



ARPA/SLFRF TRANCHE 3 GRANT – MEETINGS & CONVENTIONS

LEGISLATIVE REPORT

Name of Organization: Louisville and Jefferson County Visitors and Convention Commission

Director's Name: Cleo Battle

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List the total amount of funding you have spent or in the process of spending as of June 30, 2026: \$ 4,522,449.78

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).

Project	Marketing and Promotions-Client Event- Maritz Activate
Description	Maritz Activate is a premier industry networking and collaboration event bringing together event professionals, partners, and leaders for curated meetings, learning sessions, and interactive experiences
Date of Project	Aug 23-28, 2025
Cost of Project	\$160,891.18
ROI (Return on Investment)	Generated 1640 room nights and attracted 650 attendees

Project	Marketing and Promotions-Client Event-ACA International
Description	ACA's flagship event, the ACA Annual Conference & Expo, features inspiring keynotes, educational sessions, and meaningful networking opportunities
Date of Project	July 18-27-2025
Cost of Project	\$8,012.00
ROI (Return on Investment)	Generated 2,003 room nights and attracted 950 attendees

Project	Marketing and Promotions-Client Event-Presbyterian Church USA
Description	the Presbyterian Church (USA) welcomed thousands of its high school age youth and their adult youth workers to Louisville, Kentucky for four days of worship, recreation, bible study, outreach, and faith formation all around the theme of “As If We Were Dreaming”. Most programming and meals will be held at the Kentucky International Convention Center (KICC)
Date of Project	July 28-31, 2025
Cost of Project	\$25,746.00
ROI (Return on Investment)	Generated 5,223 room nights and attracted 3,500 attendees

Project	Marketing and Promotions-Client Event-American Bar Association
Description	This flagship event brings together industry professionals, legal leaders, and practitioners for an in-depth exploration of one of the most vital topics in our field: construction contracts.
Date of Project	Sept 3-4, 2025
Cost of Project	\$5,000.00
ROI (Return on Investment)	Generated 744 room nights and attracted 500 attendees

Project	Marketing and Promotions-Client Event-Ace Hardware
Description	Attendees had the opportunity to explore new products, plan business strategies, and participate in networking. The event offered valuable insights into product offerings and margin-building opportunities for retailers.
Date of Project	Feb 24-26, 2026
Cost of Project	\$128,263.00
ROI (Return on Investment)	Generated 14,595 room nights and attracted 15,000 attendees

Project	Marketing and Promotions-Client Event-America's SAP Users Group
Description	Provided regional networking, education, and peer collaboration for professionals working with enterprise software. Connected local SAP customers, partners, and IT professionals through periodic regional meetings and virtual sessions
Date of Project	Nov 2-7, 2025
Cost of Project	\$30,000.00
ROI (Return on Investment)	Generated 2,330 room nights and attracted 800 attendees

Project	Marketing and Promotions-Client Event-National Internal Affairs Investigators Assoc.
Description	Events included specialized training sessions
Date of Project	Sept 13-19, 2025
Cost of Project	\$1,772.00
ROI (Return on Investment)	Generated 1,045 room nights and attracted 300 attendees

Project	Marketing and Promotions-Client Event-Smile Source
Description	Annual dental conference for independent practice dentists and their teams
Date of Project	Sept 3-4, 2025
Cost of Project	\$5,000.00
ROI (Return on Investment)	Generated 2,330 room nights and attracted 800 attendees

Project	Marketing and Promotions-Client Event-International Association of Emergency Managers
Description	Convened emergency management and homeland security professionals worldwide
Date of Project	Nov 12-20, 2025
Cost of Project	\$19,000.00
ROI (Return on Investment)	Generated 4,560 room nights and attracted 1,500 attendees

Project	Marketing and Promotions-Client Event-Connect Spring Marketplace
Description	Connect Spring Marketplace exists to connect buyers and suppliers in the MICE industry utilizing a unique, reverse-style trade show format. The three-day event features pre-scheduled appointments, education sessions, and networking opportunities.
Date of Project	Apr 14-16, 2026
Cost of Project	\$423,128.00
ROI (Return on Investment)	The 3-day event generated 4,600 room nights and attracted 1,800 attendees

Project	Marketing and Promotions-Client Event-National Council for Prescription Drug Program
Description	These collaborative sessions brought industry stakeholders together to review and advance pharmacy data standards, codify communication processes, and address product identifier updates
Date of Project	Feb 2-6, 2026
Cost of Project	\$3,495.00
ROI (Return on Investment)	Generated 699 room nights and attracted 400 attendees

Project	Marketing and Promotions-Client Event-Society for Human Resource Management
Description	The event focused on diversity, equity, inclusion, and AI workplace impacts
Date of Project	Oct 25-29, 2025
Cost of Project	\$8,405.00
ROI (Return on Investment)	Generated 1,681 room nights and attracted 2,000 attendees

Project	Marketing and Promotions-Client Event-Association for Nursing Professional Development
Description	The annual premier event offered nursing professional development practitioners educational tracks, workshops, and networking opportunities
Date of Project	Mar 23-27, 2026
Cost of Project	\$10,780.00
ROI (Return on Investment)	Generated 2,156 room nights and attracted 1,200 attendees

Project	Marketing and Promotions-Client Event-Consortium of State School Boards Association
Description	The 2026 COSSBA National Conference, Education Evolution – Transformative Leadership in Changing Times, brought together visionary school board members, superintendents, district administrators, and education partners from across the country for an unforgettable experience focused on impact and innovation.
Date of Project	Mar 12-15, 2026
Cost of Project	\$11,415.00
ROI (Return on Investment)	Generated 3,805 room nights and attracted 1,600 attendees

Project	Marketing and Promotions-Client Event-College of Optometrists in Vision Development
Description	The College of Optometrists in Vision Development (COVD) is a non-profit, international membership association of eye care professionals including optometrists, optometry students , and vision therapists. Attendees consisted of the best and brightest in behavioral and developmental optometry from around the world!
Date of Project	Apr 11-19, 2026
Cost of Project	\$4,347.00
ROI (Return on Investment)	Generated 1,449 room nights and attracted 1,000 attendees

Project	Marketing and Promotions-Client Event-American Alliance of Orthopaedic Executives
Description	The AAOE Annual Conference is hosted by the American Alliance of Orthopaedic Executives (AAOE) , an organization dedicated to providing education and resources to administrators and the staff of orthopedic practices and other musculoskeletal groups.
Date of Project	Apr 18-22, 2026
Cost of Project	\$10,990.00
ROI (Return on Investment)	Generated 2,198 room nights and attracted 900 attendees

Project	Marketing and Promotions-Client Event-Sport Clips
Description	The Sport Clips Annual National Huddle is not just a meeting; it's an opportunity for networking, learning, and engaging with fellow professionals in the industry. With a focus on creating memorable experiences, this event promises to be a highlight for all participants.
Date of Project	Apr 25-29, 2026
Cost of Project	\$26,376.00
ROI (Return on Investment)	Generated 4,396 room nights and attracted 3,300 attendees

Project	Marketing and Promotions-Client Event-Cosmic Takeover Tour
Description	The 2026 Cosmic Takeover Tour is a 30-city, glow-in-the-dark baseball experience featuring the Tri-City Chili Peppers and the Glow Mojis.
Date of Project	Jun 19-20, 2026
Cost of Project	\$10,000.00
ROI (Return on Investment)	The events were sold out for each of the 2 games at 13,000 attendees per night.

Project	Marketing and Promotions-Client Event-College Board
Description	This event was for the Advanced Placement (AP) Reading
Date of Project	May 26-Jun 18, 2026
Cost of Project	\$122,344.00
ROI (Return on Investment)	Generated 15,305 room nights and attracted 2,500 attendees

Project	Marketing and Promotions-Client Event-Presbyterian Church in American Committee
Description	The General Assembly as an event occurs every two years. It includes the gathering of committees who recommend actions to plenary sessions, opportunities to break bread through shared meals, educational opportunities, moments of public witness, and more. A record-setting gathering of commissioners (including over 1,600 teaching elders and a historic high of 819 ruling elders)
Date of Project	Jun 23-26, 2026
Cost of Project	\$22,680.00
ROI (Return on Investment)	Generated 4,536 room nights and attracted 5,000 attendees

Project	Advertising – Conference Direct Meeting Mentor print ad
Description	Louisville Tourism’s FY2026 meetings and conventions advertising investments supported convention sales efforts by increasing destination awareness among meeting professionals, generating engagement with Louisville’s meetings content and helping influence future consideration, RFP activity and bookings.
Date of Project	Fall 2025
Cost of Project	\$5,000.00
ROI (Return on Investment)	During FY2026, Louisville Tourism’s convention sales efforts generated 996,394 definite room nights (107% of goal), supported in part by these targeted meetings and conventions advertising investments. Because meeting and convention bookings typically involve a long sales cycle and multiple marketing and sales touchpoints, a specific economic return cannot be reliably attributed to an individual advertising placement. These investments are therefore evaluated collectively through measures such as planner engagement, website traffic, leads and RFPs generated, and definite room nights booked. The advertising listed in the FY2026 ARPA submissions should be considered part of Louisville Tourism’s overall meetings and conventions business-development strategy rather than as stand-alone campaigns with individually attributable ROI.

Project	Advertising –Bright Business Media/Smart Meetings
Description	Louisville Tourism’s FY2026 meetings and conventions advertising investments supported convention sales efforts by increasing destination awareness among meeting professionals, generating engagement with Louisville’s meetings content and helping influence future consideration, RFP activity and bookings.
Date of Project	Oct 2025, Nov 2025, Jan 2026 and Feb 2026
Cost of Project	\$62,200.00
ROI (Return on Investment)	During FY2026, Louisville Tourism’s convention sales efforts generated 996,394 definite room nights (107% of goal), supported in part by these targeted meetings and conventions advertising investments. Because meeting and convention bookings typically involve a long sales cycle and multiple marketing and sales touchpoints, a specific economic return cannot be reliably attributed to an individual advertising placement. These investments are therefore evaluated collectively through measures such as planner engagement, website traffic, leads and RFPs generated, and definite room nights booked. The advertising listed in the FY2026 ARPA submissions should be considered part of Louisville Tourism’s overall meetings and conventions business-development strategy rather than as stand-alone campaigns with individually attributable ROI.

Project	Advertising –Northstar travel media IMEX Geofencing advertising
Description	Louisville Tourism’s FY2026 meetings and conventions advertising investments supported convention sales efforts by increasing destination awareness among meeting professionals, generating engagement with Louisville’s meetings content and helping influence future consideration, RFP activity and bookings.
Date of Project	Oct 5-10, 2025
Cost of Project	\$3,500.00
ROI (Return on Investment)	During FY2026, Louisville Tourism’s convention sales efforts generated 996,394 definite room nights (107% of goal), supported in part by these targeted meetings and conventions advertising investments. Because meeting and convention bookings typically involve a long sales cycle and multiple marketing and sales touchpoints, a specific economic return cannot be reliably attributed to an individual advertising placement. These investments are therefore evaluated collectively through measures such as planner engagement, website traffic, leads and RFPs generated, and definite room nights booked. The advertising listed in the FY2026 ARPA submissions should be considered part of Louisville Tourism’s overall meetings and conventions business-development strategy rather than as stand-alone campaigns with individually attributable ROI.

Project	Advertising –American Society of Association Executives (ASAE) advertising
Description	Louisville Tourism’s FY2026 meetings and conventions advertising investments supported convention sales efforts by increasing destination awareness among meeting professionals, generating engagement with Louisville’s meetings content and helping influence future consideration, RFP activity and bookings.
Date of Project	Nov 10, 2025- Nov 10, 2026
Cost of Project	\$5,000.00
ROI (Return on Investment)	During FY2026, Louisville Tourism’s convention sales efforts generated 996,394 definite room nights (107% of goal), supported in part by these targeted meetings and conventions advertising investments. Because meeting and convention bookings typically involve a long sales cycle and multiple marketing and sales touchpoints, a specific economic return cannot be reliably attributed to an individual advertising placement. These investments are therefore evaluated collectively through measures such as planner engagement, website traffic, leads and RFPs generated, and definite room nights booked. The advertising listed in the FY2026 ARPA submissions should be considered part of Louisville Tourism’s overall meetings and conventions business-development strategy rather than as stand-alone campaigns with individually attributable ROI.

Project	Advertising –Meeting Professionals International (MPI) advertising
Description	Louisville Tourism’s FY2026 meetings and conventions advertising investments supported convention sales efforts by increasing destination awareness among meeting professionals, generating engagement with Louisville’s meetings content and helping influence future consideration, RFP activity and bookings.
Date of Project	May 26, 2026
Cost of Project	\$37,000.00
ROI (Return on Investment)	During FY2026, Louisville Tourism’s convention sales efforts generated 996,394 definite room nights (107% of goal), supported in part by these targeted meetings and conventions advertising investments. Because meeting and convention bookings typically involve a long sales cycle and multiple marketing and sales touchpoints, a specific economic return cannot be reliably attributed to an individual advertising placement. These investments are therefore evaluated collectively through measures such as planner engagement, website traffic, leads and RFPs generated, and definite room nights booked. The advertising listed in the FY2026 ARPA submissions should be considered part of Louisville Tourism’s overall meetings and conventions business-development strategy rather than as stand-alone campaigns with individually attributable ROI.

Project	Northstar Partnership Agreement
Description	Through this partnership agreement, Louisville Tourism will be a prime sponsor at the TEAMS conference & Expo and will sponsor a premium activation with exclusive Louisville Themed activation. Louisville representatives will have the opportunity to address the attendees at events
Date of Project	July 1, 2025 – June 30, 2026
Cost of Project	\$82,500.00
ROI (Return on Investment)	Supported multiple client events in the Northeast. 12 events that touched 300 clients across the association, corporate, and life sciences market segments

Project	American Society of Association Executives (ASAE) Partnership Agreement
Description	ASAE will acknowledge Louisville Tourism at various events. ASAE will display Louisville Tourism's corporate logo and brand, as well as on marketing, advertising and other promotional media
Date of Project	July 1, 2025 – June 30, 2026
Cost of Project	\$170,000.00
ROI (Return on Investment)	Supported client activation at ASAE annual meeting in Los Angeles. Strengthened Louisville Tourism connection with the national association market

Project	PCMA Partnership Agreement
Description	This partnership agreement gives Louisville Tourism access to leading global platform in the business events industry that will deliver the most influential audience and key decision makers, helping to elevate Louisville's brand and drive business opportunities. Through a variety of activation initiatives utilizing PCMA's unique portfolio of assets, channels and capabilities, PCMA will tell our brand's story and make unique and lasting impressions on the business events industry's key decision makers.
Date of Project	July 1, 2025 – June 30, 2026
Cost of Project	\$176,000.00
ROI (Return on Investment)	Hosted Educon meeting in Louisville, with over 800 in attendance. National planners across medical, healthcare, and association market segments. PCMA's second largest conference that they organize

Project	Meeting Professionals International Partnership Agreement
Description	During the term of this partnership agreement, MPI agrees to identify and acknowledge Louisville Tourism as a sponsor of events. Tangible and intangible benefits provide Louisville Tourism the opportunity to maximize business with the largest international network of meeting professionals by brand exposure, media exposure, direct marketing opportunities and product and service sampling.
Date of Project	July 1, 2025 – June 30, 2026
Cost of Project	\$105,650.00
ROI (Return on Investment)	Hosted World Education Conference here in Louisville. Activated Louisville brand to over 600, mostly corporate meeting planners. Many experiencing Louisville for the first time

Project	Cvent Partnership Agreement
Description	Partnership agreement provides the opportunity to reach new groups through advertising and events
Date of Project	July 1, 2025 – June 30, 2026
Cost of Project	\$75,056.00
ROI (Return on Investment)	Hosted an education session and Cvent Summit in San Antonio. 250 planners attended a session on sustainability in the culinary space.

Project	Conference Direct Partnership Agreement
Description	This partnership agreement provides access to various events and hosting abilities.
Date of Project	July 1, 2025 – June 30, 2026
Cost of Project	\$69,000.00
ROI (Return on Investment)	Hosted activations at 2 Conference Direct programs. Touched over 300 planners and Conference Direct Associates.

Project	Association Forum Partnership Agreement
Description	Association Forum has over 3,000 plus members who represent more than 44,000 association professionals. Association Forum's mission is to advance the professional practice of association management and to provide members with essential learning. This partnership provides editorial contributions to Forum Magazine and the Holiday showcase. The holiday showcase attracts more than 1,500 attendees comprised of CEOs, CFOs, meeting planners, supplier partners and other association professionals
Date of Project	July 1, 2025 – June 30, 2026
Cost of Project	\$62,445.00
ROI (Return on Investment)	Louisville was exclusive sponsor at the A/F industry Gala Awards event. Event drew over 750 people with half being Association Executives based in Chicago

Project	Helms Briscoe Partnership Agreement
Description	The purpose of this partnership agreement is to deliver high quality service to meeting planners and their attendees for the purpose of increasing the parties' joint volume of business and build a valued relationship between Helms Briscoe and Louisville Tourism. Helms Briscoe associates will be strongly encouraged to include Louisville Tourism on RFP/leads whenever appropriate.
Date of Project	July 1, 2025 – June 30, 2026
Cost of Project	\$22,000.00
ROI (Return on Investment)	Attended Helms Briscoe annual program as a title sponsor. 250 H/B associates and their clients in attendance

Project	IAEE Partnership Agreement
Description	The partnership agreement provides Louisville Tourism access to various events throughout the year including Expo Expo and Leadership Institute
Date of Project	July 1, 2025 – June 30, 2026
Cost of Project	\$55,798.03
ROI (Return on Investment)	Education sponsor at IAEE Expo Expo. 200 Exposition clients attended. Enhanced booth activation over 2-day show

Project	Maritz Partnership Agreement
Description	This partnership agreement gives Louisville Tourism to design support and deliverables for Activate. We received invitations to Maritz's brand events, such as Elevate and Activate
Date of Project	July 1, 2025 – June 30, 2026
Cost of Project	\$51,000.00
ROI (Return on Investment)	Hosted the August 2025 Activate program here in Louisville. Pre-conference city tours of venues and a food and beverage event for 150 top Maritz clients