

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 2024**

Revenues	Amount
Beginning Cash Balance	8,547,953.46
Recognized Revenues	20,419,077.15
Misc Revenues	0.00
Interest Income	584,548.83
Revenue Correction Transfers from Recognized Revenue	<u>(77,042.16)</u>
Available Cash	29,474,537.28
Expenditures	Amount
State Expenditures	15,146,098.49
Local Tourism Marketing Incentive Funds	1,852,901.12
HB 1 Line Item - KMRRA	<u>500,000.00</u>
Total Expenditures	17,498,999.61
Year-End Cash Balance	11,975,537.67

Note: Revenue correction transfer due to incorrect tax amounts paid. As a correction measure these amounts were credited back to the Department of Revenue.

**Kentucky Tourism, Arts and Heritage Cabinet
Tourism Meeting and Convention Marketing Fund
State Expenditures FY 2024**

Dept of Tourism Marketing & Advertising	8,435,465.00
Dept of Tourism - International Marketing	1,881,065.02
Dept of Tourism - Web/Internet Marketing	387,169.87
Dept of Tourism - Sponsorship	415,000.00
Dept of Tourism - Research	524,556.00
Dept of Tourism - Membership Dues/Partnerships	307,398.48
Dept of Tourism - Public Relations	333,502.47
Dept of Parks Marketing	1,309,535.24
KY Artisan Center Marketing	118,751.72
KY Horse Park Marketing	100,060.00
KY Arts Council	221,676.60
KY Heritage Council	113,316.75
KY Historical Society	105,582.27
KY Performing Arts/GSA	118,878.41
KY Center for African American Heritage	102,490.66
Office of the Secretary Marketing	671,650.00
Tourism Marketing Incentive Program	1,852,901.12
R.S. 2022 - HB 1 Line Item (KMRRA)	<u>500,000.00</u>
Total State Expenditures	<u><u>17,498,999.61</u></u>

**Tourism Marketing Incentive Program
Region Summary
Disbursements FY 2024**

Region	Regional	Local	Region Totals
Kentucky's Western Waterland Region	0.00	0.00	169,569.77
Green River Region	0.00	0.00	80,377.50
Kentucky's Cave Region	0.00	0.00	175,298.92
Louisville Lincoln Region	0.00	0.00	711,123.06
Southern Kentucky Region	0.00	0.00	62,218.25
Northern Kentucky Tourism Region	0.00	0.00	252,947.85
Kentucky's Bluegrass Region	0.00	0.00	276,947.01
Eastern Highlands North Region	0.00	0.00	66,016.50
Eastern Highlands South Region	0.00	0.00	58,402.26
	0.00	0.00	1,852,901.12

**Tourism Marketing Incentive Program
Green River Region
Disbursements FY 2024**

Applicant	Regional/Local	Amt Paid
Green River Tourism Committee Inc	REGIONAL	0.00
Henderson Co Tourist Commission	Local	14,460.00
Hopkins Co. Tourist & Convention Commission	Local	14,721.00
Central City Tourist & Convention Commission/City of Central City	Local	4,206.50
Muhlenberg County Tourism	Local	4,232.00
Owensboro-Daviess Co. Convention And Visitors Bureau	Local	38,878.00
Ohio County Tourism Commission	Local	<u>3,880.00</u>
	Region Total	80,377.50

**Tourism Marketing Incentive Program
Kentucky's Cave Region
Disbursements FY 2024**

Applicant	Regional/Local	Amt Paid
Kentuckys Cave Country Inc	REGIONAL	0.00
Bowling Green Area Convention Visitors Bureau	Local	132,698.45
Cave City Tourism & Convention Commission	Local	5,295.64
Edmonson County Tourist & Convention Commission	Local	2,053.50
Glasgow Barren Co Tourist & Conv Commission	Local	7,433.00
Horse Cave/Hart County Tourist Commission	Local	1,113.33
Logan County Tourist & Convention Commission	Local	4,390.00
Monroe Co Recreation and Tourism and Cov Commission	Local	629.00
Munfordville Toursim Commission	Local	3,576.00
Park City Tourist & Convention Commission	Local	5,903.00
Scottsville Allen Chamber of Commerce	Local	1,562.00
Simpson Co Tourism Commission	Local	10,645.00
	Region Total	175,298.92

**Tourism Marketing Incentive Program
Louisville Lincoln Region
Disbursements FY 2024**

Applicant	Regional/Local	Amt Paid
Louisville Lincoln Tourism Region, Inc	REGIONAL	0.00
Bardstown/Nelson Co Rec, Tourist & Conv Commission	Local	15,912.00
Larue County Fiscal Court	Local	821.00
City Of Leitchfield Tourism And Convention Commission	Local	2,512.00
Lebanon Tourist & Convention Commission	Local	2,787.32
City Of Radcliff - Radcliff Recreation Convention & Tourist	Local	18,104.10
Elizabethtown Tourism & Convention Bureau	Local	54,153.00
Grayson Co Tourism Commission	Local	3,353.00
Louisville And Jefferson County Visitors & Convention Commis	Local	553,810.00
Oldham County Tourist & Convention Commission	Local	12,700.39
Shelbyville/Shelby Co Tourist & Convention Comm	Local	16,572.00
Shepherdsville Bullitt Co Tourist & Conv Comm	Local	29,748.00
Springfield Tourism Commission	Local	<u>650.25</u>
	Region Total	711,123.06

**Tourism Marketing Incentive Program
Southern Kentucky Region
Disbursements FY 2024**

Applicant	Regional/Local	Amt Paid
Southern Ky Vacations Inc	REGIONAL	0.00
Burnside Tourist and Recreation Commission	Local	2,164.75
Clinton Co Tourist and Convention Commission	Local	5,341.00
Lake Cumberland Tourist Commission	Local	10,542.00
Liberty Tourism & Convention Commission	Local	1,362.00
McCreary Co Tourism Commission	Local	2,259.00
Cumberland Co Tourism Commission	Local	4,252.00
Somerset Pulaski Co Conv & Visitors Bureau	Local	35,877.50
Taylor Co Tourist Commission	Local	<u>420.00</u>
	Region Total	62,218.25

**Tourism Marketing Incentive Program
Northern Kentucky Tourism Region
Disbursements FY 2024**

Applicant	Regional/Local	Amt Paid
Northern Ky Tourism Region Inc	REGIONAL	0.00
City of Augusta Tourism	Local	388.00
Carrollton Carroll Co Tourism & Convention Comm	Local	9,870.50
Gallatin Co Recreation Tourism & Convention Comm	Local	2,790.00
Grant Co. Tourist & Convention Commission	Local	8,455.75
Northern Ky Conv And Visitors Commission	Local	<u>231,443.60</u>
	Region Total	252,947.85

**Tourism Marketing Incentive Program
Kentucky's Bluegrass Region
Disbursements FY 2024**

Applicant	Regional/Local	Amt Paid
Bluegrass Tourism Region Inc.	REGIONAL	0.00
Berea Tourism/City of Berea	Local	16,386.00
Danville Boyle Co Conv and Visitors Bureau	Local	15,023.55
Frankfort/ Franklin Co Tourist and Convention Commission	Local	29,334.44
Georgetown/ Scott Co Tourism & Convention Commission	Local	31,071.00
Greater Lexington Convention And Visitors Bureau	Local	138,135.14
Harrodsburg/ Mercer Co Tourist Commission	Local	2,800.00
Lawrenceburg/Anderson Co Tourism Commission	Local	1,127.00
Nicholasville, Wilmore, Jessamine Co Joint Tourism Commission	Local	2,023.00
Paris Bourbon Co Tourism Commission	Local	1,831.00
Richmond Tourism Commission	Local	26,710.87
Lincoln Co Fiscal Court	Local	1,468.00
Winchester Clark County Recreation Convention & Tourism Comm	Local	8,787.01
Woodford Co Tourist Commission	Local	<u>2,250.00</u>
	Region Total	276,947.01

**Tourism Marketing Incentive Program
Eastern Highlands North Region
Disbursements FY 2024**

Applicant	Regional/Local	Amt Paid
Eastern Highlands North	REGIONAL	0.00
Ashland Tourism & Convention Commission	Local	21,920.50
Boyd Co Tourism & Convention Bureau	Local	12,537.00
Letcher Co Fiscal Court	Local	2,367.00
Morehead Recreation Tourism & Convention Commission	Local	9,796.00
Mt Sterling/Montgomery Co Tourist Commission	Local	8,493.00
Paintsville Tourism Commission	Local	5,719.00
Prestonsburg Tourism Commission	Local	<u>5,184.00</u>
Region Total		66,016.50

**Tourism Marketing Incentive Program
Eastern Highlands South Region
Disbursements FY 2024**

Applicant	Regional/Local	Amt Paid
Eastern Kentucky Highlands South Inc	REGIONAL	0.00
City Of Corbin Tourist And Convention Commission Inc	Local	11,127.00
City of Harlan Tourism & Convention Commission	Local	5,556.00
Irvine-Estill County Tourism Commission	Local	1,334.00
London/ Laurel County Tourist Commission	Local	23,267.00
City of Manchester Tourism Commission	Local	2,260.00
Williamsburg Tourist & Convention Commission	Local	4,349.20
Mt Vernon/Rockcastle Co Tourist Commission Inc	Local	<u>10,509.06</u>
	Region Total	58,402.26