



ARPA/SLFRF TRANCHE 3 GRANT – MEETINGS & CONVENTIONS

LEGISLATIVE REPORT

Name of Organization: _____ City of Pikeville Tourism _____

Director's Name: _____ Jill Dotson _____

Phone Number: _____ 6064375108 **Email:** _____ jill.dotson@pikevilleky.gov _____

List the total amount of funding you have spent or in the process of spending as of June 30, 2026: \$ \$48,199.43

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	IBIB Convention, International Broadcasters Idea Bank
Description	Testing a convention for the international broadcaster's idea bank. This was a conference. At our Appalachian wireless arena utilizing all conference spaces, the outside Plaza, and the inside arena floor. The space was used for breakout sessions, dinner, and meeting times. We also provided several activities for the group while they were in town.
Date of Project	May 14, 2024
Cost of Project	25,000.00
ROI (Return on Investment)	While the group was in town at the Appalachia wireless arena for their conference, they were able to visit our downtown shopping area and visit local restaurants. Many of them indicated they would be coming back for personal trips to see more of our area. I loved the exposure to our heritage, culture a geographic location.

Project	Venue Management School-training and meetings
Description	VMS to train professionals and meeting with industry officials to promote our event spaces.
Date of Project	3/11/25
Cost of Project	\$8320.00
ROI (Return on Investment)	Gained significant guidance on venue management. Also, a wonderful opportunity to connect with industry leaders on our venue and promote what we have to offer.

Project	Small Markets Meeting Conference
Description	The Small Market Meetings Conference (SMMC) is an annual national event that connects meeting planners with second- and third-tier cities, smaller destinations, hotels, and conference centers. The event features pre-arranged, fast-paced appointments (often in 6-minute intervals) where planners and destination suppliers exchange solid information without bulky brochures.
Date of Project	4/15/25
Cost of Project	\$7673.16
ROI (Return on Investment)	This gives us the ability to highlight affordable and unique locations outside of major metropolitan hubs like New York or Las Vegas. We were about to connect with people about using our space in our beautiful area.

Project	Pollstar Magazine-Full Page AD (Oak View Publications)
Description	The issue of Pollstar was to spotlight the vibrant Louisville/Lexington and surrounding areas in the Pollstar/VenuesNow July 2026 Special Market Focus issue. This edition featured the region's newest venues, renovations, major events, and upcoming shows covering stadiums, arenas, amphitheaters, clubs, festivals, performing arts centers, convention centers, theaters, universities, and event centers. Pollstar reaches key decision-makers across the live entertainment and sports facility industries, including General Managers, Presidents, Owners, VPs of Operations, Promoters, Booking Agents, Talent and Ticketing Professionals.
Date of Project	1/28/25
Cost of Project	\$5,550.00
ROI (Return on Investment)	This advertisement was able to put our Arena in the hands of industry professionals that might not have heard of our venue before. We were able to show the diversity of the space, which was helpful as they planned their conferences and conventions.

Project	Kiwannis Conference
Description	Hosted a regional Kiwanis conference with visitors from three states. They came to our region for several days to meet and tour of the region and work directly with local Kiwanis members.
Date of Project	6/10/25
Cost of Project	\$227.59
ROI (Return on Investment)	Hosting this type of event with guests from other states provided us an opportunity to show what our region has to offer. Hopefully, their time in our area for the conference will entice them to come back and possibly host other events within our arena and conference space.

Project	Small Markets Conference
Description	The Small Market Meetings Conference (SMMC) is an annual national event that connects meeting planners with second- and third-tier cities, smaller destinations, hotels, and conference centers. The event features pre-arranged, fast-paced appointments (often in 6-minute intervals) where planners and destination suppliers exchange solid information without bulky brochures.
Date of Project	5/30/24
Cost of Project	\$1978.82
ROI (Return on Investment)	This gives us the ability to highlight affordable and unique locations outside of major metropolitan hubs like New York or Las Vegas. We were about to connect with people about using our space in our beautiful area.