ARPA/SLFRF TRANCHE 3 GRANT – MEETINGS & CONVENTIONS

LEGISLATIVE REPORT

Name of Organization: _____Kentucky Lake CVB_____

Director's Name: _____Elena Blevins_____

Phone Number: ___270-527-3128_____**Email:** _____director@visitkylake.com_____

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

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).