

# TEAM KENTUCKY

ARPA/SLFRF TRANCHE 2 GRANT - DMO

## LEGISLATIVE REPORT

Name of Organization: The Adair County Tourism Convention and Commission  
Directors Name: Paige Mickel  
Phone Number: 270-634-7064 Email: hello@visitcolumbiaky.com  
List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 27,066

List all projects that were completed, or projects that were started as of June 30, 2024. 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.
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<b>Project:</b>	LIVE Streaming marketing w/ Authority
<b>Description:</b>	

Playing our Commercial on Hulu and tubi in Indianapolis, Chicago, and Cincinnati

<b>Date of Project:</b>	
<b>Cost of Project: \$</b>	\$8,000
<b>ROI (Return on Investment):</b>	

<b>Project:</b>	Trade show backdrop w/ sign center
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**Description:**  
Created and made a trade show booth backdrop for Adair County

<b>Date of Project:</b>	
<b>Cost of Project: \$</b>	\$3,000
<b>ROI (Return on Investment):</b>	

Project:	Geo fencing w/ wain
Description:	Geo fencing w/ digital ad around popular lakes more than 50 miles out.
Date of Project:	<del>8</del>
Cost of Project: \$	\$1,998
ROI (Return on Investment):	

Project:	Target ads w/ wain
Description:	Targeting ads around popular lakes more than 50 miles out

Date of Project:	
Cost of Project: \$	\$1,998
ROI (Return on Investment):	

Project:	Video Creation
Description:	Commercial Video Creation by Hutch Digital

Date of Project:	December 2024 - June 2024
Cost of Project: \$	2,870
ROI (Return on Investment):	

Project:	Kiosks (2) Tourism TV Network
Description:	Purchased two kiosks through Tourism TV Network that are out in the community that link to our website showing where to eat, stay, shop and play
Date of Project:	4/6/24
Cost of Project: \$	\$9,700
ROI (Return on Investment):	

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## LEGISLATIVE REPORT

Name of Organization: Ashtland Tourism + Convention Commission

Directors Name: Brandy Clark

Phone Number: 606-465-3295

Email: brandy.clark@visitaky.com

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 79,583.84

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LEGISLATIVE REPORT

Project:	Digital Advertising Campaign + Visitor Research Data (Placerai)	
Description:	Digital Marketing Campaign through Noovie Audience Accelerator Video, Google Ads, Facebook Ads, Video Production, Instagram Ads, Tiktok Ads focused on Richmond, Florence, Lexington, Newport, and smaller towns outside a 50 mile radius of us. All are new markets. Campaign has been running since	
Date of Project:	November 2023 - June 2024	Novem 2023:
Cost of Project: \$	\$133,918.40	
ROI (Return on Investment):	107% increase in website traffic, 134% increase in social reach, 70% increase in social interactions, 190% increase in social engagements	From 3 million impressions to 8 million
Project:		
Description:		
Date of Project:		
Cost of Project: \$		
ROI (Return on Investment):		



ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

<b>Project:</b>	Way Finding Signs
<b>Description:</b>	Signs along the KYGRRO coordidor (60 miles) that give direction to local attractions and GRR route.
<b>Date of Project:</b>	Waiting on bids currently for construftion and installation of signs. Just received approval from KYTC.
<b>Cost of Project: \$</b>	\$34,000
<b>ROI (Return on Investment):</b>	ROI for wayfinding signs can be calculated by comparing benefits such as improved experience, effieeciency, and complicance, that lead to returns that justify the investment.
<b>Project:</b>	
<b>Description:</b>	
<b>Date of Project:</b>	
<b>Cost of Project: \$</b>	
<b>ROI (Return on Investment):</b>	



Round 1

# TEAM KENTUCKY

ARPA/SLFRF TRANCHE 2 GRANT - DMO

## LEGISLATIVE REPORT

Name of Organization: Bard Stown - Nelson County Tourism  
Directors Name: Stacey Phelps  
Phone Number: 502-348-4877 Email: Stacey@bardstowntourism.com

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 122,020.00

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# Round 1

## ARPA/SLFRF TRANCHE 2 GRANT - DMO LEGISLATIVE REPORT

Project:	STS Domestic Travel Show
Description:	Registration + Booth Cost for STS Domestic where we met with travel planners / professionals across United States
Date of Project:	NOV 2023
Cost of Project: \$	10020.00
ROI (Return on Investment):	Increase in motorcoach sells $\uparrow$ 25%.
Project:	Garden + Gun Magazine
Description:	Full page ad in Garden + Gun Magazine
Date of Project:	Dec / Jan 2024
Cost of Project: \$	40,000
ROI (Return on Investment):	Because of ad we received a Garden + Gun Event bringing in numerous room / visitors

# Round 1

## ARPA/SLFRF TRANCHE 2 GRANT - DMO LEGISLATIVE REPORT

Project:	Turner PR
Description:	Content development / Strategic plan for Bardstown Collection. Create content with Creative Campaign graphic design
Date of Project:	10/30/2023 - 6/30/2024
Cost of Project: \$	40,000
ROI (Return on Investment):	Full Rooms during Bardstown Collection 25,000 + content development
Project:	
Description:	Visitor Center profile / asset analysis Enhanced feeder market report, credit card data report
Date of Project:	May 2023
Cost of Project: \$	36,000
ROI (Return on Investment):	ON going

Round 2

# TEAM KENTUCKY

ARPA/SLFRF TRANCHE 2 GRANT - DMO

## LEGISLATIVE REPORT

Emailed  
to Rhonda  
8/23/2024

Name of Organization: Bardstown-Nelson County Tourism

Directors Name: Stacey Phelps

Phone Number: 502-348-4877 Email: Stacey@bardstowntourism.com

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 10820.70

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Round 2

ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

Project:	National Travel Association
Description:	2 delegates for National Travel Association will meet with motorcoach operators from across United States
Date of Project:	NOV 2024
Cost of Project: \$	\$ 2990 - used \$ 1320.70 from Arpa
ROI (Return on Investment):	tbd
Project:	Indiana Pacers Yearbook
Description:	Full page ad running in the Indiana Pacers Yearbook. New market for US.
Date of Project:	NOV 2024
Cost of Project: \$	9500.
ROI (Return on Investment):	tbd



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LEGISLATIVE REPORT

Name of Organization: Beaver Dam Tourism Commision

Directors Name: Shelby Whitely

Phone Number: 270-274-7106 Email: swhitely@bdky.us

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 42,000

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LEGISLATIVE REPORT

Project:	Wayfinding Signage	
Description:	Install wayfinding signage from Western Kentucky Parkway and I-165 directing travelers to various attractions and venues in the community. This has not been completed because we have been awaiting the decision on a possible new attraction that we definitely wanted to include. We are starting to move forward with the completion of this project.	
Date of Project:	Anticipated completion early 2025	
Cost of Project: \$	30,000	
ROI (Return on Investment):	n/a	
Project:	Public Relations & Marketing	
Description:	Advertising and marketing concerts and events through social media, radio, television and print copy.	
Date of Project:	2023	
Cost of Project: \$	12,000	
ROI (Return on Investment):	Total event revenue for FY 2023 was 19% higher than total event revenue for FY 2020 AND 2021 combined. Restaurant revenue for FY 2023 was 30% higher than for FY 2020 and 27%	

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LEGISLATIVE REPORT

higher than FY 2021.



# TEAM KENTUCKY

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## LEGISLATIVE REPORT

Name of Organization: BEREATOURISM

Directors Name: DONNA ANGEL

Phone Number: 859-986-2540 Email: DANGEL@BEREAKY.GOV

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 47,023.56

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LEGISLATIVE REPORT

Project:	GROUP TOUR PRINT AND DIGITAL ADS AND PROFILE SHEET MOTORCOACH
Description:	GROUP TOUR MEDIA 1/2 PAGE AD 02/01/23
Date of Project:	2/1/2023
Cost of Project: \$	\$3411.76
ROI (Return on Investment):	INCREASED AND EXPANDED AWARENESS OF MOTORCOACH AVAILABILITY IN BEREA THROUGH REACHING GROUP TOUR AUDIENCES BY PRINT-DIGITAL-MARKETING
Project:	WDRB LIVESTREAM TV 30 MINUTE TV SHOW LIVE ROLL
Description:	CROSSROADS TV LIVE SHOW HIGHLIGHTING ATTRIBUTES OF BEREA
Date of Project:	11-1-2023 = 12/31/2023
Cost of Project: \$	10,000.00
ROI (Return on Investment):	INCREASED AWARENESS OF BEREA ATTRIBUTES, OF ARTS & CRAFT - FINE DINING CRAFT MAKING - OUTDOOR KYAKING - CANOEING - HIKING - BIKING

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LEGISLATIVE REPORT

Project:	PHOTOGRAPHY WORK-PRODUCT STILLS SHOTS OF ARTS-CRAFT	
Description:	PHOTO'S OF HIGH RESOLUTION PRODUCTS TAKEN OF SEVEN LOCAL SHOP PRODUCTS IN ARTISAN VILLAGE: 947 PHOTOS PIXELL STUDIOS	
Date of Project:	11/13/2023	
Cost of Project: \$	\$ 800.00	
ROI (Return on Investment):	947 PHOTOS ADDED TO GALLERY OF TOURISM FOR FUTURE MARKETING ADS- PRINT & DIGITAL WORK	
Project:	MOTORCOACH GROUP TOUR MEDIA SPONSORED ADS	
Description:	GROUP TOUR MEDIA MAGAZINE 23/24 ONLINE CONTENT PACKAGE	
Date of Project:	2/12/24	
Cost of Project: \$	4000.00	
ROI (Return on Investment):	EXPANDED INTEREST & AWARENESS OF FOLK ARTS & CRAFTS WITH ADDED HIGHLIGHTS OF OUTDOOR ADVENTURE - THROUGH PRINT & DIGITAL	

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LEGISLATIVE REPORT

Project:	PHOTOGRAPHY AND VIDEO FOR MARKETING - COURAGE MEDIA	
Description:	COURAGE MEDIA PRODUCTION APRIL 2024 SPRING SHOOT	
Date of Project:	3/13/23 = 4/30/24	
Cost of Project: \$	7647.06	
ROI (Return on Investment):	PHOTO SHOTS USED FOR PRINT-MAGAZINE-DIGITAL TO INCREASE AWARENESS OF SHOPPING-HIKING-DYING-CRAFT MAKING	
Project:	I-HEART RADIO - VIDEO - DIGITAL ADS - COMMERCIAL'S LIVE STREAM	
Description:	I-HEART VIDEO 5000 IMPRESSIONS PODCAST 19,600 IMPRESSIONS DISPLAY 90,000 IMPRESSIONS : USED FOR FESTIVAL OF LEARN SHOP CLASSES.	
Date of Project:	6-28-2024 = 6-30-2024	
Cost of Project: \$	<del>1890</del> 1809.88	
ROI (Return on Investment):	EXPANDED AWARENESS OF UNIQUE CLASS OFFERINGS OF CRAFT MAKING IN BEREA.	

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LEGISLATIVE REPORT

Project:	GROUP TOUR MOTORCOACH MEETING - CONVENTION
Description:	GOING ON FAITH TRAVEL INDUSTRY CONFERENCE REGISTRY - PRE-SCHEDULED APPOINTMENTS WITH BUYERS; LOCATION BRANSON MISSOURI
Date of Project:	8-5-2024 - 8-8-2024
Cost of Project: \$	2393.00
ROI (Return on Investment):	INCREASED INQUIRIES FOR GROUP TRAVEL WITH INTEREST IN STAYING IN BEREA KY. SHOPPING-DINING-OUTDOOR ADVENTURE - CRAFT MAKING:
Project:	PHOTOGRAPHY-VIDEO-FOR MARKETING MEDIA - COURAGE MEDIA
Description:	SUMMER SHOOT-PADDLEBOARDING-FISHING ON THE LAKE-BOTANICAL FLOWER GARDENS-PIZZA MAKING LIVE-CAMPGROUND HIGHLIGHTS
Date of Project:	7-26-24 - 8-25-24
Cost of Project: \$	8352.94
ROI (Return on Investment):	EXPAND AWARENESS OF OUTDOOR ADVENTURE AVAILABILITY WITH FUN DINING & STAY OVER FOR CAMPING

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LEGISLATIVE REPORT

Project:	I-HEART MEDIA - DIGITAL - VIDEO - PODCAST AD
Description:	PODCAST COMMERCIAL AD'S VIDEO'S W/ LIVE WORKING ARTIST TO USE AMONG LEARNSHOP CLASSES - LIVE CREATIVE USING TERI BEARD - JASON STURGILL - MARY REED LOCAL ARTIST/INSTRUCTORS. MOBILE CREATIVE - ADS MANAGER - LANDING PAGE
Date of Project:	7-1-24 = 7-16-24 (7-1-24 7-2-24 7-16-24 7-27-24)
Cost of Project: \$	8608.92
ROI (Return on Investment):	TO HEIGHTEN INTEREST TO PURCHASE TICKETS FOR FESTIVAL OF LEARNSHOP CLASSES:
Project:	
Description:	
Date of Project:	
Cost of Project: \$	
ROI (Return on Investment):	



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LEGISLATIVE REPORT

Name of Organization: Bowling Green Area Convention & Visitors Bureau

Directors Name: Sherry Murphy

Phone Number: 270-782-0800 Email: sherry@visitbgky.com; madison@visitbgky.com; alicia@visitbgky.com

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ \$976,291

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LEGISLATIVE REPORT

<b>Project:</b>	Implemented Madden Media as our Marketing Agency of Record for 2023 AND 2024	
<b>Description:</b>	Madden created and executed a media buying plan, found new markets and avenues to advertise in, advertised in existing markets, built new style guidelines, built all ad creative, assisted in day-to day marketing efforts. \$558,944.03 actual spent as of 8/1/2024	
<b>Date of Project:</b>	CONTRACT SIGNED 3/1/2023	
<b>Cost of Project:</b>	\$700,000.00	
<b>ROI (Return on Investment):</b>	fresh creative, stockpiled creative assets, able to spread our destination's message further and penetrate familiar drive markets deeper. Overall increase of website traffic, KPIs, Visitor Guides distributed, digital presence	
<b>Project:</b>	ESTO Conference Registrations 2023 and 2024	
<b>Description:</b>	2023 - registered 4 staff members to attend ESTO 2023 at \$1,300 per person; 2024 - registered 2 staff members to attend ESTO 2024 at \$1,700 per person. These are registrations ONLY.	
<b>Date of Project:</b>	Attended 7/20/23 - 7/23/23 and attended 7/11/24 - 7/14/24	
<b>Cost of Project:</b>	\$8,600.00	
<b>ROI (Return on Investment):</b>	Gaining and expanding upon tourism marketing information, trends, knowledge to directly apply to our efforts and goals at the CVB	
<b>Project:</b>	Madden Media 2023 Video	
<b>Description:</b>	30 second video and 15 second video created, plus all raw footage clips delivered. Video created for purpose to be used on website, digital advertising buys, broadcast spots, general media buys, social media.	
<b>Date of Project:</b>	July, 2023	
<b>Cost of Project:</b>	\$25,000.00	
<b>ROI (Return on Investment):</b>	Able to reach audiences through a channel we have not been able to tap into prior, increase awareness and website KPIs for our destination	
<b>Project:</b>	Madden Media 2023 Summer/Fall Photography	
<b>Description:</b>	Summer and fall themed photography to be used on website, advertising, media buys to promote VisitBGKY showcasing our destination	
<b>Date of Project:</b>	September 2023	
<b>Cost of Project:</b>	\$13,600.00	
<b>ROI (Return on Investment):</b>	increase marketing efforts to leisure travelers, better show off our destination and our attractions	
<b>Project:</b>	Photography of 2023 Tri-Five Event	
<b>Description:</b>	Photography of 2023 Tri-Five Event; images to be used to promote motorsports and car events on our website and advertising	
<b>Date of Project:</b>	August, 2023	
<b>Cost of Project:</b>	\$1,125.00	
<b>ROI (Return on Investment):</b>	increase marketing efforts to our motorsports audience pillar	



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Project:	Vid Monster Social Media Video Reels
Description:	Assorted Social Media Reel deliverables used to enhance and drive traffic on social media platforms and some advertising spots, covered Bowling Green events, attractions, restaurants, assorted destination coverage
Date of Project:	Scattered 2023
Cost of Project: \$	\$6,000.00
ROI (Return on Investment):	Increased social media followers, engagement, and referrals to website traffic conversions.
Project:	Digital Advertising: StyleBlueprint digital destination article
Description:	Destination article written about our destination; form of digital marketing efforts
Date of Project:	September, 2023
Cost of Project: \$	\$3,750.00
ROI (Return on Investment):	Increase website referral traffic, page conversions, and reach new audiences
Project:	Influencer Marketing 2023 and 2024
Description:	Booked numerous influencers over the course of the years 2023 and 2024. Each individual influencer varied in cost dependent on the time spent on content creation and number of deliverables. Their deliverables of photos, videos, social media posts, reels, stories, blogs, etc completed the goal of promoting travel and visitation to our destination. \$15,725.00 spent as of 8/1/2024.
Date of Project:	12/15/2023 to present
Cost of Project: \$	\$33,000.00
ROI (Return on Investment):	Increased social media followers, engagement, and referrals to website traffic conversions.
Project:	Video 2024 (Forerunner Productions)
Description:	Forerunner Productions is creating a 3 min short video, to be broken up into 30 second, 15 second, and 6-8 second clips. Video will be used to tell the new story of Bowling Green and launch a new marketing campaign; created with the purpose of driving visitors to watch video on the website, youtube, and be used in digital and broadcast media buys.
Date of Project:	August, 2024
Cost of Project: \$	\$45,000.00
ROI (Return on Investment):	Able to reach audiences through a channel we have not been able to tap into prior, increase awareness and website KPIs for our destination
Project:	Print Advertising: Garden & Gun
Description:	Ran (2) full page ads, one in Oct/Nov 2023 issue, another in April/May 2024 issue. Both issues featured on travel.
Date of Project:	Oct/Nov 2023 and April/May 2024
Cost of Project: \$	\$27,000.00
ROI (Return on Investment):	Able to reach an audience of 1.6 million readers or high network and persuade readers to come to our destination
Project:	STS Marketing College Registration
Description:	(1) Registration for 2024 STS Marketing College
Date of Project:	June 2 - 7, 2024
Cost of Project: \$	\$1,675.00
ROI (Return on Investment):	Gaining and expanding upon tourism marketing information, trends, knowledge to directly apply to our efforts and goals at the CVB

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Project:	Research 2023 + 2024
Description:	Includes research from Tourism Economics, Zartico, and a Longwoods International Brand Health Assessment
Date of Project:	July 2023 - present
Cost of Project: \$	\$111,541.00
ROI (Return on Investment):	Gained insight and hard data we have never had before to make informed marketing decisions and directly track ROI of marketing dollars and efforts
Project:	
Description:	
Date of Project:	
Cost of Project: \$	
ROI (Return on Investment):	

# TEAM KENTUCKY

ARPA/SLFRF TRANCHE 2 GRANT - DMO

## LEGISLATIVE REPORT

Name of Organization: Boyd County Tourism and Convention Bureau  
Directors Name: Andrew Steeb  
Phone Number: 606-585-4770 Email: Andrew @ Visit Boyd County. com  
List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 116,026.02

List all projects that were completed, or projects that were started as of June 30, 2024. When describing projects include information such as:

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ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

Project:	Where art meets adventure Commercial Campaign						
Description:	A high quality Commercial was filmed which features all of the unique offerings of Boyd County. The Commercial has been used in multiple large DMA TV stations, and in 9 5 hour drive market windows via OTT and connected TV.						
Date of Project:	July 1st, 2023 - Ongoing						
Cost of Project: \$	\$25,000 Commercial, Ongoing TV, Digital, OTT Ads at \$5,000/mo						
ROI (Return on Investment):	Tens of millions of views which has led to increased web and social media traffic from impacted 3-5 hr drive markets						
Project:	Visit BOCO Email Campaigns and Newsletter						
Description:	Significant website updates to feature an ongoing blog which ties into monthly email campaigns that drive traffic to the visitboydcounty.com website						
Date of Project:	Ongoing						
Cost of Project: \$	\$12,000						
ROI (Return on Investment):	Thousands of additional website views, and a way to keep upcoming events in front of previous and prospective visitors						



ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: Greater Breckinridge County Chamber of Commerce

Directors Name: Chassity Oquendo

Phone Number: 270-756-0268 Email: breckcountychamber@bbtel.com

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 30,902.18

List all projects that were completed, or projects that were started as of June 30, 2024. 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.
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**ARPA/SLFRF TRANCHE 2 GRANT - DMO**

<b>Project:</b>	Tourism Brochure
<b>Description:</b>	We created a unique folded map and tourism brochure to highlight all of the amazing things our area has to offer. This brochure is a 17x22 double sided brochure that folds down to 3.67x8.5. It features tourist attractions, nightlife, and our outdoor activities, business, and amenities. We ordered 1000 pieces and distributed them at the State Fair at our booth.
<b>Date of Project:</b>	4/16/2024
<b>Cost of Project: \$</b>	\$2,350.00
<b>ROI (Return on Investment):</b>	
<b>Project:</b>	
<b>Description:</b>	
<b>Date of Project:</b>	
<b>Cost of Project: \$</b>	
<b>ROI (Return on Investment):</b>	

**ARPA/SLFRF TRANCHE 2 GRANT - DMO**

<b>Project:</b>	Kentucky State Fair 2024
<b>Description:</b>	We obtained a booth and setup at the Pride of the Counties at Kentucky State Fair. We paid for booth space, rented table and chairs, and got vendor insurance. We handed out our tourism brochures, spoke to people from all over the state, did a giveaway for a 2 night stay at St Clair Motor Lodge.
<b>Date of Project:</b>	August 15-25 2024
<b>Cost of Project: \$</b>	\$1,877.98
<b>ROI (Return on Investment):</b>	
<b>Project:</b>	Video Production
<b>Description:</b>	On the Hook TV Show Sponsor (aired on AT&T Sports) talking about Breck County tourism, featuring Rough River Lake, show posted to youtube,
<b>Date of Project:</b>	11/9/2023
<b>Cost of Project: \$</b>	\$2,500
<b>ROI (Return on Investment):</b>	

**ARPA/SLFRF TRANCHE 2 GRANT - DMO**

<b>Project:</b>	Video Production	
<b>Description:</b>	M Squared video productions shot several videos around Breckinridge County for use on website and social media	
<b>Date of Project:</b>	October 2023 - April 2024	
<b>Cost of Project: \$</b>	\$1,300	
<b>ROI (Return on Investment):</b>	This opportunity gave us a professional social media presence and allowed for beautiful photos to be used on our website.	
<b>Project:</b>	Indianapolis Monthly	
<b>Description:</b>	Ads in Indianapolis Monthly Magazine promoting hunting in Breckinridge County and what our outdoors has to offer	
<b>Date of Project:</b>	October 2023 Issue	
<b>Cost of Project: \$</b>	\$2,540	
<b>ROI (Return on Investment):</b>	This opportunity allowed us to reach a new demographic in the Indianapolis area to promote a wonderful place for activities.	





ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: Burnside Tourist & Recreation Commission

Directors Name: Jerrica Flynn

Phone Number: 606-271-6939 Email: director@burnside-tourism.com

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 66,629.00

List all projects that were completed, or projects that were started as of June 30, 2024. 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.
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ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

<b>Project:</b>	<b>Multi-Media Co-Op Package (Miles Partnership)</b>
<b>Description:</b>	<p align="center">KY Dept of Travel &amp; Tourism Extension &amp; Retargeting ;          KY Dept of Travel &amp; Tourism Official Visitors Guide 2023-24 Full Page Ad; Kentucky Tourism Website Official Visitors Guide Banner Ad (Web); KY Dept of Travel &amp; Tourism Rich Web Media Development; KY Dept of Travel &amp; Tourism Custom Email Marketing Blast.</p> <p align="center">Variety of digital media publications to promote general Burnside Tourism across platforms not previously utilized. Media on platforms direct internet traffic to Burnside Tourism webpage.</p>
<b>Date of Project:</b>	January 2023 - May 2024
<b>Cost of Project: \$</b>	22,835
<b>ROI (Return on Investment):</b>	
<p>Approximately 350,000 physical copies of KY Visitors Guide distributed at KY Welcome Centers state-wide. Estimated hundreds of thousands of ad viewers from digital posting of Vistors Guide on Kentucky Tourism website and social media. Estimated minimum 5% annual Burnside website traffic growth. Estimated 150,000 impressions from Audience Retargeting/Extension. Estimated 250,000 impressions from Rich Media development. Custom Email Blast to estimated 120,000 subscribers.</p>	
<b>Project:</b>	<b>Spectrum Reach TV/Streaming TV/Display Digital Ads</b>

ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

Description:	Summer Kickoff Concert- Burnside Event Ad. Brief commerical advertising beginning of summer season events. Intended higher event participation and social media engagement.	
Date of Project:	May 2024 - June 2024	
Cost of Project: \$	2598	
ROI (Return on Investment):		
Approximately 175,000 impressions across approximately 400 zipcodes surrounding Burnside. 130 Traditional Television spots. Advanced Lexington Region, across 10+ networks not previously heavily targeted.		
Project:	Spectrum Reach TV/Streaming TV/Display Digital Ads	
Description:	Thunder Over Burnside- Burnside Event Ad. Brief commerical advertising end of summer season event. Intended higher event participation and social media engagement.	
Date of Project:	August 2024 - September 2024	
Cost of Project: \$	2599	
ROI (Return on Investment):		

ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

Estimated 175,000 impressions across 400 zipcodes surrounding Burnside. 129 Traditional TV spots.

<b>Project:</b>	Cincinnati Reds/Bengals Annual Yearbook
<b>Description:</b>	General Burnside events calendar/website advertising in Cincinnati Reds/Bengals yearbooks. Ads to be displayed on a free, digitally published version of the books nationwide, as well as print copies.
<b>Date of Project:</b>	May 2024 - December 2024
<b>Cost of Project: \$</b>	7500
<b>ROI (Return on Investment):</b>	
Increased, direct exposure in Cincinnati market space (not frequented by Burnside heavily in recent years). Exposure to previously untargeted demographics, yearbooks promoted by sports personalities nationwide (millions of followers combined).	
<b>Project:</b>	KTIA Advertising Auction (Spectrum Reach Cable Package ; 5000 Rack Cards Production- Lanham Media)

ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

Description:	<p>4-week Spectrum Reach Cable Package- advertising Burnside winter events. 4-week cable package 500 Commercials in Lexington DMA Zone</p> <p>*DMA includes households with Spectrum Cable and DirectTV.</p> <p>Cable Schedule will be built utilizing Spectrum Audience App software targeting consumers interested in traveling.</p> <p>5000 Rack Card Production 4X9 16 pt – UV High Gloss- new design, printing. Planned to be distributed along major KY US interstates/highways at KY Welcome Centers. Updated brochures/rack cards have not been purchased by Burnside Tourism in 5+ years.</p>
Date of Project:	September 2024 - December 2024
Cost of Project: \$	2520
ROI (Return on Investment):	
<p>Cable Package- Estimated minimum 100,000 impressions. Lexington wintertime market direct focus (unlike previous years). Estimated 5% higher Burnside winter event ticket sales 2024.</p> <p>Rack Cards- Estimated 2% higher website visits</p>	
Project:	Multi-Media Co-Op Package (Miles Partnership)

ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

Description:	KY Dept of Travel & Tourism Official Visitors Guide 2025 full page ad; Custom Content- Video Shoot of Burnside attractions; Must-See Shortlist Enhanced Package w/ Youtube Promotion (digital article advertising Burnside attractions alongside regional seasonal focus)	
Date of Project:	October 2024 - December 2024	
Cost of Project: \$	27,600	
ROI (Return on Investment):		
Approximately 350,000 physical copies of KY Visitors Guide distributed at KY Welcome Centers state-wide. Estimated hundreds of thousands of ad viewers from digital posting of Vistors Guide on Kentucky Tourism website and social media. Estimated minimum 25,000 impressions on digital video posting. Estimated 260,100 impressions and 7,345 guaranteed views of Must-See Shortlist.		
Project:	Burside Website Redesign	
Description:	Website management, SEO optimization, social media curation, photography services to provide website content by Forcht Broadcasting.	
Date of Project:	September 2024 - December 2024	

ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

Cost of Project: \$	4293.00 (\$977 paid with ARPA funds)
ROI (Return on Investment):	
Estimated 10% higher engagement on Burnside Tourism social media platforms and minimum estimated 5% higher website traffic volume.	

# TEAM KENTUCKY

ARPA/SLFRF TRANCHE 2 GRANT - DMO

## LEGISLATIVE REPORT

Name of Organization: Carrollton/ Carroll County Tourism & Convention Commission  
Directors Name: Misty Wheeler  
Phone Number: 502-732-7036 Email: director@carrolltontourism.com  
List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ \_\_\_\_\_

List all projects that were completed, or projects that were started as of June 30, 2024. 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.
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ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

Project:	Rebranding and visitor profile	
Description:	Chandler Thinks completed research, developed and implemented a strategically driven destination brand platform that represents Carroll County, Kentucky. Chandler Thinks developed a comprehensive destination brand and stronger marketing direction for our area.	
Date of Project:	completed Feb 2024	
Cost of Project: \$	170,475	
ROI (Return on Investment):		
Project:	Kentucky Living ads	
Description:	Three ads; a 1/6 page ad in August 2023 (\$1300), Sept 2023 (\$625) & 1/6 page ad in August 2024 (\$1300)	
Date of Project:	2023, 2024	
Cost of Project: \$	3,225	
ROI (Return on Investment):		

ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

Project:	Photography
Description:	local photographer to take new photos for multiple uses; such as billboard, brochures and trade show materials.
Date of Project:	on going
Cost of Project: \$	150. <sup>00</sup> to date
ROI (Return on Investment):	
Project:	Masterman House brochure
Description:	Lanham Media created and produced brochure to market a historic landmark in Carroll County. The brochure is distributed in many areas, at trade shows, mailed, distributed in group "welcome" packets etc.
Date of Project:	Jan 2024
Cost of Project: \$	\$247.91
ROI (Return on Investment):	



ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: Cave City Tourism & Convention Commission

Directors Name: Jennifer McNeel

Phone Number: 270-973-3131 Email: cavecitycenter@gmail.com

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 119,850.53

List all projects that were completed, or projects that were started as of June 30, 2024. When describing projects include information such as:

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Project:	Website	
Description:	Design, maintenance, etc. on our new website	
Date of Project:	July 1, 2023 - June 30, 2024	
Cost of Project: \$	13,722.48	
ROI (Return on Investment):		
Project:	Digital Marketing	
Description:	Digital marketing in new locations. Scetz - multi-country Fox Ste - Lexington & Northern KY cable INBKO - Warren, Barron, Edmonson, Hartly Butler, Metcalfe, etc. Gray - Streaming network commercials	
Date of Project:	July 1, 2023 - June 30, 2024	
Cost of Project: \$	24,606.20	
ROI (Return on Investment):		

<b>Project:</b>	Advertising & marketing
<b>Description:</b>	Johnson Litho Graphics, Lauren Sellers
Design & print new Cave City Tourism maps & rack brochures to be distributed in Chamber racks & Intersted Welcome Centers across the state.	
<b>Date of Project:</b>	July 1, 2023 - June 30, 2024
<b>Cost of Project: \$</b>	23,943.05
<b>ROI (Return on Investment):</b>	

<b>Project:</b>	Trade Shows
<b>Description:</b>	Travel Shows set-up & booth designs, registration fee for Atlanta Travel Show

<b>Date of Project:</b>	July 1, 2023 - June 30, 2024
<b>Cost of Project: \$</b>	9,428.70
<b>ROI (Return on Investment):</b>	



ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: Central City Tourist + Convention Commission

Directors Name: Dr. Freddie M. Mayes

Phone Number: 270-754-9603 Email: tourismdirector@centralcityky.com

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 8,840.00

List all projects that were completed, or projects that were started as of June 30, 2024. 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 you 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.
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ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

Project:	Completion of wayfinding sign project from June, 2023
Description:	Direct visitors to city tourist attractions - Muhlenberg Music Museum, Kentucky Motorsports Museum, Festival Square, LuRay Park and Amphitheater
Date of Project:	June, 2024
Cost of Project: \$	2,340. <sup>00</sup>
ROI (Return on Investment):	Significant increase in number of visitors to city tourism attractions.
Project:	Internet display advertising and streaming commercials
Description:	Event promotion to various market areas - Evansville, Henderson, Paducah, Northern Tennessee, Owensboro, Hopkinsville, Oak Grove, Bowling Green
Date of Project:	June, 2024
Cost of Project: \$	3,485. <sup>00</sup>
ROI (Return on Investment):	Increased visitors leading to increased room and restaurant tax revenues for our city/tourism commission

ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

Project:	Digital Billboards
Description:	Event promotion to various market areas - Evansville, Henderson, Paducah, Madisonville, Owensboro, Hopkinsville, Oak Grove, Bowling Green
Date of Project:	June, 2024
Cost of Project: \$	1,500.00
ROI (Return on Investment):	Increased visitors leading to increased room and restaurant tax revenues for our city/tourism commission
Project:	TV Advertisements
Description:	Live commercials to Bowling Green/Central Kentucky market area
Date of Project:	June, 2024
Cost of Project: \$	1,515.00
ROI (Return on Investment):	Increased visitors leading to increased room and restaurant tax revenues for our city/tourism commission



# TEAM KENTUCKY

ARPA/SLFRF TRANCHE 2 GRANT - DMO

## LEGISLATIVE REPORT

Clinton Co. KY Tourism  
23 Welcome Center Dr.  
Albany, KY 42602

Name of Organization: \_\_\_\_\_  
Directors Name: Sherry Poore  
Phone Number: 606-387-2051 Email: sherry.poore@yahoo.com  
List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 15,385.00

List all projects that were completed, or projects that were started as of June 30, 2024. 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.
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ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

Project:	Digital Billboard I-75/E-77 SouthBound
Description:	Northern Ky   Southern Off line Digital sign advertising 2 Lakes: Dale Hollow and Lake Cumberland both only in Albany, Clinton Co, Ky. (Ran two different times)
Date of Project:	April 21-30, 2023   and Jan. 15-28, 2024
Cost of Project: \$	1,150. <sup>00</sup>   \$2,300. <sup>00</sup>
ROI (Return on Investment):	Undetermined to date.
Project:	Liberty, Ky Billboard (Superior Outdoor Media)
Description:	12' X 24' Advertising our 2 Lakes located in Albany, Clinton Co., Ky. for 10 months March-Dec. 2024. For Dale Hollow and Lake Cumberland,
Date of Project:	March - December, 2024
Cost of Project: \$	3,700. <sup>00</sup>
ROI (Return on Investment):	Undetermined to date.

ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

Project:	Burnside, Ky Billboard (Superior Outdoor Media)
Description:	12' X 32' Advertising over 2 Lakes located in Albany, Clinton Co., Ky. for 10-months, March-Dec 2024. For Dale Hollow and Lake Cumberland.
Date of Project:	March — December, 2024
Cost of Project: \$	4,200. <sup>00</sup>
ROI (Return on Investment):	Undetermined to Date.
Project:	1/2 Page Ad - Cincinnati Magazine.
Description:	1/2 page in May 2024 Cincinnati Magazine w/ Cincinnati Media LLC - Advertising 2 Lakes: Dale Hollow and Lake Cumberland in Albany, Clinton Co.
Date of Project:	May 2024 (paid 4-30-24)
Cost of Project: \$	2,550. <sup>00</sup>
ROI (Return on Investment):	Undetermined to Date.

ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

Project:	Targeted E-Blast Banner Ads. Cincinnati Media LLC
Description:	Targeted E-Blast Banner Ads - Cincinnati Media LLC w/ Cincinnati Magazine - Digital. Blasting Info about 2 Lakes in Albany, Clinton Co. Ky - Dale Hollow and Lake Cumberland.
Date of Project:	May 2024 (paid 4-30-24)
Cost of Project: \$	950,00
ROI (Return on Investment):	Undetermined to Date
Project:	New Brochures — Gibson Printing Company
Description:	Printing Brochures for Albany, Clinton Co, Ky to take to travel shows and distribute at Rest Areas, and place in lobby, mail to potential visitors. 5,000 Brochures.
Date of Project:	August, 2023 (paid 9-19-2023)
Cost of Project: \$	535,00
ROI (Return on Investment):	Undetermined to Date

# TEAM KENTUCKY

ARPA/SLFRF TRANCHE 2 GRANT - DMO

## LEGISLATIVE REPORT

Name of Organization: Corbin Tourism and Convention Commission

Directors Name: Nancy Conley

Phone Number: 660-528-8860 Email: nancy@corbinkytourism.com

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 134,319.02

List all projects that were completed, or projects that were started as of June 30, 2024. 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.
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**ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT**

<b>Project:</b>	Full Service Tourism Kiosk For Top Attractions
<b>Description:</b>	Installed and implemented two full service tourism kiosks. Kiosks are located at Corbin Arena and Shelton Trace Adventure Resort.
<b>Date of Project:</b>	February 2023 - August 2023
<b>Cost of Project: \$</b>	16,539. <sup>00</sup>
<b>ROI (Return on Investment):</b>	Good ROI! Receive weekly guests lists for kiosk reports with customer demographics. Kiosks are driving brand awareness and connecting visitors to information.
<b>Project:</b>	Printing of Brand New Brochure Design
<b>Description:</b>	Designed and printed new Corbin Tourism Brochure. Distribution through all AAA offices in OH; all hotels along I-70 and I-77 in OH; Ad Back distribution at Welcome Centers along I-75, I-71 and I-64.
<b>Date of Project:</b>	January 2023
<b>Cost of Project: \$</b>	7,534.88
<b>ROI (Return on Investment):</b>	See an increase in room occupancy, restaurant tax increase as well

**ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT**

<b>Project:</b>	Streaming Radio Advertising
<b>Description:</b>	30 second radio ads in Columbus, Ohio and Indianapolis, IN markets. Campaign also included mobile display banner ad.
<b>Date of Project:</b>	April - July 2023, September - October 2023, April - July 2024
<b>Cost of Project: \$</b>	28,409.54
<b>ROI (Return on Investment):</b>	Increased room occupancy and restaurant tax as well as website visits.
<b>Project:</b>	AAA Brochure Distribution, Ad on Map, Digital Explore Boards
<b>Description:</b>	CTM media Group provided brochure distribution through all AAA offices in Ohio, all hotels along I-70 and I-77 in Ohio. Also had a 1/2 panel ad on Ohio Amish Country Map and digital profile on visitor fun Explore Boards in <del>Ohio</del> Chicago, IL.
<b>Date of Project:</b>	January 2023 - December 2024 (completed through June 2024)
<b>Cost of Project: \$</b>	17,655.60
<b>ROI (Return on Investment):</b>	Increased room occupancy and restaurant tax and website visits.

ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

Project:	Southern Travel and Lifestyle Magazine
Description:	Full page ads in 7 issues of the magazine delivered nationwide. Ads were showcasing Corbin and designed to drive traffic to the Corbin Tourism website.
Date of Project:	march, May, July, Sept. & NOV. 2023; May and Sept. 2024
Cost of Project: \$	6,230.00
ROI (Return on Investment):	Increased website traffic and visitors to corbin are based off google analytics and increased room occupancy.
Project:	Commercials through streaming tv / CTV
Description:	30 & 15 second commercials targeting a custom audience including travelers and niche markets. Geo targeted the Indianapolis, IN and Chicago, IL areas.
Date of Project:	July - September 2023
Cost of Project: \$	30,000.00
ROI (Return on Investment):	Very high completion rates showing a great ROI thru increased web traffic, restaurant receipts and room nights.



ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

Project:	30 Second Ads During Gather and Go Podcast
Description:	Brian Jewell read 30 second Visit Corbin Commercials during Gather and Go Podcast available on a global level.
Date of Project:	May - June 2023
Cost of Project: \$	1,000
ROI (Return on Investment):	Increased visitors to restaurants and requests for brochures and more information. Also saw an increase in website traffic.
Project:	Advertising with Group Travel Leader
Description:	3 half page ads in print, newsletter banner ads, eblast and sponsored article encouraging travel to Corbin.
Date of Project:	September 2023 - April 2024
Cost of Project: \$	4,950
ROI (Return on Investment):	Great ROI with an increase of overnight guests/room occupancy and restaurant receipts as well as web traffic.

ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

<b>Project:</b>	Resident Sentiment Research
<b>Description:</b>	Corbin resident survey providing the opportunity to create a well informed engagement strategy with locals on the subject of tourism growth. Currently developing the survey with an tentative launch date of October 21, 2024.
<b>Date of Project:</b>	January - November 2024
<b>Cost of Project: \$</b>	22,000
<b>ROI (Return on Investment):</b>	Project not complete yet.
<b>Project:</b>	
<b>Description:</b>	
<b>Date of Project:</b>	
<b>Cost of Project: \$</b>	
<b>ROI (Return on Investment):</b>	



ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: \_\_\_\_\_Cumberland County Tourism Commission\_\_\_\_\_

Directors Name: \_\_\_\_\_Jay Cary\_\_\_\_\_

Phone Number: \_270-4591756\_\_\_\_\_ Email: \_\_jcary@duo-county.com\_\_\_\_\_

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ \_\_41,292.25\_\_\_\_\_

List all projects that were completed, or projects that were started as of June 30, 2024. 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 web sites that includes new content, photos, and tools to assist the visitor navigate 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 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 have you developed and installed.
8. List project cost and the ROI (return on investment, which could be from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, request for brochures, Google analytics or compare to pre-covid numbers (2019).

**ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT**

<b>Project:</b>	Cumberland County Television Campaign on WHAS in Louisville le, KY.
<b>Description:</b>	A television campaign consisting of .15 and .30 second for a total of 250 spots.
The goal to promote Cumberland County tourism opportunities to the Louisville Metro,	
Southern Indiana along with counties in the WHAS viewing area through Kentucky.	
<b>Date of Project:</b>	May 6, 2024 to June 21, 2024
<b>Cost of Project: \$</b>	\$11,500
<b>ROI (Return on Investment):</b>	Viewership increased website traffic and information requests with the goal to increases visitation.
<b>Project:</b>	Cumberland County Television Campaign on WKYT in Lexington, KY
<b>Description:</b>	A television campaign consisting of .30 second for a total of 107 spots.
The goal to promote Cumberland County tourism opportunities to the Lexington	
market along with surrounding counties and entier viewership.	
<b>Date of Project:</b>	May 13, 2024 to July 28, 2024
<b>Cost of Project: \$</b>	\$8,671
<b>ROI (Return on Investment):</b>	Viewership increased website traffic and information requests with the goal to increase visitation

**ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT**

<b>Project:</b>	Cumberland County Television Campaign on FOX59 in Indianapolis, IN
<b>Description:</b>	A television campaign consisting of .15 and .30 second for a total of 114 spots.
	The goal to promote Cumberland County tourism opportunities to the Louisville Metro,
	Southern Indiana along with counties in the entire viewing area especially Indianapolis
	and all surrounding counties. Cumberland County also featured on a local program for Indy.
<b>Date of Project:</b>	May 13, 2024 to July 8, 2024
<b>Cost of Project: \$</b>	\$8,108
<b>ROI (Return on Investment):</b>	Viewership increased website traffic and information requests with the goal to increase visitation.
<b>Project:</b>	Dale Hollow Explorer Magazine
<b>Description:</b>	Full page ad highlighting tourism opportunities in Burkesville and Cumberland County.
	The magazine is distributed at various consumer travel shows, local tourism offices,
	marinas, lodging accommodations, and other outlets in Kentucky and Tennessee.
<b>Date of Project:</b>	2024 Annual
<b>Cost of Project: \$</b>	\$1,428
<b>ROI (Return on Investment):</b>	The ad directed inquiries to website to learn more about the offe fun recreation opportunities along
	with special events, lodging, restaurants and other businesses. Increased traffic to all above.

**ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT**

<b>Project:</b>	Kentucky Dept of Tourism/Miles Media Package Includes KOVG ad and Online Promotion	
<b>Description:</b>	Kentucky Official Vacation Guide 1/4 page ad in the 2024 issue promoting Cumberland County.	
Online promotion including a Cumberland County detailed article with local highlights,		
sponsor email with KDT's website , featured business listing & audience extension/retargeting.		
<b>Date of Project:</b>	2024	
<b>Cost of Project: \$</b>	\$11,586.25	
<b>ROI (Return on Investment):</b>	All the above promotions increased the website traffic and generated leads requesting additional	
information resulting in increased visitation to Cumberland County.		
<b>Project:</b>		
<b>Description:</b>		
<b>Date of Project:</b>		
<b>Cost of Project: \$</b>		
<b>ROI (Return on Investment):</b>		

# TEAM KENTUCKY

ARPA/SLFRF TRANCHE 2 GRANT - DMO

## LEGISLATIVE REPORT

Name of Organization: Cynthiana Tourism Commission

Directors Name: Tom Clifford

Phone Number: 234 5236 Email: cynthianatourism@gmail.com

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 1500.00/all allotted

List all projects that were completed, or projects that were started as of June 30, 2024. 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.
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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 have you developed and installed.
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Project:	Website Design	
Description:	Full Website rollout and design with photos, full calendar, etc.	
Date of Project:	May/June 2024	
Cost of Project: \$	\$3400.00	
ROI (Return on Investment):	huge imprint on our tourism Commission by having a website.	
Project:		
Description:		
Date of Project:		
Cost of Project: \$		
ROI (Return on Investment):		





ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: Danville-Boyle County CVB  
Directors Name: Kendall Clinton  
Phone Number: 859-618-6667 Email: Kendall@historicdanvilleky.com  
List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 25,042

List all projects that were completed, or projects that were started as of June 30, 2024. 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.
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ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

Project:	"Nothing beats LIVE" billboard campaign	
Description:	A billboard promoting Danville as a live music destination was placed along I-65 in Elizabethtown. This was a continuation of a billboard campaign that included the placement of the same billboard design earlier in the year in Somerset, Georgetown and outside of Nashville.	
Date of Project:	7-31-2023 through 10-22-2023	
Cost of Project: \$	2,682	
ROI (Return on Investment):	Prominent display of messaging featuring Danville and a link to learn more about live music in Danville	
Project:	Video editing	
Description:	Prosper Media edited video they shot earlier in the year - paid for with ARPA funds - and created four 30-second videos, three 45 second videos and a 5 minute video, all featuring various tourism themes. Videos are on the CVB's YouTube channel and have been used on social media. Also scheduled for future paid streaming, and social campaigns	
Date of Project:	11-30-2023 and 5-14-2024	
Cost of Project: \$	5,550	
ROI (Return on Investment):	8 original videos to promote Danville on various social and digital plat forms	

ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

Project:	JCP Eats culinary themed blog and social media influencer posts
Description:	J.C. Phelps, a Kentucky food blogger, completed a six month series of paid blog posts and social media posts focusing on Danville's culinary scene. He featured The Still at Blue Roak Distillery, Copper and Oak, Sweets By Cindy, Bud and Cheryl's, Burk's Bakery, and Elmood Inn
Date of Project:	7-3-2023 through 12-22-2023
Cost of Project: \$	10,000
ROI (Return on Investment):	6 featured blog posts on jcp eats.com, along with social posts on JCP Eats Facebook, Instagram, X, Pinterest and Tik Tok platforms
Project:	Print ads promoting meeting space in Danville
Description:	Ads targeted towards groups potentially needing meeting space were published in both Kentucky City Magazine (Aug. 1, 2023) as well as the Lane Report (Sept. 1, 2023)
Date of Project:	8-1-2023 and 9-1-2023
Cost of Project: \$	2,930
ROI (Return on Investment):	Statewide exposure to business and government groups that host statewide meetings.

ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

Project:	Brochure distribution through Ad Rack
Description:	Using Ad Rack to distribute the Danville-Boyle County CVB brochure to locations along the I-64, I-75, I-65 corridors as well as Lexington, Frankfort and greater Cincinnati areas
Date of Project:	1-17-2024 through 6-30-2024
Cost of Project: \$	3,880
ROI (Return on Investment):	Distribution of 12,000+ brochures
Project:	
Description:	
Date of Project:	
Cost of Project: \$	
ROI (Return on Investment):	



ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

**Name of Organization:** Edmonson County Tourist and Convention Commission Inc

**Directors Name:** Vanessa Ulm

**Phone Number:** 270-597-2222 **Email:** edcotourism@windstreatm.net

**List the total amount of funding you have spent or in the process of spending as of June 30, 2024:** \$ 42,004.50

List all projects that were completed, or projects that were started as of June 30, 2024. 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.
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**ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT**

<b>Project:</b>	<b>GUIDE TO SOUTH CENTRAL KENTUCKY</b>
<b>Description:</b>	Full page ad in the Bowling Green Daily News for their PROGRESS edition, which dedicates 30 pages in print along with an online and digital component to showcase profiles for each of the nine counties in their coverage area.
	This is a vehicle for tourism in outlying communities and counties to showcase to neighbors what they have to offer right in their backyard.
	offer right in their backyard.
<b>Date of Project:</b>	June 2024
<b>Cost of Project: \$</b>	\$999
<b>ROI (Return on Investment):</b>	A great resource for readers, viewers, subscribers, and community members to further market the activities available in Edmonson County. BG is a "large city" next to Edmonson County and pulling locals and visitors from that area is a goal.
<b>Project:</b>	<b>INFLUENCER BLOGS CAMPAIGN</b>
<b>Description:</b>	Contracting with JCP Eats for content creation, outlet syndication, assets, and awareness increase for businesses and attractions in Edmonson County.
<b>Date of Project:</b>	June - August 2024
<b>Cost of Project: \$</b>	\$6,000
<b>ROI (Return on Investment):</b>	JCP Eats boasts 21K + followers on Facebook, 38.9K followers on Instagram, and 1.2K followers on X. Engagement on the posts JCP Eats released for Edmonson County have been impressive in likes and shares.

ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

<b>Project:</b>	<b>SUMMER DAY TRIPPIN' NEWSPAPER ADVERTISEMENT</b>
<b>Description:</b>	The annual Day Trippin' Adventures tabloid publication is growing bigger each year and is sent to every subscriber in the 8 counties of: Allen, Barren, Butler, Cumberland, Edmonson, Hart, Metcalfe and Russell counties, for a total of 38,900 households. The ECTC placed an inside front cover half page ad.
<b>Date of Project:</b>	June 2024
<b>Cost of Project: \$</b>	\$525
<b>ROI (Return on Investment):</b>	A great resource for readers, viewers, subscribers, and community members to further market the activities in Edmonson County to a larger portion of the south-central Kentucky region that are within a day's drive. Increased visitation to local boutiques, dining options, and attractions.
<b>Project:</b>	<b>SOUTHERN TRAVEL &amp; LIFESTYLE MAGAZINE ADVERTISEMENTS</b>
<b>Description:</b>	Three full-page ads in Southern Travel & Lifestyle for their "The Spirit of Bluegrass" and "Kentucky's Harvest Season" editions. We did a full page – buy two get one free, which means we have six months of exposure from May – October and free fall advertising.
<b>Date of Project:</b>	May - October 2024
<b>Cost of Project: \$</b>	\$1,555
<b>ROI (Return on Investment):</b>	270,000 subscribers traveling by vehicle predominantly based in Tennessee, Kentucky, Georgia, the Carolina's, Alabama, and Florida. The magazine is digital and printed.

# TEAM KENTUCKY

ARPA/SLFRF TRANCHE 2 GRANT - DMO

## LEGISLATIVE REPORT

Name of Organization: Elizabethtown Tourism and Convention Bureau  
Directors Name: Janna Clark  
Phone Number: 270-765-2175 Email: jclark@touretnow.com  
List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$479,000

List all projects that were completed, or projects that were started as of June 30, 2024. 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.
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**ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT**

<b>Project:</b>	<b>Tradeshow Booth</b>	
<b>Description:</b>	The tradeshow items included three new pop-up banners, a tablecloth, a table runner, and two additional mobile kiosks. These tools have allowed Elizabethtown to showcase the area and promote more visitation. During a recent travel writer's show, their Director of Marketing successfully utilized these elements to promote Elizabethtown, KY to a receptive audience of travel writers.	
<b>Date of Project:</b>	Began: September 2023, Completed: December 2024.	
<b>Cost of Project:</b>	\$13,300	
<b>ROI (Return on Investment):</b>		
	The investment in pop-up banners, tablecloth, table runner, and travel kiosks provides Elizabethtown Tourism with a versatile and effective marketing toolkit. These items not only enhance Elizabethtown's presence but also help build brand recognition, engage potential visitors, and generate leads, all while being cost-effective and easy to use. Over time, this strategic investment will pay dividends by attracting more visitors and business opportunities to Elizabethtown, making it a wise choice for promoting the city.	
<b>Project:</b>	<b>Influencers</b>	
<b>Description:</b>	Elizabethtown Tourism engaged social media influencers to endorse Elizabethtown, Kentucky. These influencers hailed from diverse regions across the country, catering to a wide range of audiences. Their followers predominantly comprised families, and they actively showcased local attractions within Elizabethtown.	
<b>Date of Project:</b>	The first influencer was scheduled in April 2023 and the last influencer is scheduled for October 2024.	
<b>Cost of Project:</b>	\$26,886	
<b>ROI (Return on Investment):</b>		

**ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT**

Since beginning to collaborate with influencers in April 2023, Elizabethtown’s Instagram engagement and reach have experienced a significant surge, reaching over 172K accounts, marking a 12% increase in engagement from the previous period. Moreover, the Facebook presence has also expanded, connecting with over 2.47 million accounts, reflecting a notable 102% increase compared to the prior year. The primary objective of the influencer campaigns was to enhance awareness of Elizabethtown and generate more impressions, which resulted in a substantial increase in clicks, surpassing the previous year by over 200 website clicks. Elizabethtown Tourism is very pleased with the outcomes of the social media influencer campaigns, noting substantial growth and heightened awareness of Elizabethtown.

<b>Project:</b>	<b>Visitor Profile Research</b>
<b>Description:</b>	Gray Research Solutions collaborated with Magellan Strategies Group to conduct a visitor profile research study aimed at informing the strategic marketing plan developed by Magellan Strategies. The research delved deeply into the current visitor demographics of Elizabethtown, KY, as well as forecasting the profile of future visitors. Elizabethtown is experiencing rapid expansion, notably with the construction of the Blue Oval Sk plant in Glendale and the development of new attractions. This comprehensive study furnished essential insights to attract and retain existing visitors while outlining the target audience post-completion of the Blue Oval Sk project and the introduction of new tourism sites. Engaging with Gray Research Solutions highlighted the necessity for Elizabethtown Tourism to adopt a continuous monitoring tool to track visitor activity within the community, leading to the adoption of Zartico. Utilizing Zartico enables Elizabethtown to identify popular attractions, visitor hotspots, and real-time visitor preferences, facilitating informed decision-making for the tourism industry.
<b>Date of Project:</b>	<b>The project began in May 2023 and was completed in July 2024.</b>
<b>Cost of Project: \$</b>	<b>\$80,900</b>
<b>ROI (Return on Investment):</b>	

**ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT**

Conducting a visitor profile research study for Elizabethtown Tourism provides invaluable insights into the preferences, behaviors, and demographics of the city's tourists, enabling more targeted and effective marketing strategies. By understanding who visits, why they come, and what they seek, Elizabethtown can tailor its offerings and promotions to better meet visitor needs, enhancing their experience and increasing satisfaction. The ROI from this study comes from more efficient marketing spend, higher visitor engagement, and the ability to attract and retain a more diverse and desirable tourist base, ultimately driving long-term growth for the local economy.

<b>Project:</b>	<b>Strategic Plan - Based on Visitor Profile Study</b>
<b>Description:</b>	The strategic plan was intricately coordinated with the research efforts to enhance project efficiency. This ensured that Magellan Strategies possessed a deep understanding of the research, resulting in a seamlessly integrated plan. The strategic blueprint delineates growth prospects for Elizabethtown Tourism over the upcoming three years, outlining a methodical approach to fostering sustainable growth.
<b>Date of Project:</b>	The project began in May 2023 and was completed in July 2024.
<b>Cost of Project: \$</b>	<b>\$17,200</b>
<b>ROI (Return on Investment):</b>	
	Investing in a strategic marketing plan for Elizabethtown Tourism offered a strong return on investment by outlining how to attract targeted visitors, enhancing brand recognition, and driving economic growth. Through optimized resource allocation, measurable outcomes, and strategic partnerships, the plan maximizes the impact of marketing efforts, leading to increased tourism, local business revenue, and long-term community benefits. This data-driven approach ensures sustained success and adaptability, positioning Elizabethtown as a top destination while fostering economic vitality.
<b>Project:</b>	<b>Website Redesign</b>
<b>Description:</b>	Simpleview, Inc. is currently overseeing the redesign of Elizabethtown Tourism's website. The upcoming website aims to enhance visitor accessibility to information and streamline the discovery of a diverse range of offerings. It will showcase existing and upcoming attractions prominently, while also simplifying the promotion of local restaurants and hotels.
<b>Date of Project:</b>	The redesign began in late March 2024 and the anticipated completion date is November 2024
<b>Cost of Project: \$</b>	<b>\$58,075</b>

**ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT**

**ROI (Return on Investment):**

The upcoming website redesign for Elizabethtown Tourism promises a strong return on investment by enhancing user experience, improving search engine visibility, and better showcasing the city's attractions. A modern, mobile-friendly design will attract more visitors, increase engagement, and convert website traffic into visitors. By integrating updated content, streamlined navigation, and optimized SEO, the new site will drive more organic traffic, generate leads, and ultimately boost tourism-related revenue, making it a crucial tool for promoting Elizabethtown effectively.

**Project:** Hospitality Training

**Description:** The hospitality training program utilizes Tourism Academy's software to educate frontline workers in the hospitality industry on assisting visitors in Elizabethtown. This comprehensive program covers all attractions and tours available in Elizabethtown, Kentucky, while also providing training on the resources offered by Elizabethtown Tourism. By utilizing this program, staff in the hospitality industry can undergo training to be fully equipped to assist visitors.

**Date of Project:** The project is on-going

**Cost of Project: \$** \$30,000

**ROI (Return on Investment):**

Well-trained staff can provide superior customer service, leading to higher guest satisfaction, positive reviews, and repeat visits. This enhanced service level not only improves the reputation of local hotels and businesses but also encourages word-of-mouth referrals, increasing tourism and revenue. The program's flexibility allows for consistent training across the industry, ensuring a unified standard of excellence that strengthens Elizabethtown's appeal as a welcoming and professional destination.

**Project:** Wayfinding Signage

**Description:** We have identified multiple locations where directional signage to areas of Elizabethtown would be served by implementing a wayfinding signage program. We have partnered with City government on implementing this program to not only design and fabricate the signs, but to assist in an ongoing program to keep the signs updated and relevant to assist our visitors with negotiating their way around our city.

**Date of Project:** Installation expected Oct/Nov 2024

ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

Cost of Project: \$

\$250,000

ROI (Return on Investment):

Providing signage to create a sense of place and make Etown more easily accessible with directionals/various pockets of our community (downtown, shopping, eateries, parking, etc.) will enhance the visitor experience for our tourism clients, as well as inform new residents of opportunities to lighten their load for planning, parking, directing, giving directions to family, etc.



ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

*old  
8-30-21*

Name of Organization: Frankfort – Franklin County Tourist & Convention Commission \_\_\_\_\_

Directors Name: Robin Antenucci \_\_\_\_\_

Phone Number: 502-875-8687 \_\_\_\_\_ Email: rantenucci@visitfrankfort.com \_\_\_\_\_

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 210,708.99

List all projects that were completed, or projects that were started as of June 30, 2024. 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.
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ARPA/SLERF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

Project:	Print Advertising - Ongoing
Description:	AD PLACEMENTS IN NEW MARKETS - VIRGINIA, WEST VIRGINIA, INDIANAPOLIS, ALABAMA, FLORIDA
Date of Project:	Fall 2023 & Spring 2024
Cost of Project: \$	\$ 25,091.99
ROI (Return on Investment):	INCREASED EXPOSURE INTO THESE MARKETS TARGETING VISITORS FROM THESE MARKETS.
Project:	STREAMING TV ADS - Ongoing
Description:	TV ADS IN INDIANAPOLIS & NASHVILLE MARKETS
Date of Project:	Fall 2023 & Spring 2024
Cost of Project: \$	\$ 36,300.00
ROI (Return on Investment):	DIGITAL AD EXPOSURE IN MIDWEST & SOUTH. ADS HAVE GENERATED GOOD ENGAGEMENT FROM THESE AREAS.

ARPA/SLERF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

Project:	TRAVEL SHOWS - completed	
Description:	Atlanta Travel + Adventure Show, Boomers in Groups Leisure travel show & Group Travel Show	
Date of Project:	Atlanta - March '24, Boomers - Nov. '23	
Cost of Project: \$	\$ 5,990.00	
ROI (Return on Investment):	New leads from Boomers for group travel. Distribution of thousands of visitor guides in Atlanta, resulting in more visits.	
Project:	Research - completed	
Description:	Feeder Market Analysis, credit card expenditure data, foot traffic tracking & content creation. Data from 2019, 2021, 2022. Analysis of visitor origin, length of stay & spending.	
Date of Project:	2023	
Cost of Project: \$	100,000	
ROI (Return on Investment):	Increased website visitation from markets targeted, content activation. More strategic target marketing.	



ARPA/SLERF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

Project:	DIGITAL ADVERTISING - ONGOING	
Description:	GOOGLE AD BOYS IN DRIVE MARKET AREA, TARGETING TRAVELERS, BOURBON LOVERS, ART LOVERS, OUTDOOR ENTHUSIASTS.	
Date of Project:	2023 & 2024	
Cost of Project: \$	\$42,727.00	
ROI (Return on Investment):	DIGITAL ADS SERVED TO THOUSANDS OF USERS, RESULTING IN INCREASED WEB VISITS & CLICK THROUGH TO PARTNER SITES.	
Project:		
Description:		
Date of Project:		
Cost of Project: \$		
ROI (Return on Investment):		



ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

**Name of Organization:** Glasgow-Barren County KY Tourism

**Directors Name:** MacLean Lessenberry

**Phone Number:** (270) 404-2870 **Email:** maclea@betterinthebarrens.com

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$34,981.22

List all projects that were completed, or projects that were started as of June 30, 2024. 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.
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<b>Project:</b>	<b>SEO/SEM</b>
<b>Description:</b>	<i>Search engine optimization and search engine marketing with focuses on Mammoth Cave National Park, Barren River State Park, and outdoor adventure to a hand crafted landing page highlighting lodging in the area</i>
<b>Date of Project:</b>	<i>In-progress</i>
<b>Cost of Project: \$</b>	<i>\$50,000.00</i>
<b>ROI (Return on Investment):</b>	
<i>The impact of our lodging campaign has been significant and far-reaching. Since the launch of the campaign, we have seen a 340% increase in overall site traffic, with new users increasing by 21,500. Our SEO efforts alone have resulted in a 203% increase in organic site traffic, while our paid SEM campaigns have brought in an astounding 2,208% increase in traffic. What's particularly impressive is the direct communication we've been able to establish with potential guests. Visitors are now calling us, sharing how they found us, what keywords they used, and what they're interested in. This level of direct feedback is invaluable and has allowed us to continuously refine our strategy by inserting or omitting keywords based on real-time data. The campaign has not only increased traffic but has also significantly enhanced our ability to understand and meet the needs of our visitors.</i>	
<b>Project:</b>	
<b>Description:</b>	
<b>Date of Project:</b>	
<b>Cost of Project: \$</b>	
<b>ROI (Return on Investment):</b>	

# TEAM KENTUCKY

ARPA/SLFRF TRANCHE 2 GRANT - DMO

## LEGISLATIVE REPORT

Name of Organization: Gallatin County Tourism Commission

Directors Name: Mary Jane Day — Sherri Broderick (advisor)

Phone Number: 859-643-3118 or 859-567-5691 Email: backwoodacres@zoomtown.com or Sherri.broderick@gmail.com

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 32,655.04

List all projects that were completed, or projects that were started as of June 30, 2024. 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.
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ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

Project:	Billboard
Description:	Digital billboard on I-75 in Covington, KY facing southbound traffic. Promoted Gallatin County destinations such as Neeley Family Distillery, Riverside Inn, marinas and other tourist destinations being only 40 miles away from
Date of Project:	6/24/2024 — 8/18/2024 NKY and Cincinnati.
Cost of Project: \$	9,600
ROI (Return on Investment):	Still determining. Created a shorter website link to display on billboard. Will get numbers this month. New audience and market.
Project:	Video
Description:	Created marketing videos to be used on various social media outlets and website. Created seven videos, six shorter clips and one a few minutes long.
Date of Project:	Fall 2023 completed
Cost of Project: \$	11,800
ROI (Return on Investment):	Increased social media traffic. Currently 228 views and 797 views on videos posted.

ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

Project:	Print media marketing
Description:	Marketing in various printed materials including Kentucky Monthly-Spirits Guide, Main Street Media-Summer on Ohio River, Kentucky Living, Madison Courier, and Guest Quest. Includes new areas in Indiana and Cincinnati/NKY area.
Date of Project:	Fall 2022 - Fall 2024
Cost of Project: \$	11,002.25
ROI (Return on Investment):	Increased visitors to events such as Chocolate Crawl and Spring Peony Festival as direct result of printed advertising.
Project:	Printed Rack Cards 2024 event cards
Description:	2500 printed rack cards to be used to promote website, social media and 2024 calendar of events. Handed out at festivals and used left over at state fair booth.
Date of Project:	Jan. and March Printed - Used 2024 - Jan - Aug.
Cost of Project: \$	252.79
ROI (Return on Investment):	Used new photography and QR codes for visitor to seek further information. Increase website hits and social media followers.



ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

**Name of Organization:** Georgetown/Scott County Tourism & Convention Commission

**Directors Name:** Lori A. Saunders

**Phone Number:** 502-863-2547 **Email:** [lori@georgetownky.com](mailto:lori@georgetownky.com)

**List the total amount of funding you have spent or in the process of spending as of June 30, 2024:** \$221,183

List all projects that were completed, or projects that were started as of June 30, 2024. 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.
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ARPA/SLFRF TRANCHE 2 GRANT - DMO LEGISLATIVE REPORT

<b>Project:</b>	Coomer, LLC
<b>Description:</b>	<p>Coomer is a professional advertising agency that creates, plans, and executes marketing campaigns. They have developed creative content and strategy for our upcoming campaign. By combining creativity and strategy, Coomer is helping Georgetown/Scott County effectively reach and engage their target audiences. <b>Projects include:</b> Film Shoot, Ad Creation, Video Creation, Evergreen written content, landing page etc.</p>
<b>Date of Project:</b>	February 20, 2023 - Present
<b>Cost of Project:</b>	\$ 87,911.00
<b>ROI (Return on Investment):</b>	<p>Stage two marks the activation and optimization of our advertising campaigns. Leveraging the strategic groundwork laid in the previous phase, we launch campaigns across carefully selected channels and meticulously monitor their performance. By closely tracking key metrics such as click-through rates (Avg. 10.3%, which is 1.4% higher than the industry average), website traffic (YTD Views have increased 45% &amp; Users Increased 34.99% compared to same period last year) , and revenue, we aim to maximize return on investment by driving increased lead generation, and brand awareness. Our strategy involves continuously optimizing campaigns to adapt to evolving market conditions and consumer preferences.</p>
<b>Project:</b>	CrowdRiff Creators
<b>Description:</b>	<p>CrowdRiff Creators helps DMOs create and distribute short-form videos by managing local creators who authentically showcase destinations across 30 locations in Scott County on platforms like TikTok and Instagram Reels. This approach leverages the power of authentic storytelling to connect with travelers and drive tourism.</p>



ARPA/SLFRF TRANCHE 2 GRANT - DMO LEGISLATIVE REPORT

<b>Date of Project:</b>	<b>August 2023 - Present</b>
<b>Cost of Project: \$</b>	<b>\$ 27,000.00</b>
<b>ROI (Return on Investment):</b>	<p>The work completed with Content Creators has produced 52 minutes and 31 seconds of vertical evergreen video content. Instagram organic reach totaled 28,984 with 1,024 engagements, while Meta Ads expanded reach to 95,551 and generated 27,940 engagements. CrowdRiff Web Galleries showcased the content, accumulating 70,000 views, 12,000 engagements, and an impressive 17.6% engagement rate.</p>
<b>Project:</b>	<b>Advertising Campaign</b>
<b>Description:</b>	<p>That's Georgetown, Kentucky for ya! is a comprehensive campaign created by Coomer, LLC highlighting the city's unique appeal across various platforms. From print media like USA Today and BlueRidge Outdoors to digital channels including social media takeovers and video ads, our goal is to attract visitors and new residents by showcasing Georgetown's rich history, vibrant arts scene, delicious cuisine, and warm hospitality.</p>
<b>Date of Project:</b>	<b>July 2023 - Present</b>
<b>Cost of Project: \$</b>	<b>\$ 59,708.00</b>
<b>ROI (Return on Investment):</b>	<p>In 2023, Georgetown and Scott County experienced a remarkable boost in their local economy, thanks to a surge in tourism that truly made headlines. Total spending by visitors skyrocketed by 4% compared to the previous year—a clear indicator of the area's growing appeal as a travel destination. Even more impressive was the 8% increase in transient tax revenue, a testament to the significant influx of visitors. This impressive growth wasn't by chance; it was driven by highly effective advertising campaigns that captivated tourists and drew them to the region in record numbers.</p>

ARPA/SLFRF TRANCHE 2 GRANT - DMO LEGISLATIVE REPORT

<b>Project:</b>	<b>Datafy</b>
<b>Description:</b>	Datafy provides a full circle data and research platform that allows us to understand visitation to our destination. Using geolocation technology, Datafy tracks where visitors are coming from and activities they are participating in once they arrive in Georgetown/Scott County. This provides our team with a custom visitor profile for our community.
<b>Date of Project:</b>	January 1, 2024 – Present
<b>Cost of Project:</b>	\$ 30,264.00
<b>ROI (Return on Investment):</b>	Based on our data-driven goals, we can now create targeted audiences based on previous visitation and visitor behavior, reach precise audiences with an integrated programmatic advertising strategy, and track attributable visitation metrics for our overall marketing strategies. ROI: More efficient marketing spend with attribution, showing the true impact of our company's efforts.
<b>Project:</b>	<b>Advertising Billboard Campaign</b>
<b>Description:</b>	Georgetown/Scott County Tourism made a significant investment in in-state and out-of-state advertising to attract visitors. Four distinct billboard campaigns were strategically placed in high-traffic areas of Nashville, Indianapolis, Cincinnati and throughout Kentucky. These vibrant displays showcased the unique charm and attractions of Georgetown and Scott County, targeting potential tourists from neighboring states.
<b>Date of Project:</b>	March 2024
<b>Cost of Project:</b>	\$ 16,300.00
<b>Return on Investment):</b>	

ARPA/SLFRF TRANCHE 2 GRANT - DMO LEGISLATIVE REPORT

	<p>The billboard campaign demonstrated a strong return on investment with a notable impact on visitor numbers within the designated DMAs. Specifically, there was a 4.6% increase in visitor days compared to the previous year, coupled with a 7.69% increase in average length of stay from those three cities. These results underscore the effectiveness of the campaign in attracting new visitors and encouraging extended stays within Georgetown/Scott County.</p>



ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: Grand Rivers Tourism Commission

Directors Name: R. Brian McDonald

Phone Number: 270-362-0152 Email: brian@grandrivers.org

List the total amount of funding you have spent or in the process of spending as of June 30, 2023: \$ 11,595

List all projects that were completed, or projects that were started as of June 30, 2023. 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.
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**ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT**

<b>Project:</b>	<b>Grand Rivers, Kentucky Reference and Guide Map</b>
<b>Description:</b>	A pocket map designed and printed take is easy to place in a pocket or handbag but unfolds to an easily read map of the city of Grand Rivers that clearly marks and defines local business, attractions, points of interest, and informational centers. Designed to help visitors and travelers to find shopping, dining, lodging, and activities.
<b>Date of Project:</b>	28-Mar-24
<b>Cost of Project: \$</b>	<b>3,150 (\$3,000 printing and productions / \$150 design)</b>
<b>ROI (Return on Investment):</b>	Maps have been a huge success with American Cruise Line Passengers when docking in Grand Rivers Since port time may be limited, passengers are using the map to find businesses quickly. 95% of visitors to the information office leave with the map and comment on its usefulness and convenience.
<b>Project:</b>	<b>2024/2025 New Grand Rivers Visitors Guide</b>
<b>Description:</b>	A 40-page visitors guide listing all Grand Rivers dining, lodging, entertainment, attractions, and points of interest, as well as attractions and things to-do within 15-minutes of town. New design, new photos, new graphics.
<b>Date of Project:</b>	4/28/2024
<b>Cost of Project: \$</b>	<b>8445</b>
<b>ROI (Return on Investment):</b>	Grant allowed for 25,000 to be ordered, allowing the visitor guides to be in more Kentucky information

**ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT**

Centers, rest stops, and visitor centers. Visitor guides are mailed by GRTC to those requesting through the website making it easier and more likely for over-night trips to be planned to the Grand Rivers area.



ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

**Name of Organization:** GRANT COUNTY TOURIST & CONVENTION COMMISSION

**Directors Name:** JAMIE BAKER

**Phone Number:** 859-824-3322      **Email:** jbaker@grantcommerce.org

**List the total amount of funding you have spent or in the process of spending as of June 30, 2024:** \$24,309.41

List all projects that were completed, or projects that were started as of June 30, 2024. When describing projects include information such as:

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ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

<b>Project:</b>	SkeeterFest Music Festival
<b>Description:</b>	Skeeter Davis is Grant County's only Grand Ole Opry Star. The SkeeterFest Music Festival is a way to honor her legacy. This inaugural event lay the ground work for an annual music festival. ARPA funds were used to place billboard advertising in Lexington, Louisville, Georgetown, Frankfort, Richmond & Northern Kentucky. Grant County tourism has not previously placed billboard advertising in any of these markets, so thi has opened up new opportunities for us to attract more visitors to Grant County and to give those coming to the Ark Enc ounter reasons to stay longer and spend more money in our community.
<b>Date of Project:</b>	7/13/24
<b>Cost of Project: \$</b>	\$24,309
<b>ROI (Return on Investment):</b>	Attendnace at this first-time event was 2,500. At least 50 percent were non-residents. We received reports from several of our hotel/short-term rental partners that they received bookings, specifically for this event. Grant County Tourism's web site also received a higher than normal volume of hits, as well as our office received requests for information on hotels/restaurants/attractions in the area. Our social media following increased by 50 percent, with most visiting the pages about SkeeterFest. At the music festival, we were also able to distribute 500 flyers to our visitors concerning upcoming events in the community.
<b>Project:</b>	
<b>Description:</b>	
<b>Date of Project:</b>	
<b>Cost of Project: \$</b>	
<b>ROI (Return on Investment):</b>	





ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: Grayson County Tourism Commission  
Directors Name: Tiffany Decker  
Phone Number: 270-259-5587 Email: director@visitagrayson.com  
List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 83,138<sup>00</sup>

List all projects that were completed, or projects that were started as of June 30, 2024. 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.
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ARPA/SLFRF TRANCHE 2 GRANT - DMO LEGISLATIVE REPORT

<b>Project:</b>	<b>WDRB Commerical</b>
<b>Description:</b>	<b>Grayson County Tourism ran a commercial on WDRB in Louisville from May to September 15 2023</b>
<b>Date of Project:</b>	<b>May -September 2023</b>
<b>Cost of Project: \$</b>	<b>28,782.00</b>
<b>ROI (Return on Investment):</b>	
<b>Increase visitors to the area for a family vacation. Increase visitors to our website.</b>	
<b>Project:</b>	<b>Display Kit</b>
<b>Description:</b>	<b>Heartland Communications designed us a new tradeshow display to take when we go to big shows.</b>
<b>Date of Project:</b>	<b>May 2023</b>
<b>Cost of Project: \$</b>	<b>14,969.47</b>
<b>ROI (Return on Investment):</b>	
<b>Attract more people to our booth at tradeshow. Increase visitors to area &amp; website.</b>	

ARPA/SLFRF TRANCHE 2 GRANT - DMO LEGISLATIVE REPORT

<b>Project:</b>	Wayfinding signs
<b>Description:</b>	Hardin County Signmakers made us wayfinding signs plus installed them around Grayson County
<b>Date of Project:</b>	January-May 2024
<b>Cost of Project: \$</b>	28,455.28
<b>ROI (Return on Investment):</b>	
With the wayfinding signs visitors will be able to find there destination easier.	
<b>Project:</b>	Tourism TV Network
<b>Description:</b>	Tourism Tv Network delivered us two large traveling kiosk to take with us to tradeshow.
<b>Date of Project:</b>	March 2024
<b>Cost of Project: \$</b>	9,200.00
<b>ROI (Return on Investment):</b>	
Attract more people to our booth at tradeshow and to visit our website and the states website when using the kiosk	

ARPA/SLFRF TRANCHE 2 GRANT - DMO LEGISLATIVE REPORT

<b>Project:</b>	<b>Radio Commercials</b>
<b>Description:</b>	<b>WBKR out of owensboro aired commercials for us for a huge concert</b>
<b>Date of Project:</b>	<b>March-May 2024</b>
<b>Cost of Project: \$</b>	<b>1,731.25</b>
<b>ROI (Return on Investment):</b>	
<b>To draw people from out of town to our big concert.</b>	
<b>Project:</b>	
<b>Description:</b>	
<b>Date of Project:</b>	
<b>Cost of Project: \$</b>	
<b>ROI (Return on Investment):</b>	

# TEAM KENTUCKY

## ARPA/SLFRF TRANCHE 2 GRANT - DMO LEGISLATIVE REPORT

Name of Organization: Greenup County Tourism Directors Name: Jaime Bloss

Phone Number: {606} 473-6440 Email: [jbloss@greenupcountyky.gov](mailto:jbloss@greenupcountyky.gov)

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$1783.00

List all projects that were completed, or projects that were started as of June 30, 2024. 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.
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ARPA/SLFRF TRANCHE 2 GRANT - OMO  
LEGISLATIVE REPORT

Project:	Video Production and publication
Description:	Video production and publication featuring Bennett's Mill Covered Bridge with a local historian.

Date of Project:	1/1/2023
Cost of Project: \$	\$1,299
ROI (Return on Investment): IGave exposure to one of the covered bridges in the area to encourage a higher room occupancy.	

Project:	Billboards
Description:	Billboard exposure for Greenbo Lake State Resort Park (July 22 - Sept 8), Greenup Old Fashion Days (Sept 2 - Sept 29) and Flatwoods Harvest Festival (Sept 2 - Sept 29)

Date of Project:	7/1/2024 - 9/2024
Cost of Project: \$	\$5,725
ROI (Return on Investment): Exposure for Greenbo Lake State Resort Park, Greenup Old Fashion Days and Flatwoods Harvest Festival to encourage a higher room occupancy and awareness of the attractions that are provided within the county.	



ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: Greenville Tourism Commission

Directors Name: Onalee Kidd

Phone Number: 270-7338-1895 Email: director@tourgreenville.com

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 11792.00

List all projects that were completed, or projects that were started as of June 30, 2024. When describing projects include information such as:

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ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

Project:	KBK Outdoor Billboard
Description:	
Billboard was purchased through KBK outdoor advertising. Billboard was located on I 24 Milemarker 1 westbound on the bottom face. Billboard was 10'6 by 36'. Billboard encouraged to "Explore, Eat, Shop, Greenville, KY"	
Date of Project:	Billboard was purchased and set up in May 2022 and ran through July 2023
Cost of Project: \$	11792.00 total cost. Monthly cost \$750. The month of May was prorated at a cost of \$375. Initial setup fee was \$917
ROI (Return on Investment):	Monthly resturant tax in 2020 averaged between 20,000 - 24,000. In 2023 average monthly income generated by the tax is around 30,000.
Project:	
Description:	
Date of Project:	
Cost of Project: \$	
ROI (Return on Investment):	





ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: City of Harlan Tourist and Convention Commission

Directors Name: Brandon Pennington

Phone Number: 606-573-4156 Email: Brandon@harlantourism.com

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 10,500

List all projects that were completed, or projects that were started as of June 30, 2024. 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 web sites that includes new content, photos, and tools to assist the visitor navigate 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 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 have you developed and installed.

8. List project cost and the ROI (return on investment, which could be from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, request for brochures, Google analytics or compare to pre-covid numbers (2019).

ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

Project:	Louisville Bats Promotion
Description:	We receive signage through the stadium that display "Views 3 Brews" in Harlan County. We also are in the program and have digital signage <del>on</del> <sup>on</sup> the digital banners for the 2024 season
Date of Project:	2024
Cost of Project: \$	7,500
ROI (Return on Investment):	Increased exposure in a drive market for Harlan County. Concrete economic gains in car hotel/restaurant taxes for 2024.
Project:	Commercials for event on WYMT
Description:	We run commercials on WYMT displaying ads for various events in Harlan County.
Date of Project:	<del>2024</del> June 2024, July 2024
Cost of Project: \$	1500
ROI (Return on Investment):	increased attendance at <u>all</u> events

ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

Project:	Photography
Description:	Bobby Curran photography has increased our photo bank by 300 more photos for Pale Salter, Wildlife, Jeep fest, and more
Date of Project:	June - August 2024
Cost of Project: \$	1500 out of 10,000 go for
ROI (Return on Investment):	Greater photo bank to promote Heron
Project:	
Description:	
Date of Project:	
Cost of Project: \$	
ROI (Return on Investment):	



ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: Harrodsburg-Mercer County Tourist Commission

Directors Name: Daarik Gray

Phone Number: 800-355-9192

Email: tourismed@harrodsburgky.com

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$26,250.00

List all projects that were completed, or projects that were started as of June 30, 2024. 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.
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ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

Project:	Website Redesign	
Description:	New website redesign by Kinetic Strategic Design	
Won't be finished until late August, but once rolled out will be advertised on social media, as well as at Rupp Arena through sponsorship and other marketing avenues.		
Date of Project:	Began June 2024	
Cost of Project: \$	26,250.00	
ROI (Return on Investment):		
Project:		
Description:		
Date of Project:		
Cost of Project: \$		
ROI (Return on Investment):		



ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: Hart County Tourist Commission

Directors Name: Sandra T. Wilson

Phone Number: 270.218.0386 Email: sandra@kygetaway.com

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 66,247.51

List all projects that were completed, or projects that were started as of June 30, 2024. 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.
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**ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT**

<b>Project:</b>	kygetaway.com website
<b>Description:</b>	Creation of an online hub to increase our tourism economy by showcasing our assets and engaging our visitors.
<b>Date of Project:</b>	October 2022-May 2023
<b>Cost of Project: \$</b>	35,247.51
<b>ROI (Return on Investment):</b>	32.45% increase in visitor sessions, 32.56% increase in new visitors, 21.2% increase in session duration.
Our annual Economic Impact has jumped from \$22.67 million in 2019 to \$38.1 million in 2023.	
<b>Project:</b>	4 season content creation
<b>Description:</b>	On-site professional photography and videography 4 times/year of year-round adventure offerings to lengthen our seasons and expand economic impact.
<b>Date of Project:</b>	2022-2024
<b>Cost of Project: \$</b>	31,000
<b>ROI (Return on Investment):</b>	These photos and videos used on website, social media and print shwocase the versatility of our attractions that are open year round, and have helped us our record-breaking \$38.1 million Economic Impact.



ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: Henderson Tourist Commission

Directors Name: Abby Dixon

Phone Number: 270-826-3128 Email: abby@hendersonky.org

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$183,975

List all projects that were completed, or projects that were started as of June 30, 2024. When describing projects include information such as:

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ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

Project:	"Take Flight" 30-second commercial
Description:	We worked with a videographer and animator to create a new brand video, featuring an Audubon bird that goes from sketchbook to sky on a whimsical adventure around Henderson's signature attractions.
Date of Project:	February 2024-ongoing
Cost of Project: \$	50,000
ROI (Return on Investment):	So far, this OTT/CTV campaign has garnered over 300,000 impressions in our key markets of Indianapolis, Nashville, Cincinnati, Louisville, Lexington, and Chicago and has increased time spent on our website.
Project:	Professional Development
Description:	ESTO, Marketing College, DIY Tourism
Date of Project:	ongoing
Cost of Project: \$	3,350
ROI (Return on Investment):	Training and developing our staff is invaluable and has inspired us to implement new, creative marketing ideas to keep up with today's advertising trends that the market demands.

# TEAM KENTUCKY

ARPA/SLFRF TRANCHE 2 GRANT - DMO

## LEGISLATIVE REPORT

Name of Organization: Hopkins County Tourist & Convention Commission

Directors Name: Tricia Noel

Phone Number: 270-821-4171 Email: tnoel@visitmadisonvilleky.com

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 654,265<sup>00</sup>

List all projects that were completed, or projects that were started as of June 30, 2024. When describing projects include information such as:

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ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

Project:	Ad campaign for new event - Wings Over Western KY Air Show
Description:	Campaign included television, geofence & banner display ads, radio, boosted social media, print magazine ads campaign ran from September 1 - October 6 Direct website traffic from linked ads was up 30.9%
Date of Project:	10/7/23
Cost of Project: \$	10,001.50
ROI (Return on Investment):	Over 5000 people attended event - restaurant receipts were up 1% over LY
Project:	Print advertising for new Mville - Hopkins County Sportsplex
Description:	full page ad in December 2023 Sports Events Magazine & Planners Guide - includes enhanced print directory listing and year-long hyperlinked ad
Date of Project:	December 2023
Cost of Project: \$	3225 <sup>00</sup>
ROI (Return on Investment):	36,000 sports events planners & decision makers had exposure to this ad

ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

Project:	Branding Campaign in Sports Arenas - Lexington	
Description:	Kroger Field / Rupp Arena - UK Sports - instant replay sponsor on the jumbotron in each facility during UK football/basketball games	
Date of Project:	Aug. 2023 - March 2024	
Cost of Project: \$	+27500	
ROI (Return on Investment):	Average attendance @ Kroger Field - 60,939 Average attendance @ Rupp Arena - 19,795	
Project:	Branding Campaign w/ Murray State University Racers	
Description:	85 TV spots on ESPN+ during MSU broadcast of sporting events Regional reach - Murray, Paducah, Mayfield, Benton, Louisville	
Date of Project:	8/12/23 - 6/30/24	
Cost of Project: \$	+2500	
ROI (Return on Investment):	Average viewership of all sports - 5000	

ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

Project:	Expanded marketing campaign for West KY Antique Market & 41 Yard Sale
Description:	Campaign included KOT custom email, digital billboards in Evansville, Nashville, Paducah for 16,624 impressions, print ads in KY Monthly & The Lane Report, digital banner ads
Date of Project:	April 2024 - June 2024
Cost of Project: \$	\$10065 <sup>00</sup>
ROI (Return on Investment):	# of vendors doubled TY from 4 states and visitors from 5 states
Project:	Marketing campaign for new event - Pre-eclipse Beerfest
Description:	Campaign included digital ads, sponsored social media posts, radio, digital billboards Digital marketing reported 171,101 impressions Social media reach was 30,000
Date of Project:	April 2024
Cost of Project: \$	3285 <sup>00</sup>
ROI (Return on Investment):	Hotel occupancy was up 67% for this weekend leading up to the eclipse - over 1/2 IOs checked were from out

ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

Project:	Video Shoot & Production
Description:	hiring of a professional videographer to shoot and produce assets to be used in television commercials, digital ads and social media content
Date of Project:	August 2023
Cost of Project: \$	7850 <sup>00</sup>
ROI (Return on Investment):	Video used for sponsored social posts reached 43,270 imp. TV commercial views reached 425,000
Project:	Targeted Social Media Campaign
Description:	Sponsored social media posts through WBKR 68.69K impressions with 1.36K linked clicks
Date of Project:	April - May 2024
Cost of Project: \$	1000
ROI (Return on Investment):	see analytics above for this general branding campaign

# TEAM KENTUCKY

ARPA/SLFRF TRANCHE 2 GRANT - DMO

## LEGISLATIVE REPORT

Name of Organization: Irvine-Estell County Tourism Commission

Directors Name: Jessica Stevens

Phone Number: (859) 351-3542 Email: jessica@estill.org

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 18,800.00

List all projects that were completed, or projects that were started as of June 30, 2024. 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.
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ARPA/SLFRF TRANCHE 2 GRANT - DMO LEGISLATIVE REPORT

<b>Project:</b>	<b>Storytelling Package</b>
<b>Description:</b>	Article, photo, and videos on the KY Tourism website
<b>Date of Project:</b>	<b>10/1/2023-9/30/2024</b>
<b>Cost of Project: \$</b>	<b>13,800.00</b>
<b>ROI (Return on Investment):</b>	Increase in website visitors of 2231% in comparison to the same year time period pre-covid.
<b>Project:</b>	<b>Targeted Pre-roll ads</b>
<b>Description:</b>	Utilizing the video created in the storytelling project, we used behavior based targeted ads on YouTube to drive website traffic and brand awareness.
<b>Date of Project:</b>	<b>4/1/2024-5/31/2024</b>
<b>Cost of Project: \$</b>	<b>\$5,000.00</b>
<b>ROI (Return on Investment):</b>	During the two months the ads ran, we saw 461,964 impressions and a video completion rate of 81.12%. This resulted in an average website traffic increase of ~200% during the campaign.





ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: Kuttawa Tourism Commission

Directors Name: Justin Kimbro

Phone Number: 270-601-6885 Email: justin@visitkuttawaky.com

List the total amount of funding you have spent or in the process of spending as of June 30, <sup>2024</sup>~~2023~~: \$ 49,160.00

List all projects that were completed, or projects that were started as of June 30, 2023. 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.
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ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

Project:	Print Ads- Washington Post & New York Times
Description:	Printed ads in a drive market publication
Date of Project:	Summer 2024
Cost of Project: \$	4,380.00
ROI (Return on Investment):	Business traffic increase; website interaction & visitor guide request increased. Significant social media engagement increase
Project:	Television Commercial - Fox & CBS - Evansville, IN
Description:	TV commercial (:30 second spot) run 20+ times on each channel, reaching a new drive market for us.
Date of Project:	Summer 2024
Cost of Project: \$	1,500.00
ROI (Return on Investment):	Increased website interaction

ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

Project:	New Mobile-friendly website
Description:	<del>Updated</del> Updated, mobile-friendly website with interactive links, <del>and</del> digital visitors guide, etc.
Date of Project:	Winter 2023
Cost of Project: \$	9,500.00
ROI (Return on Investment):	Increased traffic significantly, increased visitor guide requests,
Project:	Newspaper ads - Butler County Banner Republican
Description:	Print ads in both the newspaper and the "Day Trippin" insert publication showcasing summer destinations
Date of Project:	Summer 2024
Cost of Project: \$	900.00
ROI (Return on Investment):	Increased business traffic during peak tourist season, increased website traffic & inquiry phone calls.

ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

Project:	Print Ad - KY Waterways & Adventure Trails	
Description:	Full page ad - New Market for us.	
Date of Project:	Summer 2024	
Cost of Project: \$	2,750.00	
ROI (Return on Investment):	Increased traffic during peak tourist season & website traffic	
Project:	Rotating TV Ads - Barkley Regional Airport	
Description:	TV slides inside Barkley Regional Airport, giving us exposure to potential travelers from all over the country.	
Date of Project:	Summer 2024	
Cost of Project: \$	2,550.00	
ROI (Return on Investment):	Increased website traffic & visitor guide requests	

ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

Project:	Travel Taste & Tour Magazine
Description:	Full page print add in Travel Taste & Tour Magazine that has a large market. This ad includes a short article about Kuttawa, ky.
Date of Project:	Summer 2023
Cost of Project: \$	3,150.00
ROI (Return on Investment):	We have seen an increase in traffic & business in our town & website.
Project:	Wall Street Journal - Northwest
Description:	Print advertising reaching the drive market in the Chicago & Cincinnati areas.
Date of Project:	Winter 2023
Cost of Project: \$	4,380.00
ROI (Return on Investment):	Increased social media engagement, & website traffic.

ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

<b>Project:</b>	Business Traveler Magazine - Full page Ad
<b>Description:</b>	Print advertising in the Business Traveler Magazine which provides a new market for us in a publication we have not advertised in before.
<b>Date of Project:</b>	Summer 2024
<b>Cost of Project: \$</b>	5,550.00
<b>ROI (Return on Investment):</b>	The publication was just released in August, we don't have data to track at this time.
<b>Project:</b>	Travel Taste & Tour Magazine - Full Page Ad
<b>Description:</b>	Print advertising in the Travel Taste & Tour Magazine, providing a new & large market for us.
<b>Date of Project:</b>	Winter 2023
<b>Cost of Project: \$</b>	2,500.00
<b>ROI (Return on Investment):</b>	We have seen an increase in website traffic & requests for visitor guides.