

142.406 Tourism, meeting, and convention marketing fund -- Creation and fund sources -- Authorized investments -- Use of funds -- Annual report to Legislative Research Commission and to Governor.

- (1) There is hereby created and established in the State Treasury a trust and agency account to be known as the tourism, meeting, and convention marketing fund. The fund shall be administered by the Tourism, Arts and Heritage Cabinet, with the approval of the Governor's Office for Policy and Management.
- (2) All tax receipts from the tax imposed under KRS 142.400 shall be deposited into the tourism, meeting, and convention marketing fund, and shall be appropriated for the purposes set forth in subsection (3) of this section. The fund shall also contain any other money contributed, allocated, or appropriated to it from any other source. Money in the fund shall be invested by the Finance and Administration Cabinet in instruments authorized under KRS 42.500. Investment proceeds shall be deposited to the credit of the fund. Money in the fund shall not lapse but shall be carried forward to the next fiscal year or biennium.
- (3) The tourism, meeting, and convention marketing fund shall be used for the sole purpose of marketing and promoting tourism in the Commonwealth including expenditures to market and promote events and venues related to meetings, conventions, trade shows, cultural activities, historical sites, recreation, entertainment, natural phenomena, areas of scenic beauty, craft marketing, and any other economic activity that brings tourists and visitors to the Commonwealth. Marketing and promoting tourism shall not include expenditures on capital construction projects.
- (4) By September 1 of each year, the secretary of the Tourism, Arts and Heritage Cabinet shall report to the Governor and the Legislative Research Commission concerning the receipts, expenditures, and carryforwards of the fund for the preceding fiscal year.

Effective: June 25, 2009

History: Amended 2009 Ky. Acts ch. 16, sec. 14, effective June 25, 2009. -- Created 2005 Ky. Acts ch. 168, sec. 70, effective June 1, 2005.

2020-2022 Budget Reference. See State/Executive Branch Budget, 2020 Ky. Acts ch. 92, Pt. V, I, 1 at 941.

Legislative Research Commission Note (6/1/2005). 2005 Ky. Acts chs. 11, 85, 95, 97, 98, 99, 123, and 181 instruct the Reviser of Statutes to correct statutory references to agencies and officers whose names have been changed in 2005 legislation confirming the reorganization of the executive branch. Such a correction has been made in this section.

**Kentucky Tourism, Arts and Heritage Cabinet
Tourism Meeting and Convention Marketing Fund
Cash Summary FY 2026**

Revenues	Amount
Beginning Cash Balance	7,375,274.11
Recognized Revenues	21,258,804.96
Misc Revenues	0.00
Interest Income	304,886.93
Intercept return to Cash	4,460.00
Available Cash	28,943,426.00
Expenditures	Amount
State Expenditures	20,918,124.12
Tourism Marketing Incentive Funds	2,064,350.15
2026 RS HB 6 Kentucky Mountain Regional Recreation Authority	1,250,000.00
Transfer to the Film Office per KRS 154.12-280	500,000.00
Total Expenditures	24,732,474.27
Year-End Cash Balance	4,210,951.73

**Kentucky Tourism, Arts and Heritage Cabinet
Tourism Meeting and Convention Marketing Fund
State Expenditures FY 2026**

Dept of Tourism Marketing & Advertising	12,323,965.32
Dept of Tourism - International Marketing	1,706,490.64
Dept of Tourism - Asset/Content Creation	1,060,549.41
Dept of Tourism - Web/Internet Marketing	560,167.46
Dept of Tourism - Fullfillment	100,625.38
Dept of Tourism - Sponsorship	273,600.00
Dept of Tourism - Research	529,799.00
Dept of Tourism - Membership Dues/Partnerships	310,834.00
Dept of Tourism - Tradeshow	237,565.65
Dept of Tourism - Public Relations	272,777.54
Dept of Tourism - Travel	39,202.81
Dept of Parks Marketing	1,670,593.17
KY Artisan Center Marketing	196,717.06
KY Horse Park Marketing	100,000.00
KY Arts Council	241,000.00
KY Heritage Council	120,137.78
KY Historical Society	114,000.00
KY Performing Arts/GSA	122,683.90
KY Center for African American Heritage	125,000.00
Office of the Secretary Marketing	812,415.00
Tourism Marketing Incentive Program	2,064,350.15
Kentucky Mountain Regional Recreation Authority	1,250,000.00
Transfer to the Film Office per KRS 154.12-280	500,000.00
Total State Expenditures	<u>24,732,474.27</u>

**Tourism Marketing Incentive Program
Region Summary
Disbursements FY 2026**

Region	Regional	Local	Region Totals
Kentucky's Western Waterland Region	0.00	0.00	227,195.06
Green River Region	0.00	0.00	99,212.02
Kentucky's Cave Region	0.00	0.00	191,793.52
Louisville Lincoln Region	0.00	0.00	574,836.00
Southern Kentucky Region	0.00	0.00	103,230.50
Northern Kentucky Tourism Region	0.00	0.00	204,536.54
Kentucky's Bluegrass Region	0.00	0.00	446,316.74
Eastern Highlands North Region	0.00	0.00	72,498.63
Eastern Highlands South Region	0.00	0.00	144,731.14
	0.00	0.00	2,064,350.15

**Tourism Marketing Incentive Program
Kentucky's Western Lakes and Rivers Region
Disbursements FY 2026**

Applicant	Regional/Local	Amt Paid
Kentuckys Western Waterland Inc.	REGIONAL	0.00
City Of Marion Recreational, Tourism & Convention Commission	Local	1,983.00
Calloway County Tourism Commission	Local	2,113.00
Kuttawa Tourism Commission	Local	2,225.83
City of Princeton	Local	2,635.50
Marshall County Tourist & Convention Commission	Local	89,987.91
Hopkinsville Christian Co Rec. Tourism & Conv.	Local	9,568.00
Grand Rivers	Local	11,232.00
Cadiz-Trigg County Tourism and Convention Commission	Local	61,929.49
Oak Grove Toursim and Convention Commission	Local	12,415.50
Mayfield Tourism Commission	Local	4,452.00
Paducah Convention and Visitors Bureau	Local	<u>28,652.83</u>
	Region Total	227,195.06

**Tourism Marketing Incentive Program
Green River Region
Disbursements FY 2026**

Applicant	Regional/Local	Amt Paid
Green River Tourism Committee Inc	REGIONAL	0.00
Henderson Co Tourist Commission	Local	12,526.00
Hopkins Co. Tourist & Convention Commission	Local	10,927.00
Central City Tourist & Convention Commission/City of Central City	Local	2,814.75
Logan County Tourist & Convention	Local	4,815.00
Muhlenberg County Tourism	Local	2,799.88
Owensboro-Daviess Co. Convention And Visitors Bureau	Local	36,201.70
Ohio County Tourism Commission	Local	15,643.25
City of Greenville Kentucky Tourism Commission	Local	12,576.76
Webster County Fiscal Court	Local	907.68
	Region Total	99,212.02

**Tourism Marketing Incentive Program
Kentucky's Cave Region
Disbursements FY 2026**

Applicant	Regional/Local	Amt Paid
Kentuckys Cave Country Inc	REGIONAL	0.00
Bowling Green Area Convention Visitors Bureau	Local	108,084.99
Cave City Tourism & Convention Commission	Local	30,428.49
Edmonson County Tourist & Convention Commission	Local	1,851.50
Glasgow Barren Co Tourist & Conv Commission	Local	5,200.00
Hart County Tourism Commission	Local	6,466.00
Logan County Tourist & Convention Commission	Local	3,148.50
Scottsville Allen County Chamber of Commerce	Local	810.00
Park City Tourist and Convention Commission	Local	18,405.82
Simpson Co Tourism Commission	Local	<u>17,398.22</u>
	Region Total	191,793.52

**Tourism Marketing Incentive Program
Louisville Lincoln Region
Disbursements FY 2026**

Applicant	Regional/Local	Amt Paid
Louisville Lincoln Tourism Region, Inc	REGIONAL	0.00
Bardstown/Nelson Co Rec, Tourist & Conv Commission	Local	40,375.00
City Of Leitchfield Tourism And Convention Commission	Local	5,486.00
Lebanon Tourist & Convention Commission	Local	2,124.00
City Of Radcliff - Radcliff Recreation Convention & Tourist	Local	12,017.00
Elizabethtown Tourism & Convention Bureau	Local	37,168.50
Grayson Co Tourism Commission	Local	3,688.50
Louisville And Jefferson County Visitors & Convention Commis	Local	407,081.00
Oldham County Tourist & Convention Commission	Local	11,015.00
Shelbyville/Shelby Co Tourist & Convention Comm	Local	16,873.00
Springfield Toruism Commission	Local	1,254.00
Shepherdsville Bullitt Co Tourist & Conv Comm	Local	33,929.00
Taylorsville-Spencer County Tourism Commision	Local	<u>3,825.00</u>
	Region Total	574,836.00

**Tourism Marketing Incentive Program
Southern Kentucky Region
Disbursements FY 2026**

Applicant	Regional/Local	Amt Paid
Southern Ky Vacations Inc	REGIONAL	0.00
Burnside Tourist and Recreation Commission	Local	7,712.00
Clinton Co Tourist and Convention Commission	Local	26,538.00
Lake Cumberland Tourist Commission	Local	17,059.50
Liberty Tourism & Convention Commission	Local	5,775.00
McCreary Co Tourism Commission	Local	2,085.00
Columbia Adair County Tourism Commission	Local	2,307.00
Somerset Pulaski Co Conv & Visitors Bureau	Local	30,936.00
Taylor Co Tourist Commission	Local	<u>10,818.00</u>
	Region Total	103,230.50

**Tourism Marketing Incentive Program
Northern Kentucky Tourism Region
Disbursements FY 2026**

Applicant	Regional/Local	Amt Paid
Northern Ky Tourism Region Inc	REGIONAL	0.00
City of Augusta Tourism	Local	4,068.00
Carrollton Carroll Co Tourism & Convention Comm	Local	8,176.69
Gallatin Co Recreation Tourism & Convention Comm	Local	1,007.90
Grant Co. Tourist & Convention Commission	Local	20,206.72
Lake Barkley Tourist Commission	Local	12,914.73
Maysville-Mason County Convention & Visitors Bureau	Local	6,845.00
Northern Ky Conv And Visitors Commission	Local	140,767.00
Pendleton Coutny Fiscal Court	Local	8,665.50
Robertson Couthy Tourism	Local	<u>1,885.00</u>
	Region Total	204,536.54

**Tourism Marketing Incentive Program
Kentucky's Bluegrass Region
Disbursements FY 2026**

Applicant	Regional/Local	Amt Paid
Bluegrass Tourism Region Inc.	REGIONAL	0.00
City of Cynthiana Cynthiana Tourism Commission	Local	4,316.99
Danville Boyle Co Conv and Visitors Bureau	Local	8,448.00
Frankfort/ Franklin Co Tourist and Convention Commission	Local	27,630.00
Georgetown/ Scott Co Tourism & Convention Commission	Local	32,471.00
Greater Lexington Convention And Visitors Bureau	Local	275,833.00
Harrodsburg/ Mercer Co Tourist Commission	Local	2,625.00
Lawrenceburg/Anderson Co Tourism Commission	Local	3,686.50
Lincoln County Fiscal Court	Local	225.00
Nicholasville, Wilmore, Jessamine Co Joint Tourism Commission	Local	14,365.00
Paris Bourbon Co Tourism Commission	Local	6,350.00
Richmond Tourism Commission	Local	50,875.50
Winchester Clark County Recreation Convention & Tourism Comm	Local	14,737.00
Woodford Co Tourist Commission	Local	4,753.75
	Region Total	446,316.74

**Tourism Marketing Incentive Program
Eastern Highlands North Region
Disbursements FY 2026**

Applicant	Regional/Local	Amt Paid
Eastern Highlands North	REGIONAL	0.00
Ashland Tourism & Convention Commission	Local	1,000.00
Boyd County Tourism & Convention Bureau	Local	20,596.00
Greenup County Tourism	Local	7,405.00
Menifee Coutny Fiscal Court and Tourism	Local	749.00
Morehead Recreation Tourism & Convention Commission	Local	16,056.00
Mt Sterling/Montgomery Co Tourist Commission	Local	10,787.63
Prestonsburg Tourism Commission	Local	15,905.00
	Region Total	72,498.63

**Tourism Marketing Incentive Program
Eastern Highlands South Region
Disbursements FY 2026**

Applicant	Regional/Local	Amt Paid
Eastern Kentucky Highlands South Inc	REGIONAL	0.00
City Of Corbin Tourist And Convention Commission Inc	Local	7,444.50
London/ Laurel County Tourist Commission	Local	47,186.05
Letcher County Tourism	Local	3,811.00
Middlesborough - Pineville-Bell Co Tourism Commission	Local	5,634.00
Powell County Tourism Commission	Local	48,789.79
Williamsburg Tourist & Convention Commission	Local	6,257.25
Mt Vernon/Rockcastle Co Tourist Commission Inc	Local	<u>25,608.55</u>
	Region Total	144,731.14