b>Print &amp; Digital Advertising Campaign — Convention South</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Description</b> | <p>Full-color ads were placed in these print magazines promoting Bowling Green as a destination that is “Anything but Middle-of-the-Road” where meeting planners can find unique Corvette experiences to wow attendees as well as announcing our convention center hotel renovation. This campaign is building on our presence in the magazine, continuing to mix both print and digital options. Additional placements include a custom e-blast, Meeting Planner Directories, digital ads in e-newsletters, and the KY Meeting Planner Guide.</p> |

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| <b>Date of Project</b>                | August 2025 – June 2026                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Cost of Project</b>                | \$24,375                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>ROI<br/>(Return on Investment)</b> | This campaign's goal is to strengthen awareness of Bowling Green as a meetings destination among this established planner audience. It included a custom e-blast sent to nearly 19,000 subscribers with 4,567 opens and 12 clicks. We have added 13 new convention accounts to our system in the past 12 months with 17 new convention leads sent to appropriate venues, undoubtedly influenced by this campaign. |

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| <b>Project</b>                        | Print & Digital Advertising Campaign — Southeast Meetings + Events, Small Market Meetings, RCMA Aspire                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Description</b>                    | Full-color ads were placed in these print magazines promoting Bowling Green as a destination that's "Anything but Middle-of-the-Road" where meeting planners can add unique Corvette experiences to wow attendees. Small Market Meetings and Southeast M+E are both relatively new publications for us to advertise in. A mix of print and digital placements are further solidifying BG's identity among the planner audience. This was the first time for Visit BGKY to advertise in Religious Conference Management Association's publication, Aspire.        |
| <b>Date of Project</b>                | August 2025 – June 2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Cost of Project</b>                | \$29,533.36                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>ROI<br/>(Return on Investment)</b> | This campaign's goal is to carry our awareness of Bowling Green as a meetings destination to the next level in the sales funnel among these planner audiences, specifically targeting the Southeast since BGKY has no airport. Our Meetings landing page has received nearly 1,700 direct visits over 12 months, an increase of more than 1000%! An additional 100 viewers of our digital ads clicked through to spend an average of 32 seconds on our Meetings pages. We view that as a success that folks are interested in taking the next step of discovery. |

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|  | We have added 13 new convention accounts to our system in the past 12 months with 17 new convention leads sent to appropriate venues, undoubtedly influenced by this campaign. |
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| <b>Project</b>                        | 2025 Connect Faith + South Conference — Sponsorship                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Description</b>                    | The Connect Faith & South Conference (held in Fort Worth, TX in 2025) is an exclusive and space-limited sales marketplace designed to bring together the nation's top religious meeting planners with representatives from a very select number of host destinations and industry suppliers. This all-in-one event leverages the power of Connect's signature reverse-style trade show in a focused environment that services event professionals planning and sourcing events in the Southern region. The sponsorship included delegate registration, recognition on event materials including mobile app, CVB logo featured in planner bag, signage near marketplace area, and a post-conference copy of attendee list. |
| <b>Date of Project</b>                | November 13-15, 2025                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Cost of Project</b>                | \$9,500                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>ROI<br/>(Return on Investment)</b> | Four new leads were in hand at the conclusion of this event plus 18 new accounts resulted from this one marketplace. Even after attending this marketplace for two years, new relationships and connections are still forming. Cultivating relationships is the primary ROI of this sponsorship as we attempt to recruit new religious conventions & meetings in future years.                                                                                                                                                                                                                                                                                                                                            |

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| <b>Project</b>     | 2025 Small & Boutique Meetings Marketplace — Sponsorship                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Description</b> | The Small & Boutique Meetings by Northstar (held in Knoxville, TN in 2025) is a premier hosted-buyer event designed to connect top suppliers and destinations with planners looking for creative solutions to elevate their small and boutique-sized meetings (100 room nights on peak or less) in the U.S. and beyond. The sponsorship included delegate registration, recognition on event materials including website, podium time to present a destination overview and show a short video, signage near marketplace area, and a post-conference copy of attendee list. |

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| <b>Date of Project</b>                | October 12-14, 2025                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Cost of Project</b>                | \$10,000                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>ROI<br/>(Return on Investment)</b> | Multiple new leads were in hand at the conclusion of this event plus all 22 planners with whom I met were new accounts for our CVB. I was amazed with the results from this one marketplace. Establishing and cultivating relationships is the primary ROI of this sponsorship as we attempt to recruit new conventions & meetings in future years, especially after not attending Northstar marketplaces since prior to 2019. |

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| <b>Project</b>                        | 2026 RCMA Emerge Conference — Sponsorship                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Description</b>                    | The RCMA Emerge Conference (held in Lexington, KY in 2025) is the premiere event for faith-based meeting planners, featuring inspiring speakers, industry-leading education, memorable receptions, impactful service, valuable expos, engaging tours and more. The sponsorship included 2 delegate registrations, an exhibitor booth, recognition on event website, an exclusive 6 x 30 double sided banner hung from convention center main 3rd floor hallway ceiling, table clings, and a post-conference copy of attendee list.                                                                                                                                                                                    |
| <b>Date of Project</b>                | February 10-12, 2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Cost of Project</b>                | \$15,750                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>ROI<br/>(Return on Investment)</b> | Awareness of BG as a meetings destination with this conference being held just up the road in Lexington was the primary motivation for attending this event. It was also very educational, both the sessions and the tradeshow-style booths displayed by suppliers. We feel being in the same room with the other destinations and service providers was a great boost to our legitimacy as a meetings destination. This sponsorship also helped KY roll out the welcome mat to these very influential planners! Several new leads were in hand at the conclusion of this event plus dozens of new accounts resulted from this one marketplace. Establishing and cultivating relationships is the primary ROI of this |

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|  | sponsorship as we attempt to recruit new conventions & meetings in future years, especially having not attended this event before. |
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| <b>Project</b>                        | 2025 U.S. Sports Congress — Registration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Description</b>                    | <p>The US Sports Congress (held in Lexington, KY in 2025) attracts top level decision-makers from the world of amateur sports events and tourism. Its conference provides professional development and networking that leads to business connections at the highest levels.</p> <p>Attendees of this event are senior executives of sport governing bodies and other industry leaders who represent tens of thousands of athletes who participate in their programs. Past presenters have included representatives from LPGA, Major League Baseball and many other sports brands and organizations.</p> |
| <b>Date of Project</b>                | December 7-10, 2025                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Cost of Project</b>                | \$1,800                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>ROI<br/>(Return on Investment)</b> | Nearly a dozen new contacts were in hand at the conclusion of this event plus 3 new accounts resulted from this one conference. Establishing and cultivating relationships is the primary ROI of this sponsorship as we attempt to recruit new sporting competitions in future years, especially as our community evaluates the possibility of a tournament sports facility.                                                                                                                                                                                                                            |

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| <b>Project</b>     | 2026 Small Market Meetings Summit — Sponsorship                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Description</b> | <p>The Small Market Meetings SUMMIT (held in Owensboro, KY in 2026) is a gathering of destinations, hotels, conference centers and meeting planners looking for small to medium size conferences and everything in between. Meet in a relaxed setting with an evening reception, meals, educational seminars and sales missions. Twenty-five meeting planners are matched with twenty-five destinations. The sponsorship included delegate registration, recognition on event materials including website &amp; onsite signage, branded floor clings in 3 different designs (design cost included in total project cost), signage in the marketplace area, and a post-conference copy of attendee list.</p> |

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| <b>Date of Project</b>                | May 13-14, 2026                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Cost of Project</b>                | \$9,968.75                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>ROI<br/>(Return on Investment)</b> | Six new contacts were added to our list of strong site visit potential at the conclusion of this event plus 18 new accounts resulted from this one marketplace. Establishing and cultivating relationships is the primary ROI of this sponsorship as we attempt to recruit new conventions & meetings in future years, especially with this specific event also being a strong contender for recruiting to BGKY in the future. |

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| <b>Project</b>                        | 2025 SPORTS The Relationship Conference — Sponsorship                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Description</b>                    | The SPORTS Relationship Conference (held in Columbia, SC in 2025) is an exclusive and space-limited sales marketplace designed to bring together the nation's top religious meeting planners with representatives from a very select number of host destinations and industry suppliers. This all-in-one event leverages the power of Connect's signature reverse-style trade show in a focused environment that services event professionals planning and sourcing events in the Southern region. The sponsorship included recognition on event materials including onsite signage, CVB logo featured on every table during specific sponsored meal, video with sponsor message shown at meal, and a post-conference copy of attendee list. |
| <b>Date of Project</b>                | November 11-13, 2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Cost of Project</b>                | \$4,495                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>ROI<br/>(Return on Investment)</b> | Dozens of new sports planner contacts were in hand after this conference. Establishing and cultivating BGKY's appeal among this audience is the primary ROI of this sponsorship as we attempt to recruit new sporting competitions in future years, especially as our community evaluates the possibility of a tournament sports facility.                                                                                                                                                                                                                                                                                                                                                                                                   |

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| <b>Project</b>                        | <b>2026 Connect Spring Marketplace — Registration</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Description</b>                    | The Connect Spring Marketplace by Informa (held in Louisville, KY in 2026) brings together the meetings and events industry's top buyers, suppliers, destinations, and hospitality leaders for high-value conversations designed to drive real business outcomes. Through curated one-to-one meetings, immersive networking, and intentional matchmaking, attendees build partnerships that move the industry forward. The sponsorship included delegate registration, one appointment book in the Association track with 24 appointments, and a post-conference copy of attendee list. |
| <b>Date of Project</b>                | April 14-16, 2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Cost of Project</b>                | \$4,550                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>ROI<br/>(Return on Investment)</b> | Six new leads were in hand at the conclusion of this event plus 18 new accounts resulted from this one marketplace. With this marketplace being held in Louisville, we couldn't pass on the opportunity to attend even though we would typically prioritize smaller marketplaces. Cultivating relationships and driving awareness is the primary ROI of this marketplace as we attempt to recruit new conventions & meetings in future years and directly spread the word about our renovated convention center hotel.                                                                  |

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| <b>Project</b>         | <b>Familiarization Trip — The Waxenberg Agency</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Description</b>     | Hosted company founder, Gabrielle Waxenberg, on a Site Visit of Bowling Green to familiarize her with all the destination has for incentive planners with regard to our elevated Corvette experiences. The agency offers fractional administrative assistant services, trains & mentors executive assistants, and sources and creates executive meetings, board dinners, leadership retreats, corporate programs, philanthropic events, and curated VIP experiences. I met Gabrielle at Connect South + Faith in November, and we hosted her for 2 days providing all meals and transportation. |
| <b>Date of Project</b> | December 18-19, 2025                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |

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| <b>Cost of Project</b>                | \$497.52                                                                                                                                                                                                                                                                                                                                  |
| <b>ROI<br/>(Return on Investment)</b> | TBD as this is an evolving relationship with efforts to get on the shortlist of other executives she consults with and trains still ongoing. The Waxenberg Agency not only directly plans corporate events but also participates in EA events, webinars, podcasts, so the opportunities to promote BG as a meetings destination are many. |

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| <b>Project</b>                        | Familiarization Trip — North American Chinese Basketball Association                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Description</b>                    | Hosted director emeritus, Onyen Yong, on a Site Visit of Bowling Green to familiarize him with all the destination offers as a potential site of a future NACBA Invitational Tournament. NACBA is an organization that runs the largest annual Chinese basketball tournament in North America, and its flagship event is the annual North American Chinese Basketball Invitational Championships, held every Memorial Day weekend. We met him at the TEAMS Conference in September 2024. BGACVB Sports Sales Director hosted him for 2 days providing all meals, transportation and reimbursement for his flight. |
| <b>Date of Project</b>                | October 5-7, 2025                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Cost of Project</b>                | \$1284.94                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>ROI<br/>(Return on Investment)</b> | This site visit directly influenced their decision to bring the event here. This prestigious event has contracted for Memorial Day weekend 2027 in Bowling Green, Kentucky! The estimated economic impact of this event is over \$450,000.                                                                                                                                                                                                                                                                                                                                                                        |

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| <b>Project</b> | Familiarization Trip — Church of God in Christ, 2 <sup>nd</sup> Jurisdiction |
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| <b>Description</b>                    | Hosted event organizers from the Church of God in Christ 2 <sup>nd</sup> Jurisdiction on a Site Visit of Bowling Green to familiarize them with all the destination offers for religious event attendees, including Beech Bend Park and the National Corvette Museum. BGACVB Hospitality Services Director provided lunch for Bishop Wells, Elder Willis and planner Tashaunda Grimmet during their tour.               |
| <b>Date of Project</b>                | April 10, 2026                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Cost of Project</b>                | \$54.50                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>ROI<br/>(Return on Investment)</b> | TBD as event has not contracted with any location for its 2027 Holy Convocation & Triad Convention. This particular jurisdiction includes members from Kentucky, Tennessee and Indiana but they have influence over additional, more impactful COGIC events that welcome members from across the country due to their proximity to the church's headquarters in Memphis. This is why we are building this relationship. |

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| <b>Project</b>     | <b>44<sup>th</sup> Annual NACBA Invitational Tournament — Sponsorship</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Description</b> | <p>The BGACVB sponsored this event in 2026 (held in Chicago, IL) as an incentive to book future business in Bowling Green. The North American Chinese Basketball Association (NACBA) is an organization that runs the largest annual Chinese basketball tournament in North America, and its flagship event is the annual NACBA Invitational Championships, held every Memorial Day weekend. It brings together 60+ teams and over 1,000 participants and members from across the United States and Canada, featuring various competitive and recreational brackets, including Men's Open, Men's Friendship, Women's Open, Masters/Grandmasters divisions for older adults, and multiple youth/boys/girls age brackets (such as 18U, 15U, and 13U).</p> <p>The organization is managed by an executive board including representatives from historical community basketball programs like the NY Rockets, Philadelphia Suns, Toronto CCYAA, and Chicago Dragons. It also maintains a dedicated rules committee that adapts and interprets NCAA guidelines for its events.</p> |

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|                                       | The sponsorship included the CVB logo on the back of the official event t-shirt, a full-page promotion in the Tournament Program book, a full-page welcome letter (2027 event committed to BGKY prior to publication!), and a Welcome banner onsite at the 2026 event. |
| <b>Date of Project</b>                | May 22-25, 2026                                                                                                                                                                                                                                                        |
| <b>Cost of Project</b>                | \$35,000                                                                                                                                                                                                                                                               |
| <b>ROI<br/>(Return on Investment)</b> | This sponsorship directly led to NACBA's decision to bring this international event to BGKY in 2027. The estimated economic impact of hosting this event in over \$450,000.                                                                                            |

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| <b>Project</b>                        | 2026 Women on Wheels 40 <sup>th</sup> International Ride-In — Sponsorship                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Description</b>                    | <p>The BGACVB sponsored this event in 2026 (held in Manhattan, KS) as an incentive to bring this event to Bowling Green in the future. The International Ride-In, the organization's largest annual event, consists of 3 days of organized rides, speakers, presentations, vendor demos, and camaraderie, bringing together an average of 250 of its members to the selected destination.</p> <p>The sponsorship included promotions for BGKY on the back of the Ride-In Book, in the quarterly magazine, on the WOW website, recognition at the final banquet (announcing the 2027 event in BGKY!), and the CVB logo onsite on signage.</p> |
| <b>Date of Project</b>                | June 23-25, 2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Cost of Project</b>                | \$12,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>ROI<br/>(Return on Investment)</b> | This sponsorship directly led to Women on Wheels' decision to bring this international event to BGKY in 2027. The estimated economic impact of hosting this event is nearly \$300,000. The awareness among the members of Kentucky's beautiful landscape will undoubtedly produce return visits, and this event has not been in Kentucky since 2002. That was the only other time in 40 years it has been held in Kentucky! These riding clubs also talk to each other, so negotiations are underway with two additional motorcycle organizations to hold an event in BGKY.                                                                  |

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| <b>Project</b>                        | <b>Oldsmobile Club of America 2025 National Meet — Booking Incentive to offset F&amp;B / Room &amp; Facility Rental</b>                                                                                                                                                                                                                                                                                                                                         |
| <b>Description</b>                    | This annual meeting and car show presented by OCA, a national membership organization dedicated to the preservation & enjoyment of Oldsmobile, had been in our sights for several years since last being hosted in BGKY in 2007. It is a great event for our community and had solid economic impact previously. We offered a booking incentive to offset Meeting Room Rental, Facility Rental and F&B costs at Sloan Convention Center and Beech Bend Raceway. |
| <b>Date of Project</b>                | July 16-19, 2025                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Cost of Project</b>                | \$35,000                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>ROI<br/>(Return on Investment)</b> | It was incredible to host this event again! With so many fun activities for automotive enthusiasts, we felt the impact of these visitors all over our community for over 3 days. The estimated economic impact of the near 500 attendees was nearly \$350,000.                                                                                                                                                                                                  |

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| <b>Project</b>         | <b>Pug Dog Club of America 2025 National Specialty — Booking Incentive to offset F&amp;B / Room Rental</b>                                                                                                                                                                                                                                                                                       |
| <b>Description</b>     | This national organization hosts an annual convention and competition, the National Specialty. They had been considering Bowling Green for a couple of years. We offered a booking incentive to offset Meeting Room Rental and F&B costs at Sloan Convention Center including the closing banquet. Other locations being considered for 2025 were Topeka, KS; Little Rock, AR; and Franklin, TN. |
| <b>Date of Project</b> | October 5-12, 2025                                                                                                                                                                                                                                                                                                                                                                               |

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| <b>Cost of Project</b>                | \$17,000                                                                                                                                                                                                                                                                       |
| <b>ROI<br/>(Return on Investment)</b> | This event was very well-attended, bringing nearly 250 attendees. Actualized room nights exceeded 500 with over \$73,000 in room night revenue plus an additional \$28,000 in rental and food & beverage. Estimated economic impact was over \$175,000 in direct expenditures. |

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| <b>Project</b>                        | Grind Session 2026 Elevation Tournament — Sponsorship to offset facility rental / F&B expenses                                                                                                                                                                                                                                                                                                                                 |
| <b>Description</b>                    | After meeting representatives from Grind Session at a sports marketplace, discussions began on ways we could work together to bring a new Grind Session event to BG. Grind Session is a winter circuit of elite high school basketball events with over 400 action-packed games played from November to March. Other locations under consideration for this specific tournament included Orlando, FL; Mesa, AZ; and Provo, UT. |
| <b>Date of Project</b>                | March 6-8, 2026                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Cost of Project</b>                | \$7,500                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>ROI<br/>(Return on Investment)</b> | This was a great first-time event for Bowling Green with discussions already underway to host more upcoming tournaments. They rented an event venue for an awards banquet, extending impact beyond the courts and hotels. Estimated economic impact for this individual tournament exceeded \$100,000.                                                                                                                         |

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| <b>Project</b> | Bowtie Nationals — Booking incentive to offset Track Rental |
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| <b>Description</b>                    | This national automotive event series includes competitive drag racing at its 3 annual events, so Bowling Green and Beech Bend Park wanted to pull the southernmost event from Tennessee where they were considering Bristol again or Nashville Superspeedway in 2025. We offered a multi-year booking incentive to offset Track Rental costs to bring “America’s Largest Chevrolet Event” to BG.                                   |
| <b>Date of Project</b>                | May 15-16, 2025                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Cost of Project</b>                | \$28,000                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>ROI<br/>(Return on Investment)</b> | This event had a change in ownership, but that equated to a reduction in events, making BGKY the home of the exclusive 2026 Bowtie Nationals event. Attendees were down from its first year, but we welcomed folks from 19 states with an estimated economic impact of nearly \$120,000. The organizers loved being here, attendees had a good time, and we are confident that they will return to BG and Beech Bend again in 2027. |

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| <b>Project</b>         | Bronco Skills Training — Sponsorship Offsetting Track Rental *NEW EVENT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Description</b>     | Based on the success of other automotive events organized by Holley Performance Products and produced by FM3 Group, the team brought a new event idea to Beech Bend Raceway for 2026, the Bronco Skills Training. Hoping to capture the growing JEEP and Bronco resurgence, this event was designed as a two-day event offering expert instruction on how to properly set up, drive and recover your Bronco (or other truck) in an off-road situation including seminars and real-world experiences on our obstacle course. Participants also have the opportunity to go wheeling at a nearby off-road park. We committed to a multi-year sponsorship to help this new event get off the ground and introduce this target market of enthusiasts to our motorsports playground. |
| <b>Date of Project</b> | September 26-27, 2025                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Cost of Project</b> | \$25,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |

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| <b>ROI<br/>(Return on Investment)</b> | This new event brought approximately 100 participants to Bowling Green and Beech Bend Raceway, continuing to build on the jam-packed season of events offered here. Our sponsorship gave us naming rights to the event, banners displayed throughout the event, and multiple PA announcements each day. We look forward to seeing how it grows in 2026. |

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| <b>Project</b>                        | Meetings & Event Venue Content Capture and Video                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Description</b>                    | To aid in marketing and promoting Bowling Green as a meetings destination, we were in desperate need of updated, high-resolution photography and video of our meeting & event venues. We selected local company Forerunner to manage this project that is estimated to cost up to \$450,000 total. Deliverables of the full project will include photos of our 20 primary venues showcasing an actual event taking place plus photos of just the space at 10 additional venues. These will be used across all owned, earned and paid marketing. Video is being captured at each location as well to produce several short-form videos and one full-length feature video promoting BG as a meetings, event and tournament destination. |
| <b>Date of Project</b>                | May-December 2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Cost of Project</b>                | \$73,090 (spent so far)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>ROI<br/>(Return on Investment)</b> | The ROI from this project is TBD but will absolutely elevate BGKY in the minds of meeting planners AND attendees!                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |