



ARPA/SLFRF TRANCHE 3 GRANT – MEETINGS & CONVENTIONS

LEGISLATIVE REPORT

Name of Organization: Paducah Convention & Visitors Bureau

Director's Name: Alyssa Phares

Phone Number: (270) 443-8783 **Email:** alyssa@paducah.travel

List the total amount of funding you have spent or in the process of spending as of June 30, 2026: \$ 447,803.47

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	Small Market Meetings
Description	Registration and name badge sponsorship for small market meetings event in Owensboro.
Date of Project	May 13-14, 2026
Cost of Project	\$7,000
ROI (Return on Investment)	Several one-on-one meetings with planners, plus sustained brand visibility through name badge sponsorship.

Project	AJGA
Description	American Junior Golf Association sponsorship
Date of Project	July 14-17, 2025
Cost of Project	\$25,000
ROI (Return on Investment)	433 Room Nights Visitor Spending: \$124,427 Total Economic Impact (as reported by AJGA): \$338,408

Project	Threshold 360
Description	Walkthrough software for key meetings spaces hosted on Paducah.travel
Date of Project	Ongoing
Cost of Project	\$16,500
ROI (Return on Investment)	User directed virtual tours of spaces available on Paducah.travel , helping meeting planners envision an event in Paducah.

Project	Fireball Run
Description	Race for streaming television. The event has not been distributed as publicized but organizers are allegedly in the process of finding an outlet for banked content.
Date of Project	September 2025
Cost of Project	\$1,919.27 since last reporting
ROI (Return on Investment)	Final show is in post-production and we are awaiting update from the producer on an estimated air date.

Project	Rendezvous South Sponsorship & Marketplace Attendance
Description	2026 Sponsorship of their Spring Marketplace Included: Branded Socks, Custom Signage, ½ page f/c ad in their program, 2 social media interactions, sponsor recognition on the website, mobile-app, and all materials; company listing and post conference attendee lists
Date of Project	March 2-5, 2026
Cost of Project	\$4,750 for Sponsorship \$4,485 for registration
ROI (Return on Investment)	Attendance at this show resulted in both lasting awareness of Paducah as a meetings and conference destination in the Southern market and immediate leads for conferences that could be hosted in market.

Project	Meetings & Conventions Website
Description	Overhaul of Meetings & Conventions pages on Paducah.travel, adding new planning resources, updated facilities lists, better avenues for communication with Paducah CVB, and new pages to aid in attracting meetings and conference business. A new “Top 10 Meeting Spaces” page includes descriptions and photography of Paducah’s top meeting facilities, plus a new video showcasing each space and an accompanying rack card.
Date of Project	Published fall 2025
Cost of Project	\$4,250 (since last reporting)
ROI (Return on Investment)	Organic impressions on our Meetings & Groups pages are up 86% year over year.

Project	Many Ways to Meet Video (Originally 'Convention Center Walkthrough Video')
Description	New video asset showcasing Paducah's Top 10 meeting spaces. This video is a companion to a new Top 10 Meeting Spaces webpage and rack card, showing potential planners the kinds of spaces that are available in Paducah.
Date of Project	Fall 2025
Cost of Project	\$7,185 since last reporting
ROI (Return on Investment)	The video lives on Paducah.travel and is also used at trade shows and marketplaces to entice potential planners with real video of Paducah's meeting venues.

Project	Top 10 Meeting Spaces Rack Card
Description	A rack card for trade shows and marketplaces showcasing the newly redesigned Meetings website, specifically the new "Top 10 Meetings Spaces" page and accompanying video. The intent is to attract business by quickly and easily showcasing Paducah's top spaces.
Date of Project	Launched Spring 2026
Cost of Project	\$6,609.27
ROI (Return on Investment)	The rack card has been distributed at recent trade shows and was received well. We look forward to using it intentionally as a way to bring meeting planners to our site and down the funnel.

Project	Waterways Journal Ad
Description	Half-page to accompany IMX
Date of Project	May 2026
Cost of Project	\$850
ROI (Return on Investment)	Additional visibility for IMX marketplace

Project	Quimby's Cruise Guide Ad (Waterways Journal)
Description	Full page, inside cover for annual boating guide to complement river industry meetings sales
Date of Project	Spring 2026
Cost of Project	\$2,340
ROI (Return on Investment)	Additional positive visibility with the river industry group that organizes IMX and publishes waterways journals.

Project	Tradeshow Booth
Description	Booth materials produced by Madden Media
Date of Project	Spring 2026
Cost of Project	\$7,728
ROI (Return on Investment)	The new booth incorporates our new brand and elevates our meeting marketplace spaces to appeal to meeting planners.

Project	iPad, case, and travel bag for Meetings Sales
Description	Purchased an iPad to take to trade shows and marketplaces for showing photos and video (including “Many Ways to Meet” video) on site.
Date of Project	2/25/26
Cost of Project	\$1,265.79
ROI (Return on Investment)	We use the ipad to show meeting planners images, videos, and walk-through video (Threshold 360) in person during our appointments at marketplaces and on the tradeshow floor. This helps tell our story better and cuts down on the amount of printed materials we have to ship and haul to events.

Project	Table Runners for Show Booth
Description	Table runners for meetings at meetings sales marketplaces

Date of Project	2/23/26
Cost of Project	\$141.90
ROI (Return on Investment)	Assists in on-site branding

Project	Flags for Fireball Run
Description	Paducah flags and race flags for the Fireball Run event and future events.
Date of Project	9/15/25
Cost of Project	\$1,037.52
ROI (Return on Investment)	We've used these at multiple events – Fireball Run, QuiltWeek, Lower Town Arts & Music Festival – and plan to use them well into the future to support meetings, events, and conferences in Paducah.