

\$123,856.87

TEAM KENTUCKY

ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: Lake Cumberland Tourist Commission

Directors Name: Danielle Wilson

Phone Number: 270.866.4333

Email: director@lakecumberlandvacation.com

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 123,336.40

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ARPA/SLFRF TRANCHE 2 GRANT - DMO
LEGISLATIVE REPORT

Project:	Zartico
Description:	Research and Analytics : a strategic planning and optimization Company that uses data science and AI to create solutions to destination leaders based on travelers spending habits and travel.
Date of Project:	10/1/2022 - 9/30/2023
Cost of Project: \$	\$25,000
ROI (Return on Investment):	\$50,000 - \$70,000 - Allowing us to locate where we should Advertise & not waste funding.
Project:	AirDNA
Description:	Research and Analytics that provides analytics for short term rental Industry including Airbnb and VRBO that is accurate and comprehensive
Date of Project:	10/1/2022 - 9/30/2023
Cost of Project: \$	\$10,900
ROI (Return on Investment):	Allowed us to see data on STR's we had. to see occupancy.

ARPA/SLFRF TRANCHE 2 GRANT - DMO
LEGISLATIVE REPORT

Project:	KSD.KINETIC
Description:	Travel Trade Show Display - created, designed and printed new trade show display.
Date of Project:	9/7/2023 - 12/7/2023
Cost of Project: \$	\$23,487.43
ROI (Return on Investment):	Reaching thousands of new travellers w/ our updated Booth @ Shows - \$ 10,000 new followers/likes
Project:	Black Label Imagery, LLC.
Description:	Photography/Videography - travelled from Ohio to LC to shoot photos and videos for us to use in visitor guide and Advertising
Date of Project:	5/20/24 - 6/30/24
Cost of Project: \$	\$3,547.44
ROI (Return on Investment):	Used on Billboard so \$ 100,000 viewers in IN.

ARPA/SLFRF TRANCHE 2 GRANT - DMO
LEGISLATIVE REPORT

Project:	HOTWIRE Productions
Description:	Website redesign and Integration and Logo design - Full service web and content creative consulting Company. He redesigned our website, mobile Integration for better user experience and created us a new logo and theme.
Date of Project:	4/2023 - 9/20/2023
Cost of Project: \$	\$9,183.87
ROI (Return on Investment):	Increase in web traffic over a year by 203%
Project:	Crowd Riff
Description:	Influencer Photography / Videography - platform that uses social media and Hashtag to generate UGC for Businesses to use for social / website post and Advertisements.
Date of Project:	5/1/24 - 12/31/2024
Cost of Project: \$	\$7,000
ROI (Return on Investment):	Still using - UGC saves us 10's of thousands on hiring Photographers - we get real people enjoying LC

ARPA/SLFRF TRANCHE 2 GRANT - DMO
LEGISLATIVE REPORT

Project:	PCG Digital, INC.
Description:	Digital Advertising, Social Ads - Implements digital strategies through Digital marketing and social media advertising for Businesses
Date of Project:	1/1/2023 - 9/30/2023
Cost of Project: \$	\$ 14,035.29
ROI (Return on Investment):	Over 700,000 engagements
Project:	GUEST QUEST
Description:	Print Advertising - Indiana and Illinois Back Cover + Landing Page on website
Date of Project:	June 2024
Cost of Project: \$	\$ 8,569.00
ROI (Return on Investment):	Not known yet

ARPA/SLFRF TRANCHE 2 GRANT - DMO
LEGISLATIVE REPORT

Project:	Lamar
Description:	Billboards, - posted Billboard in Greenwood, IN, MM100, Exit 100 4 weeks
Date of Project:	7/31/2023 - 8/27/2023
Cost of Project: \$	\$2,500.00
ROI (Return on Investment):	100,000 Impressions
Project:	WHAS 11
Description:	Commercials and OTT advertising
Date of Project:	8/16/23 - 4/9/24
Cost of Project: \$	\$20,033.83
ROI (Return on Investment):	over 100,000 - 700,000 Impressions

TEAM KENTUCKY

ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: LARUE COUNTY FISCAL COURT

Directors Name: IRIS LARUE

Phone Number: 270-358-3163

Email: abe@lincolnmuseum-Ky.org

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 8,605.

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:	NEW WEBSITE	
Description:	NEW WEBSITE INCLUSIVE OF AREA ATTRACTIONS TO INCLUDE VIDEOGRAPHY, PHOTOGRAPHY, CONTENT DEVELOPMENT, CONTENT REVISIONS, SOCIAL MEDIA DEVELOPMENT	
Date of Project:	2023/2024	
Cost of Project: \$	14,400. ⁰⁰	
ROI (Return on Investment):	TOTAL IMPRESSIONS CONTINUE TO INCREASE WITH SIGNIFICANT INCREASES IN JUNE + JULY, USERS FROM U.S. and NINE FOREIGN COUNTRIES	
Project:		
Description:		
Date of Project:		
Cost of Project: \$		
ROI (Return on Investment):		



ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: Lawrenceburg Anderson County Joint Tourism Commission

Directors Name: Robbie Morgan

Phone Number: ~~502-598-3127~~ Email: rnmorgan@lawrenceburgky.org

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ \$6,900.00

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ARPA/SLFRF TRANCHE 2 GRANT - DMO LEGISLATIVE REPORT

Project:	Lawrenceburg Anderson County Tourism Digital Campaign
Description:	Campaign from Balance Creative/Compass Media
Date of Project:	April - May 2024
Cost of Project: \$	\$4,900

ARPA/SLFRF TRANCHE 2 GRANT - DMO LEGISLATIVE REPORT

Highlights (see reports attached) Key Insights from Lawrenceburg/Anderson County Tourism Digital Campaign (April and May 2024):

Campaign Performance: The Facebook campaign experienced substantial growth in May, with a 241% increase in clicks (from 3,135 to 10,783) and a 240% increase in impressions (from 60,556 to 206,483) compared to April.

Consistently High CTR: The click-through rate (CTR) remained exceptionally strong in both months, exceeding the Facebook average by 243% in April and 246% in May, indicating effective ad targeting and content.

Top-Performing Ad and Demographics: Shift in Top Ad: "Post 3--Bungee Jump" was the top ad in April, while "Lawrenceburg Chicken Swap" took the lead in May, suggesting the need for continuous testing and optimization of ad creatives.

Consistent Demographic Trends: Males and the older age group (65+ in April, 55-64 in May) continued to be the most responsive demographics, highlighting key target audiences.

Geographic Performance: Top-Performing Area: While Lexington was the top-performing geographic area in April, Chicago emerged as the leader in May, indicating potential for expanding targeted efforts in this region.

Overall: The Lawrenceburg/Anderson County Tourism digital campaign demonstrated remarkable success in April and May, with significant increases in clicks, impressions, and consistently high CTR.

Ongoing optimization efforts, particularly in ad creatives and targeting, will be crucial to maintaining and further improving campaign performance.

The insights gained from these reports provide valuable guidance for future campaign strategies, including focusing on top-performing demographics and geographic areas, and continuing to refine ad content and targeting approaches.

ROI (Return on Investment):

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Project:	Ad-Rack
Description:	Ad-Rack Brochure Distribution
Date of Project:	March 2024 - December 2024
Cost of Project: \$	\$2,000
ROI (Return on Investment):	Distribution of 12,000 brochures in the Central Ohio and Greater Louisville Route



ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: Lawrence County Tourism Commission

Directors Name: Wes Kingsmore

Phone Number: 606-369-0672 Email: wes.kingsmore@gmail.com

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$8,950.00

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

Project:	Americiana Music Festival
Description:	promoted the music scene of Lawrence
Date of Project:	Sep-23
Cost of Project: \$	4,000.00
ROI (Return on Investment):	undetermined
Project:	Musical Moonshine Comercial production
Description:	collection of videos and photography for comercial production
Date of Project:	events of 2024
Cost of Project: \$	estimated at 12,000.00 spent as of june 30 = \$4,400
ROI (Return on Investment):	not completed

ARPA/SLFRF TRANCHE 2 GRANT - DMO
LEGISLATIVE REPORT

Project:	TOB Photography- Fall Photos
Description:	collection of fall photos for promotional items
Date of Project:	oct-nov 2023
Cost of Project: \$	550
ROI (Return on Investment):	undetermined
Project:	
Description:	
Date of Project:	
Cost of Project: \$	
ROI (Return on Investment):	



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LEGISLATIVE REPORT

Name of Organization: Lee Co Tourism

Directors Name: Deda Brandenburg

Phone Number: 606-464-5038 Email: visitleeconomyky@gmail.com

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ \$ 3,900

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

Lee County Tourism

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Project:	Full Page at in Country Music Highway Magazine
Description:	
New market for our tourism to get into. Trying to capture audience in VA, WV, and NC.	
Date of Project:	June 2024
Cost of Project: \$	\$250.00
ROI (Return on Investment):	June saw an increase in lodging oc
Project:	ABC 36 Geofencing Ad Campaign
Description:	
Direct audience targeting to promote the Beattyville Bourbon and Moonshine Festival. Audience who already shows an interest in distilled spirits and touring. Targeted Lexington, Louisville, Cincinnati, Atlanta, Knoxville. A clickable ad on mobile devices. 50,000 impressions, 6250 reached. 8 frequency.	
Date of Project:	June 2024
Cost of Project: \$	\$750.00
ROI (Return on Investment):	Increased audience for the festival. Also increase in distillery participation and vendor participation.

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

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Project:	Red River Gorge Guide Printing
Description:	Printing of 10,000 Red River Gorge Guide Brochures with info on Lee, Powell, Estill, and Wolfe County attractions, lodging, dining, trails and more. The group sets up together at the Pride of the Counties Exhibit at the KY State Fair each year. The guides are used at the fair and in the tourism offices around the Red River Gorge throughout the fall peak season. Lee County Tourism also places them in 8 rest areas through Ad Rack Distribution.
Date of Project:	August 2024
Cost of Project: \$	\$1,000.00
ROI (Return on Investment):	Request for Brochures. This guide
Project:	Beattyville/Lee County Tourism Brochure
Description:	Graphic design & Printing
	We are working on a new brochure design for our county. Hired graphic artist for a map design inside the brochure. Artist charged \$300 and printing \$1,000
Date of Project:	August 2024
Cost of Project: \$	\$1,300.00
ROI (Return on Investment):	Request for brochures. The rest areas are out of our county brochures. New design for new distribution.

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LEGISLATIVE REPORT**

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Project:	Southern Lifestyles Magazine Half Page Ad
Description:	
<p>July issue a half page ad on slowing down summer and enjoying kayaking on the KY River near the Red River Gorge. September issue promoting the Woolly Worm Festival scheduled for October. The Woolly Worm Fest is the largest event for Lee County each year. The festival is 37 years old.</p> <p>Advertising markets in the south such as GA, TN, and FL. New HWY 30 offers a great road into Lee County. Travelers coming from the south toward the RRG must pass through Beattyville.</p>	
Date of Project:	July issue, September issue
Cost of Project: \$	\$600.00
ROI (Return on Investment):	We haven't seen an increase in water recreation. Hoping for an increase in festival attendance at the Woolly Worm.



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LEGISLATIVE REPORT

Name of Organization: The City of Leitchfield Tourism and Convention Commission

Directors Name: Ilsa Johnson

Phone Number: 270-259-5587 Email: info@VisitLeitchfield.com

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 25,194,14

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

Project:	Ad Rack Distribution	
Description:	Brochure Distribution	
Date of Project:	March 23-Sept 24	COMPLETED
Cost of Project: \$	\$	5,680.00
ROI (Return on Investment):	increased visitors to the area, increased hotel stays in the area, increased restaurant tax & spending in the area	
Project:	REACH Social Media Influencer	
Description:	Social Media posts to facebook & instagram for events	
Date of Project:	March 23-June 23	COMPLETED
Cost of Project: \$	\$	3,007.49
ROI (Return on Investment):	increased visitors to the area, increased hotel stays in the area, increased restaurant tax & spending in the area	

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

Project:	Wayfinding Signs	
Description:	Five wayfinding signs in the city of Leitchfield	
	to direct visitors to tourist destinations	
Date of Project:	Jan 24-Jun 24	COMPLETED
Cost of Project: \$	\$	9,116.65
ROI (Return on Investment):	increased visability to tourist destinations,	
	increased restaurant tax & spending in the area	
Project:	KY Living	
Description:	Event ads in Ky Living	
Date of Project:	Apr 24-June 24	COMPLETED
Cost of Project: \$	\$	7,390.00
ROI (Return on Investment):	increased visitors to the area, increased hotel stays in the area,	
	increased restaurant tax & spending in the area	

TEAM KENTUCKY

ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: Letcher County Tourism
Directors Name: Lee Adams
Phone Number: 606-634-1814 Email: Letcher Tourism@gmail.com
List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 33,602.65

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ARPA/SLFRF TRANCHE 2 GRANT - DMO
LEGISLATIVE REPORT

Project:	The Thrasher Group Inc.
Description:	Discover Letcher Video Promotion of Letcher Co. & plan for tourism based economy
Date of Project:	2-20-2023
Cost of Project: \$	9,612.65
ROI (Return on Investment):	Grant funding for projects: Public Awareness of Tourism Assets
Project:	Ky Mist Moonshine Video
Description:	Descriptive video of the Ky Mist Moonshine Distillery
Date of Project:	6-17-2024
Cost of Project: \$	18,000.00
ROI (Return on Investment):	Attractions sales, Business Increase

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LEGISLATIVE REPORT

Project:	Placer A.I. ... 6 Months	
Description:	Marketing Intelligence (Visitor Analysis)	
Date of Project:	6-17-2024	
Cost of Project: \$	10,000.00	
ROI (Return on Investment):	Campground Steps. Help compare pre-Covid Numbers. Help identify points of Interest for future Markets	
Project:		
Description:		
Date of Project:		
Cost of Project: \$		
ROI (Return on Investment):		



ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: Greater Lexington Convention and Visitors Bureau

Directors Name: Mary Quinn K. Ramer

Phone Number: (859) 233-1221 Email: mramer@visitlex.com

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 1,444,782.67

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

Project:	Research		
Description:	Vendors included Conventions Sports & Leisure and Data Analysts. Both research projects sought to provide the team at VisitLEX with further clarity on convention business and target markets to the destination.		
Date of Project:	Fall 2023		
Cost of Project: \$	16,000.00	14,400.00 ARPA	1,600.00 10% Match
ROI (Return on Investment):	The CSL study provided updated room night and booking goals for the recently expanded Central Bank Center. The Data Analysts project helped VisitLEX better understand the target audience for the destination.		
Project:	Target Market Advertising--Toronto		
Description:	Objective--increase awareness of Lexington as a travel destination within the Toronto market. The flight dates were March 4-April 28, 2024. Target audiences--adults 25-44 with interests in leisure travel, foodies, and those interested in horses and Bourbon. VisitLEX also used first-party data to create look-alike audiences and leveraged retargeting.		
Date of Project:	March 4 - April 28, 2024		
Cost of Project: \$	1,407,797.39	1,267,017.65 ARPA	140,779.74 10% Match
ROI (Return on Investment):	VisitLEX received 40 million paid media impressions, 84k clicks thru to visitlex.com. There were 44k website sessions specific to this campaign, and site traffic from Ontario increased by 130% to the dedicated landing page. Preliminary data shows a lift in visitation from this market.		

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

Project:	Niche Marketing		
Description:	VisitLEX has continued to invest in the international market through partnership with Travel South USA and Brand USA. This fiscal year, VisitLEX participated in coop programs through Brand USA, targeting Canada, the UK and Germany. Furthermore VisitLEX continues to participate in Travel South's Global Summit week and International Showcase.		
Date of Project:	JUL 2023 - JUN 2024		
Cost of Project: \$	114,190.00	102,771.00 ARPA	11,419.00 10% Match
ROI (Return on Investment):	Data from Brand USA shows that there were 275 hotel bookings as a direct result from the campaign, up 122% year over year from the same markets. Data also shows 70 air tickets purchased to the destination. VisitLEX saw strong engagement from appointments with tour operators and travel agents at Travel South International, conducting 38 one-on-one appointments in an effort to develop relationships with those directly involved in the booking process. Furthermore, HotelBeds sessions saw a 77% increase in international bookings on its platform, year over year, to the destination.		
Project:	Printing		
Description:	n/a		
Date of Project:			
Cost of Project: \$	0.00	- ARPA	- 10% Match
ROI (Return on Investment):			

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

Project:	Professional Development		
Description:	Vendors included Destinations International, Smith Travel Research, IGLTA, Hip Socket, The Tourism Academy and Hospitable Me. Various training opportunities have been made available at the individual level, as well as at the destination level.		
Date of Project:	JUL 2023 - JUL 2024		
Cost of Project: \$	43,780.00	39,402.00 ARPA	4,378.00 10% Match
ROI (Return on Investment):	The VisitLEX staff has been able to participate in several meaningful professional development opportunities over the last year. Notably, the team has undergone training on working with audiences that have typically been marginalized by mainstream society. Training specifically with Hospitable Me allowed our destination partners to come together to train on how to create a more inclusive destination. VisitLEX participation with IGLTA has allowed team members to further efforts to attract the LGBTQ+ traveler. Training through Destinations International has provided the visitor services team with training specific to front-line service. Training through HipSocket has allowed each member of the team to better understand team dynamics, in an effort to maximize efficiencies and promote a positive work culture. Lastly, the launching of the Tourism Academy has allowed the VisitLEX staff to open up destination training to wide range of industry partners, inclusive of hotels, attractions, restaurants, transportation providers and more. All of this training assists in empowering the VisitLEX team to function at its highest level, while attracting new audiences to and offering unparalleled service in the destination.		
Project:	Film Kit		
Description:	VisitLEX has launched a first-ever film division for the city of Lexington, housed within VisitLEX. These dollars have supported the development of the FilmLEX brand, pitch deck and sizzle video. These materials have been essential to marketing and promoting the destination as a film-friendly location.		
Date of Project:	JUL 2023 - JUL 2024		
Cost of Project: \$	32,088.00	21,192.02 ARPA	10,895.98 10% Match
ROI (Return on Investment):	VisitLEX has played an active role in recruiting 11 films and/or productions to the city during the last year. The productions not only utilize room nights, local restaurants and studio space, they also hire local craftsmen/women and support Kentucky's creative class through workforce opportunities.		
Total	1,613,855.39	1,444,782.67 ARPA	169,072.72 10% Match

TEAM KENTUCKY

ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: Liberty Tourism & Convention Commission
Directors Name: Heather Cundiff
Phone Number: 606-704-7777 Email: Heather@explorelibertyky.com
List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 15,000

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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3. New brochure that includes new content and photos. List how the brochures being distributed.
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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:	Zartico - Annual Research	
Description:	Visitor and Resident Population	
	Base Package - Research includes geographical, event, credit card and expanded view research data, setup, warehousing and maintenance	
Date of Project:	04/1/23 - 8/31/24	
Cost of Project: \$	25,000	
ROI (Return on Investment):	Data used to improve marketing strategies for advertising and events	
Project:		
Description:		
Date of Project:		
Cost of Project: \$		
ROI (Return on Investment):		



ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: Lincoln County Fiscal Court

Directors Name: Peggy G. Denham

Phone Number: 859-338-5318 Email: peggyd23@gmail.com

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 17,439 + 1743.90 (match)

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-Rack
Description:	Distribution of Stanford-Lincoln County Brochure
This was a new service for Stanford-Lincoln County. Funds have never been available in the past. We chose 4 rest areas and the Lexington-Frankfort hotel route for brochure distribution.	
Date of Project:	July 2023 - June 2024
Cost of Project: \$	3240
ROI (Return on Investment):	Attraction numbers have increased by 9% over pre-pandemic numbers.
Project:	1/4 page ad in the 2024 Kentucky Department of Travel & Tourism Visitor's Guide
Description:	This is also a new service for Stanford-Lincoln County in which funds have never been available in the past.
Date of Project:	January 2024-December 2024
Cost of Project: \$	4050
ROI (Return on Investment):	Attraction numbers have increased by 9% over pre-pandemic numbers.

ARPA/SLFRF TRANCHE 2 GRANT - DMO
LEGISLATIVE REPORT

Project:	Website Update Contract	
Description:	This was a new service to update and add additional content to the new Stanford-Lincoln County Tourism website, for example, new photos from a recent photo shoot were added along with an event calendar, as well as needed changes.	
Date of Project:	July 2023 - June 2024	
Cost of Project: \$	1800	
ROI (Return on Investment):	Attraction numbers have increased by 9% over pre-pandemic numbers.	
Project:	Digital Advertising	
Description:	Various digital ads on social media to promote Stanford and Lincoln County. New markets: Ohio, North Carolina, Indiana, Illinois, Tennessee, Virginia & West Virginia.	
Date of Project:	July 2023 - June 2024	
Cost of Project: \$	10,092.90	
ROI (Return on Investment):	Attraction numbers have increased by 9% over pre-pandemic numbers.	



ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: Logan County Tourist & Convention Commission
Directors Name: Kristina (Doe Doe) Brown
Phone Number: 270-726-1678 Email: logan.ky.tourism@att.net
List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 55,171.60

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:	Logan County Wayfinding Signs	
Description:	23 Wayfinding Signs all around the county with local attractions	
Date of Project:	May 2023	
Cost of Project: \$	\$55,171.60	
ROI (Return on Investment):	N/A	
Project:		
Description:		
Date of Project:		
Cost of Project: \$		
ROI (Return on Investment):		



ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: London-Laurel County Tourist and Convention Commission

Directors Name: Kimberly Collier

Phone Number: 606-878-6900 Email: kim@lltc.net

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 236,690.20

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:	Television Ads with Spectrum Reach and WYMT-TV	
Description:	30-second Tv ads to promote all of the great events we have going on in London: Redbud Ride, Town Center Summer Concert Series, Red White & Boom, World Chicken Festival, Battle of Camp Wildcat Civil War Reenactment and all of the delightful holiday events in December.	
Date of Project:	July 2023, Sept 2023, Oct 2023, Nov 2023, Dec 2023, Mar 2024	
Cost of Project: \$	20,899.30	
ROI (Return on Investment):	Events were well attended and successful	
Project:	Miles Media advertisements for the Kentucky Dept of Tourism Co-op Marketing Incentive Program	
Description:	Print ad in the KY Official Visitors Guide, Monthly E-mail Row 1 in July 23, Monthly E-mail Row 1 in August 23, Social Media Takeover KDT's Facebook page, print ad in Chicago Magazine in Oct 23, print ad in Cincinnati Magazine Oct 23, print ad in Columbus Monthly Oct 23, print ad in Nashville Lifestyles Magazine Oct 23.	
Date of Project:	Fall 2023 and Annual Visitors Guide	
Cost of Project: \$	18,954.50	
ROI (Return on Investment):	Not known at this time.	

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

Project:	Print Ads in Multiple Publications
Description:	Full-color print ads in many magazines promoting London as a premier tourist destination.
Date of Project:	August 2023 through June 2024
Cost of Project: \$	68,108.06
ROI (Return on Investment):	Events were well attended and successful
Project:	Compass Media Search Engine Optimization and other advertising
Description:	12 months SEO campaign to better align our Google results with the visits to our website for better tracking. Paid Social Media Campaign in Feb & Mar, 2024. Managed blog posts Nov 2023 thru Feb 2024
Date of Project:	2023-2024 fiscal year
Cost of Project: \$	46,643.34
ROI (Return on Investment):	More website traffic, more facebook followers, blog posts on website to attract new visitors.

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

Project:	Arrivalist visitor tracking	
Description:	Track visitors that come to the area with Arrivalist proprietary technology to get a more accurate account of how many visitors come to the area and where they come from.	
Date of Project:	July 2023--June 2024	
Cost of Project: \$	21,250.00	
ROI (Return on Investment):	Not known at this time.	
Project:	Tourism Video	
Description:	Shoot video of pre-selected sites and events per the London-Laurel County Tourist Commission. Create videos to be used on social media platforms, create 10 high energy vertical reels, create tourism hero videos for promotion	
of London as a premier tourist destination.		
Date of Project:	May-24	
Cost of Project: \$	26,447.00	
ROI (Return on Investment):	Unknown at this time	

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

Project:	ITI Digital
Description:	Digital events calendar on www.visitlondonky.com to showcase local events and an itinerary library. There is also a feature that other people can post events on our event calendar, but we have to approve the posts before they will be added.
Date of Project:	November 1, 2023 - October 31, 2024
Cost of Project: \$	11,500.00
ROI (Return on Investment):	Unknown at this time.
Project:	Playeasy
Description:	All in one sports tourism & community engagement platform where we list all of our venues for all sporting events that can be hosted in London so we can try to recruit new events.
Date of Project:	Sept 2, 2023-Aug 31, 2024
Cost of Project: \$	2,500.00
ROI (Return on Investment):	We have signed a couple of new events and are continuing to use the platform to continue the recruitment of new events.

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

Project:	Travel Shows	
Description:	Attended five new travel shows to promote London as a premier tourist destination. The shows are as follows: Travel Relations Virtual Roadshow Nov 13-16, 2023 online, Greenville RV Show, Greenville, SC Jan 5-7, 2024, the Grand Rapids Camper, Travel & RV Show Jan 18-21, 2024 in Grand Rapids, MI, the Cincinnati Boat, Sport & Travel Show Jan 24-28, 2024 in Cincinnati, the Indianapolis Boat, Sport & Travel Show Feb 21-25, 2024 in Indianapolis, IN	
Date of Project:	Nov 2023, Jan 2024, Feb 2024	
Cost of Project: \$	6,065.00	
ROI (Return on Investment):	Not known at this time.	
Project:	WYMT-TV Ads	
Description:	Tv ads on WYMT-TV, digital ads online, video ads online to promote London's events throughout the year	
Date of Project:	Jul 2023-June, 2024	
Cost of Project: \$	14,323.00	
ROI (Return on Investment):	Events were well attended	

TEAM KENTUCKY

ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: Louisville and Jefferson County Visitors and Convention Commission

Directors Name: Cleo Battle

Phone Number: 502-584-2121 Email: cbattle@gotolouisville.com

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ \$3,211,460.46

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:	Louisville Marketing Drive & Emerging Direct Flight Markets
Description:	

Before the pandemic, research shows that 84% of Louisville’s visitor market was leisure travel. Louisville has made great strides in re-establishing the regional drive markets, but now we need to maintain that momentum. These campaigns will also aim to raise awareness of Louisville as a destination in new and emerging flight markets. These multi-faceted leisure campaigns will be aggressively promoted across multiple channels, including outdoor, digital, connected TV, video and social media, in key developing drive markets and flight markets pre-determined in collaboration with the Louisville Muhammad Ali International Airport. These campaigns will have heavy spending on high-impact outdoor media for full market penetration. Markets could include Atlanta, Chicago, Boston, Austin, Dallas, Los Angeles, etc

Date of Project:	July 1, 2023 - June 30, 2024
Cost of Project: \$	\$2,279.439.41

ROI (Return on Investment):	
<p>During this time period these campaigns had an estimated reach of 24M serving 502M impressions and received over 440,000 website visits. This campaign can also be attributed to almost 22,000 room nights and a estimated hotel revenue of almost \$7.5M.</p>	

T2

Project:	Visitor Guide Distribution/Regional Drive
Description:	

Printing & Insertion of the 2023 VG into regional drive market publications. Publications would include regional magazines and/or newspapers. Markets would include Indy, Cincinnati, Nashville, and Columbus. This project also include Full Page advertising in national publication featuring a QR Code on the ads driving traffic to the Visitor Guide

Date of Project:	7/1/2023 - 6/30/2024
Cost of Project: \$	\$207,739.00
ROI (Return on Investment):	Increase Visitor Guide circulation by 3,321,867 individuals with physical magazine and the digital version

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

T2	
Project:	International Advertising Support
Description:	

International reps to support Louisville Tourism efforts in the UK & Germany, money to directly support their efforts and build awareness of Louisville within United Kingdom, Germany, and Europe as a whole

Date of Project:	Sept 2023 - June 2024
Cost of Project: \$	\$150,000.00
ROI (Return on Investment):	

This campaign received over 22,885,000 Impressions and over 89,000 click thru to our website. With the over arching goal of awareness, I'd say we accomplished that.

T2	
Project:	Adara Impact
Description:	

Annual access to Adara Impact Portal for campaign monitoring and insight on consumer spending.

Date of Project:	July 2023 - June 2024
Cost of Project: \$	\$80,000.00
ROI (Return on Investment):	

The research has help us attribute over 2,700 airline bookings, over 63,000 hotel

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

T2	
Project:	Niche Marketing
Description:	

This program include an event sponsorhsip & Media Campaign with EBONY Magazine. The event was a Louisville Senory Soiree, where guests would eat, taste and hear what it was like to come to Louisville. We were joined by local musician Scott T. Smith, local Chef Lawrence Week & local distillery partners Angel's Envy & Brough Brothers. The media campaign focused on branding for Louisville, as well as promotion of the event.

Date of Project:	January 2024 - April 2024
Cost of Project: \$	\$358,975.05
ROI (Return on Investment):	

The event hosted over over 150 attendees, and the media delivered over 6M impressions for Louisville gaining a huge reach among the Black Travel audience.

T2	
Project:	Special Event Marketing & Promotion Support
Description:	

With this campaign we parterner with DWP Presents, the organizers of Bourbon & Beyond and Louder Than Life music festivals. The campaign aimed to gain awareness of Louisville as a great music festival destination by aligning our brand with theirs. This was targeted to a higher include demographic by utilizing USA Today's giant media reach.

Date of Project:	March 2024 - May 2024
Cost of Project: \$	\$37,307.00
ROI (Return on Investment):	

Overall this campaign garnerd over 15M impressions and over a 4% click through rate on social media, email, digital adveritsing & digital video. We were also able to collect over 40,000 opt-in email address through this promotion

ARPA/SLFRF TRANCHE 2 GRANT - DMO
LEGISLATIVE REPORT

Project:		YUM Center Economic Impact Study
Description:		Louisville Tourism conducted an economic impact study. Had not had one done since 2013.
		Results provided an update on jobs created, local, state and federal taxes generated in 2023. Hunden & Associates were hired
		to conduct the impact study.
Date of Project:		September 2023 - November 2023
Cost of Project: \$		\$100,000.00
ROI (Return on Investment):		Better understanding of future revenue streams and how to best replaced lost revenue from the current mix of business.

TEAM KENTUCKY

ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: City of Mandeville Tourism Commission

Directors Name: Tim Perks

Phone Number: 606-594-6074 Email: tim.perks606@gmail.com

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 21,750

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 on I75 KY								
Description:									
Date of Project:	2-10-23 - 2-10-24								
Cost of Project: \$	13,750								
ROI (Return on Investment):	more visitors, more hits on our social								
Project:	I heart Media								
Description:	Ad campaign								
Date of Project:	2-10-23 4-10-23 11-10-24								
Cost of Project: \$	8,000								
ROI (Return on Investment):	more visitors @ advertised events, more overnight and day trip visitors								



ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: City of Marion KY Tourism Commission

Directors Name: Michele Edwards

Phone Number: 270-965-5015 Email: michele@marionkentucky.org

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 11,679.00

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:	Design and print new Brochure for the City of Marion KY and Crittenden Co.
Description:	Print 15,000 Marion Kentucky visitors Guides distributed by Toursit Information services , at Kentucky Welcome Centers, Land Between the Lakes and other travel related destinations.
Date of Project:	6/14/2023
Cost of Project: \$	2100.14 Received \$1000.00 ARPA Funds
ROI (Return on Investment):	Visitation increased from drive markets within the distribution areas.
Project:	Website Development
Description:	Develop a new mobile friendly website for the city of Marion / Crittenden County. www.marionkentucky.org link all social media platforms. Market on all advetising media and platforms.New content, photos and videos
Date of Project:	Currently in process
Cost of Project: \$	10,079.00
ROI (Return on Investment):	New site will reach new markets and increase visitation. Provide tools to assit visitors when planning visits Marion and Crittenden County.

TEAM KENTUCKY

ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: Marshall County Tourist Commission d.b.a. Kentucky Lake CVB

Directors Name: Elena Blevins

Phone Number: 270-527-3128 Email: eblevins@kentuckylake.org

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 102,859.03

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:	Zartico - Visitor Profile Research
Description:	A research based dashboard that allows us to see and track visitor movements in and out of our county boundary to better inform our marketing decisions.
Date of Project:	Ongoing
Cost of Project: \$	31,500
ROI (Return on Investment):	
It has allowed to be understand our visitor.	
Project:	Retail Strategies
Description:	A research based 5 year master plan to help the downtown of Benton enhance the visitor experience.
Date of Project:	March 2023 - March 2024
Cost of Project: \$	25,000
ROI (Return on Investment):	
It was help promote downtown Benton as a tourism destination within itself.	
Project:	iHeart Media
Description:	Radio ads generating impressions to create interest in outdoor recreation on Kentucky Lake.
Date of Project:	Spring/Summer 2023
Cost of Project: \$	9859.03
ROI (Return on Investment):	
Generated impressions to drive traffic to our website.	

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

Project:	Media One North America
Description:	Digital billboard ad campaign in target markets.
Date of Project:	Summer 2023
Cost of Project: \$	15,000
ROI (Return on Investment):	
Generate impressions and online interest to drive traffic to our website.	
Project:	Crowdriff
Description:	Influencer marketing and content creation.
Date of Project:	May 2024 - ongoing
Cost of Project: \$	18,500
ROI (Return on Investment):	
Having real time influencer marketing content drives interest to our destination on our social platforms.	
Project:	Robinson Outdoor Media
Description:	Digital billboard ad campaign in target markets.
Date of Project:	Ongoing
Cost of Project: \$	3,000
ROI (Return on Investment):	
Generate impressions and online interest to drive traffic to our website.	



ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: Mayfield Tourism Commission

Directors Name: Jennifer Beck Walker

Phone Number: 270-247-6106 Email: info@visitmayfieldgraves.org

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 6,825.50

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**

Project:	Mayfield-Graves County Wayfinding Signage
Description:	We identified an engineering firm to assist us in creating a design and bid package for 7 Wayfinding signs directing tourists to points of interest in Mayfield-Graves County.
Date of Project:	12/22 - 12/24
Cost of Project: \$	73,074.10
ROI (Return on Investment):	N/A at this time
Project:	Mayfield-Graves County Wayfinding Signage
Description:	We worked with our previously identified engineering firm to add 1 additional Wayfinding sign to the bid package, directing tourists to another point of interest in Mayfield-Graves County.
Date of Project:	4/1/23 - 12/31/24
Cost of Project: \$	5,438.40
ROI (Return on Investment):	N/A at this time



ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: MAYSVILLE-MASON CO. CVB

Directors Name: KATELYN BAILEY

Phone Number: 606-563-2596 Email: KATELYNBAILEY@CITYOFMAYSVILLEKY.GOV

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 104,118.05
(103,359)

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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Project	STUDIO46 VIDEO SHOOT
Description	2TB of video footage of Maysville, KY to be / being developed into a 2:30 min commercial, 4 :30 sec commercials, 2 :15 sec commercials, and 1 :6 sec comm. 3 full days of shooting and 3 half days
Date of Project	JUNE 2024 - SEPTEMBER 2024
Cost of Project	\$7,801.50
ROI (Return on Investment)	*video to be used. TBD Video footage shot in 4k - will be able to use for 7+ years Plenty of footage for continuous new videos

*video produced helping draw OTTO RIVER WAY conference (OH, IN, KY)
and used in promo for conference ads

Project	ABC36 + CHARTLOCAL DIGITAL ADVERTISING	
Description	Search retargeting, paid social, geofencing, landing page, targeted email, youtube ads, CORE assets, site retargeting (video) MARKETS: Cincinnati, OH Dayton, OH* Lexington, KY Indianapolis, IN* Columbus, OH* *new markets	
Date of Project	MAY 2024 - DECEMBER 2024	
Cost of Project	\$95,000 [May - \$6,200 June - \$15,000 July - \$17,000]	July geofencing + retargeting: 166.66k impressions 103 clicks
ROI (Return on Investment)	TBD In collaboration with studio 46	July facebook reporting: 575,540 impressions 14,289 clicks CR 2.48%

Project	DENI STANEV PHOTOGRAPHY
Description	photography on location in conjunction with video shoot
Date of Project	JUNE 2024
Cost of Project	\$1,316.55
ROI (Return on Investment)	TBD will be used in future print + digital materials

TEAM 
KENTUCKY
ARPA/SLFRF TRANCHE 2 GRANT - DMO
LEGISLATIVE REPORT

Name of Organization: Madreary Tourist Commission
Directors Name: Michelle Perry
Phone Number: 606 376 3008 Email: tourism@madrearycounty.com
List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 13,745.00

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:	Nashville Predators Yearbook 2024
Description:	Nashville Predators yearbook is an annual publication guide for Nashville Predators. It features advertisements and promotional content, making it a valuable marketing tool. One Full page color * First time advertisement
Date of Project:	2024
Cost of Project: \$	500.00
ROI (Return on Investment):	This is an opportunity for a broad reach, lasting impressions regional appeal and cross promotion contributing to the County's economic & tourism development. 2023-2024 has had higher taxes collected.
Project:	Heartland Travel Showcase
Description:	The Heartland Travel Showcase is a premier event that connects destinations with tour operators and group travel planners, primarily focusing on motor coach tours. * First time setup 1 Booth setup for meetings with groups
Date of Project:	March 1-3, 2024
Cost of Project: \$	\$2,045 booth
ROI (Return on Investment):	This show offers Mid-Career Tourism a strategic platform to connect with motor coach operators and group tour planners, showcase the County's attractions and ultimately increase group tourism. More Request for brochures and more transient taxes

LEGISLATIVE REPORT

Project:	Cincinnati Bike & Trail Expo
Description:	5x8 booth to showcase and highlight McCreary County Outdoor Adventures. * First time setup
Date of Project:	March 2 2024
Cost of Project: \$	200.00
ROI (Return on Investment):	This was an opportunity for McCreary tourism to connect with bike and trail lovers and highlight our outdoor adventures. We have had more visitors on bike & trails.
Project:	Global Heroes - Chicago Tribune
Description:	Advertorial in the Global Heroes - Chicago Tribune and Wall Street Journal (print) Banner ad in Global Heroes - Chicago Tribune and Wall Street Journal (print) * First time advertisement
Date of Project:	July 2024
Cost of Project: \$	4000.00
ROI (Return on Investment):	Global Heroes offers an opportunity to connect with a socially conscious, travel-ready audience and attract visitors from a large and influential market. Had interest in that area requesting brochures.

ARPA/SLFRF TRANCHE 2 GRANT - DMO
LEGISLATIVE REPORT

Project:	Kentucky monthly	
Description:	Full page, color	
	* First time advertisement	
Date of Project:	August 2024	
Cost of Project: \$	2,500.00	
ROI (Return on Investment):	this is still new but we expect to peak interest resulting in more transient taxes and request for brochures.	
Project:		
Description:		
Date of Project:		
Cost of Project: \$		
ROI (Return on Investment):		



ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: Middlesborough/Pineville/Bell County Tourism Commission

Directors Name: Jon Grace

Phone Number: 606-248-2482 Email: jon@bellcountytourism.com

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 63,563.35

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:	AmericanaFest in Nashville, TN
Description:	We joined alongside many other Kentucky venues and festivals at the 2023 AmericanaFest Convention in Nashville TN. This was to help promote Laurel Cove Music Festival here in Bell County to a ton of prospective fans, agents, and artists. We were able to hand out rack cards, freebies, and talk to hundreds of people about our annual festival every June at Pine Mountain State Resort Park.
Date of Project:	Sept 18-23, 2023
Cost of Project: \$	5,000
ROI (Return on Investment):	The ROI on this will be hard to calculate but is immeasurable in helping us get the word out about our small festival to folks within the industry who can bring a ton of value to it. We met many important movers and shakers in Nashville that played a vital role in our 2024 event. We saved thousands of dollars on bands from the networking we did here, met hundreds of ticket buyers (at least 20 of which came to our 2024 event) and set up numerous connections for the future by attending this event. We were so happy we decided to return in 2024.
Project:	Healing Appalachia sponsorship (Lewisburg, WV)
Description:	Through ARPA we were able to support a fantastic concert and cause in Hope in the Hills/Healing Appalachia and become one of its top tier sponsors for 2023. This event raises money for opiod addiction efforts throughout Appalachia via a concert called Healing Appalachia, headlined by Kentuckian Tyler Childers. We were able to help showcase our county's live music events and venues through our sponsorship. Healing Appalachia brings tens of thousands of people, most of whom also enjoy the artists that we book at Laurel Cove and the Bell Theater. This was a fantastic place for us to be seen at for a variety of reasons, but mainly because the folks who attend HA will also enjoy our events as well.
Date of Project:	Sept 21-23, 2023
Cost of Project: \$	15,000
ROI (Return on Investment):	We know that us participating as a main sponsor and getting our name out amongst Healing Appalachia attendees played a HUGE role in helping Laurel Cove this year. Again, the two events have a huge crossover audience, and while HA is much bigger than Laurel Cove, it helped our ticket sales tremendously. Having our name seen everywhere at healing appalachia helped get us a HUGE contingent of West Virginia folks at this years event (double what it was in 2023) and helped our tickets sell out in under 6 minutes in 2024 compared to months and months in 2023.
Project:	LCMF Video Production
Description:	This project allowed us to expand and enhance video production at one of our key events, Laurel Cove Music Festival. We hired a company named Musical Moonshine to create numerous videos to help promote the event. The Laurel Cove Sessions started in 2022 and became almost the single entity of promotion we had for the festival. We secured a video with up and coming talent Sierra Ferrell which got over 61,000 views to date. This video and others showcased both our talent and venue in a way like never before, and our 2022 event from selling 800 tickets to selling it out (over 1300 tickets) in 2023 more than a month before the event. Those videos have continued to help gain us new fans, with our event now selling out in under 6 minutes this year. Its been our single best form of advertising thus far.
Date of Project:	June 9-11, 2023
Cost of Project: \$	12,000
ROI (Return on Investment):	Again, these videos on YouTube (both the Laurel Cove Sessions and the recap videos) have created a whole swath of new fans for us. It showcases our talent, our venue, and our festival in a special way. The videos have been the single biggest reason our event went from selling 2/3 of our tickets in 2022 to selling out in mere minutes this year.
Project:	Billboard with Lamar Company in Lexington, KY
Description:	This allowed us to place a billboard in Lexington, KY in front of the Burl (music venue) to help promote Laurel Cove Music Festival. The billboard was placed in a strategic location for around 2 months to help advertise Laurel Cove. Since the Burl and our festival book many of the same type of acts, this was a perfect location to advertise at.
Date of Project:	May & June 2023 and April - June 2024.
Cost of Project: \$	8,950
ROI (Return on Investment):	We knew we were going to have to be stratgic in placement of our billboard, so putting it right in front of the most popular music venue for the Kentucky music scene was a prime location According to the Kentucky Dept of Transportation, this location sees around 8,146 vehicles a day passing through. And since many are going to the Burl or the restaurants nearby, we had a TON of new eyes that found out about Laurel Cove and about Bell County through this billboard.

ARPA/SLFRF TRANCHE 2 GRANT - DMO
LEGISLATIVE REPORT

Project:	Website promotion (Whiskey Riff)
Description:	We used this campaign to advertise with Whiskey Riff, which is a company owned by the Grand Ole Opry and specializes in country and Americana music promotion. With them we created an ad campaign that focused on featuring Laurel Cove Music Festival in social media posts, website articles, podcast mentions, etc https://www.whiskeyriff.com/2023/04/03/laurel-cove-music-festival-features-the-best-acts-appalachia-has-to-offer-and-you-dont-want-to-miss-it/ https://www.whiskeyriff.com/2024/03/28/whiskey-riff-raff-podcast-with-red-clay-strays/ https://www.whiskeyriff.com/2024/01/19/laurel-cove-music-festival-features-a-stellar-lineup-of-artists-in-the-heart-of-appalachia-and-you-dont-want-to-miss-it/
Date of Project:	April and May 2023 / January, March, June of 2024
Cost of Project: \$	10,000
ROI (Return on Investment):	. With Whiskey Riff's incredible reach, it was something that really helped generate a palpable buzz about our event. This was a form of advertising that we never thought we'd be able to do , and Whiskey Riff has such name recognition that it was noticed by tons of people that had never heard of us before. We asked most of the newcomers at this years festival how they had heard of us, and over half of them mentioned they saw the post or podcast on Whiskey Riff or one of the sites that copied their article. For us, that advertising pays dividends down the road because once we get people's attention, we have them, We know the buzz we have created around these last two years with the ARPA funds have helped propel not only Laurel Cove into peoples minds, but Bell County as a whole.
Project:	Magazine production
Description:	These magazines were printed to give away at Laurel Cove Music Festival in 2023 and 24. They not only included event info for Laurel Cove each year (maps, stage times, etc) but also had info about both Pine Mountain State Resort Park and Bell County in general. We printed 1,000 each year (2,000 total). We are also about to do a comprehensive magazine about Bell County including tourism, main street, chamber info etc.
Date of Project:	June
Cost of Project: \$	7508.35
ROI (Return on Investment):	These magazines have been a super valuable form of print advertising for us. Print is not something we normally ever do given our small advertising budget, but we were able to create a magazine for Laurel Cove Music Festival that also featured info on our other tourism assets. These were given out at both Laurel Cove 2023 and 2024, as well as at some conventions like Americanafest in Nashville and the KY State Fair in Louisville. Folks really loved them, and we have even had requests from people who attended Laurel Cove Music Festival to mail them some extra.
Project:	TV Commercial
Description:	We are in process of running a commercial with WKYT in Lexington to showcase the great attractions and events here in Bell County. This will be a 30 second commercial featuring some of our amazing attractions and events. It will have 40 total spots that will air on WKYT in Lexington.
Date of Project:	Paid in Dec of 2023, spots to air gust and Sept of 24
Cost of Project: \$	5,105
ROI (Return on Investment):	Although we get visitors from all over the world, most of our visitors hail from right here in Kentucky. That's why it makes sense for us to advertise relatively close to home. As prices continue to increase, more and more people will be taking shorter vacations closer to home (weekend trips and the like) instead of going on weeklong excursions far away from home. These commercials will help showcase our natural beauty to folks within the Lexington/Central Kentucky viewing area in preparation for our fall scenery season in September and October.



ARPA/SIFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization:

Monticello-Wayne Co. Tourist Comm

Directors Name:

MIKKI SIMMONS

Phone Number: 606-341-0639 Email:

mikksimmonsphoto@gmail.com

List the total amount of funding you have spent or in the process of spending as of June 30, 2024:
\$ 20,545

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:	New Tourism Guide Book for the Monticello Wayne County Area	
Description:	32+ page book to be used at boat shows, rest stops, chamber office, mailings, etc. complete with guide maps and website links.	
Date of Project:	Currently in progress	
Cost of Project: \$	10,000 estimated	
ROI (Return on Investment):	Much needed literature to provide to locals. Will include maps for lake, waterfalls and kayaking trails. QR codes weaved in throughout the book will allow us to estimate the ROI	
Project:	K	
Description:	for Wayne County	
Date of Project:		
Cost of Project: \$		
ROI (Return on Investment):		

ARPA/SLFRF TRANCHE 2 GRANT - DMO
LEGISLATIVE REPORT

Project:	Miles Partnership
Description:	Instagram take over in summer of 2023 and advertisement in magazine.
Date of Project:	22-Feb-23
Cost of Project: \$	\$3,970
ROI (Return on Investment):	Extended state exposure; clicks and follows.
Project:	
Description:	
Date of Project:	
Cost of Project: \$	
ROI (Return on Investment):	



ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: Morehead-Rowan County Recreational, Tourist and Convention Commission

Directors Name: Joy C. Brown

Phone Number: 606-780-4342 Email: joy@moreheadtourism.com

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 7,220.57

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 Wayfinding Displays inside local attractions
Description:	Finalizing final trail mapping for displays and all will be installed. Visitors will be able to use the displays to map hikes, find restaurants, places to stay, nightlife etc. Anything that is accessible on our website will be on the displays.
Date of Project:	On-Going
Cost of Project: \$	\$7,220.57
ROI (Return on Investment):	More accessibility in places visitors stop (attractions) allows them to move about in a community with ease and comfort. It also keeps them informed about events in the future for planning their next visit.
Project:	
Description:	
Date of Project:	
Cost of Project: \$	
ROI (Return on Investment):	



ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: Morgan County Fiscal Court

Directors Name: Judge-Executive Jim Gazay

Phone Number: 606.743.3898 Email: jim.gazay@gmail.com

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$12,325.00 (in process)

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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Comprehensive Tourism Development Plan

Gateway Area Development District (GADD) is assisting the Morgan County Fiscal Court with the Comprehensive Tourism Development Plan and in the creation of the Tourism Commission. GADD facilitated a stakeholder meeting on December 13, 2023, to solicit input for the development of the plan. An additional stakeholder meeting will be conducted in November 2024 to review the draft Comprehensive Tourism Development Plan and solicit additional feedback on tourism related activities in the county. The Comprehensive Tourism Development Plan will be completed and published in December 2024. A public announcement will be made to unveil the plan to members of the community – to include the local media.

Photography and Video Advertisement

A consultant (Current 360) was procured through a competitive Request for Qualifications (RFQ) process to capture photos and drone footage of various points of interest in Morgan County. This phase of the project was completed in the fall of 2023. GADD and/or a consultant will utilize stakeholder feedback to generate a tourism brochure of points of interest throughout the county. Brochures will be printed. This component of the project will be complete by December 2024.

Additional photos/video may be obtained.

Website Creation

Morgan County Fiscal Court has a meeting scheduled with a website developer on September 5, 2024, to review a proposal that will develop a Tourism website for the county. The proposal includes website design, tourism logo/mark development, and website update training. Additional components of the website will be identified during the meeting and in consultation with stakeholders. The website will be launched by December 2024. A tourism website does not currently exist for Morgan County. Photography and video captured as part of the first phase of the project will be included on the website.

TEAM KENTUCKY

ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: Mt. Sterling Montgomery County Tourism
Directors Name: Tracy Pearce
Phone Number: 859-338-4910 Email: mtourism@uis.net
List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 73,094

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

2

Project:	Television and Streaming Advertising
Description:	Commercials targeting the Lexington, KY, West Virginia and OHIO Markets. The OHIO and West Virginia spots are specific to outdoor adventure at the Red River Gorge area for overnight stays and visits. The Lexington Market focuses on Events.
Date of Project:	Feb 2024 - August 2024
Cost of Project: \$	\$27935
ROI (Return on Investment):	The advertising has increased brand awareness and event advertising has increased attendance.
Project:	Print Advertising
Description:	Print ads in a variety of publications targeting people most likely to visit and attend events.
Date of Project:	October 2023 - August 2024
Cost of Project: \$	\$26,199
ROI (Return on Investment):	Increase in awareness of our attractions + Events!

ARPA/SLFRF TRANCHE 2 GRANT - DMO
LEGISLATIVE REPORT

3

Project:	Radio Advertising
Description:	Targeted Radio Advertising on several stations including live remote by Kentucky Sports Radio (KSR) on 54 stations.
Date of Project:	October 2023 - August 2024
Cost of Project: \$	\$6,000
ROI (Return on Investment):	Increased exposure of area events and attractions.
Project:	SEM - Search Engine Marketing
Description:	Campaign with Niles Media to bring more exposure for the website - www.nutsterlingtourism.com
Date of Project:	Started August 2024
Cost of Project: \$	\$5960
ROI (Return on Investment):	Increase in website visits



ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: Mt. Vernon – Rockcastle County Tourism Commission

Directors Name: Jessica Blankenship

Phone Number: 606-256-1000 **Email:** kentuckymusichalloffame@gmail.com

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$21,005

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: Brochure Distribution	
Description: Distribute brochures on Rockcastle County throughout Kentucky, as well as TN, VA, WV, NC areas	
Distributed through Ad-Rack	
Date of Project:	September 2023 through September 2024
Cost of Project: \$	3000
ROI (Return on Investment):	Increased numbers of motorists and motorcyclists that found out about our attractions through brochure
Project:	Movie Screen Advertisement of Rockcastle County attractions
Description:	Utilized movie screen advertisements before shows to show KY Music Hall of Fame, as well as events
such as KY Blues Music Festival & KY Food Truck Championship. Movie screens used were located in Lexington	
as well as Corbin markets	
Date of Project:	11/30/2023 - 6/30/2024
Cost of Project: \$	2000
ROI (Return on Investment):	Increased attendance at events, as well as attractions promoted

Project:	Website
Description:	New website built for the Kentucky Food Truck Championship - www.kentuckyfoodtruckchampionship.com
Date of Project:	September 2023 through September 2024
Cost of Project: \$	2225
ROI (Return on Investment):	Increased traffic over the past year for those that want to know more about the event with increased visitors from 5,000 to 12,000 attendees and double the number of competitors
Project:	Magazine advertisements
Description:	Placed advertisements in East KY (Paintsville/Pikeville) Magazine, Travelhost of the Bluegrass (Lexington, KY) Nashville Lifestyles (Nashville, TN), Oxford American (Southeast US), Food Network (National), Kentucky Monthly (Statewide), and Hearst Publications (National)
Date of Project:	4/01/2024 - 6/30/2024
Cost of Project: \$	8940
ROI (Return on Investment):	Increased awareness on a national and regional scale of the KY Music Hall of Fame, as well as the events hosted in Rockcastle County. We also saw an increase in Google searches & website visitors.

Project:	Photography
Description:	Hired photographer to photograph attractions around the county, as well as event photography to freshen up imagery for our social media, print, and website
Date of Project:	August 2023 - June 2024
Cost of Project: \$	240
ROI (Return on Investment):	Created updated database of images to be used in advertisement campaigns
Project:	Kiosk in Visitor Center
Description:	Purchased Kiosk to feature Tourism events and attractions inside our visitor center. Now visitors will be able to see places to eat, stay, and play while visiting the county.
Date of Project:	Jan-24
Cost of Project: \$	4000
ROI (Return on Investment):	Increased traffic on website and inquires of local restaurants when visitors stop by

Project:	Television Show
Description:	Television show about Kentucky Music Hall of Fame with featured musicians on WBON-TV reaching Lexington
market	
Date of Project:	Jan-24
Cost of Project: \$	600
ROI (Return on Investment):	Increased visitors to the Hall of Fame after seeing it on tv, plus increased booking of the artists
featured on the show	
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: Muhlenberg County Tourism Commission

Directors Name: Misty Stanley

Phone Number: 270-641-0276 Email: director@visitmuhlenberg.com

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$22694.99

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.
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:	Promote the Big Twigs at Lake Malone State Park
Description:	Promoted the Big Twigs at regional sporting events and in print ads in the Western Kentucky Region. Using social media boosted poster to reach additional visitors in Henderson, Bowling Green, Clarksville, TN and Evansville, IN. Committed to co-op funds to use the remaining amount of funds. These were new markets and activies for our promotion dollars.
Date of Project:	Spring 2023-Fall 2024
Cost of Project: \$	18,019.99
ROI (Return on Investment):	
Project:	Director Professional Development
Description:	Director attended Marketing College hosted by Southeast Tourism Society.
Date of Project:	Jun-24
Cost of Project: \$	1675.00
ROI (Return on Investment):	

ARPA/SLFRF TRANCHE 2 GRANT - DMO
LEGISLATIVE REPORT

Project:	Up Up and Away Celebrating 100 Years of KY State Parks
Description:	Created a new event at Lake Malone State Park. Use had a video created and played as pre-reel in the tri-state area. The event, marketing medium and video were all new creations and avenues for MCTC.
Date of Project:	Jun-24
Cost of Project: \$	3000
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: _____Munfordville Tourism Commission_____

Directors Name: _____Aaron Jagers_____

Phone Number: _____(270) 524-4752_____ Email: ___visitmunfordville@gmail.com_____

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$__10,200_____

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

Project:	Website
Description:	Updated/New Website for tourist commission. Including updated photos, videos, and drone footage.
Providing a one stop shop for our events, restaurants, and activitiest that munfordville has to offer.	
Date of Project:	6-May-24
Cost of Project: \$	3000
ROI (Return on Investment):	A fresh updated new look and information so visitors can plan there trip easier with the
goal of visitors staying longer in Munfordville	
Project:	Media Campain
Description:	Photography and drone work around town
Highlighting the rivier, stonehenge, museum and walking tour	
Date of Project:	9/12/2022
Cost of Project: \$	7200
ROI (Return on Investment):	To make people want to be involved and come to Munfordville. Hopefully eat at our restaurants.



ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: _____ Murray Convention & Visitors Bureau _____

Directors Name: _____ Erin Carrico _____

Phone Number: _____ 270-759-2199 _____ Email: _____ erincarrico@tourmurray.com _____

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ _51,298.47 _____

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

Name of Organization: _____ Murray Convention & Visitors Bureau _____

Directors Name: _____ Erin Carrico _____

Phone Number: _____ 270-759-2199 _____ Email: _____ erincarrico@tourmurray.com _____

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ _____ 51,298.47 _____

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:	Drive Market Lifestyle Magazines
Description:	We placed advertisements in Evansville, St.Louis, Memphis,and Kentucky Monthly to increase awareness of Murray as a weekend destination
Date of Project:	Setpember 2023 - June 2024
Cost of Project: \$	\$18,840.00
ROI (Return on Investment):	We have seen a significant increase in social media interactions and website traffic from these specific drive markets. Specifically, St. Louis is doing VERY well increased visitation to our website.
Project:	Print Advertising Lane Report
Description:	The October issue focused on economic development so we knew this would be a high traffic issue. Additionally, each April the issue is focused on tourism. The circulation demographic of the Lane Report reflects our weekend demographic for visitors.
Date of Project:	October 2023 & April 2024
Cost of Project: \$	\$4,115.62
ROI (Return on Investment):	We received more traffic on our website from the October issue, particularly the calendar of events.

Project:	Streaming Services: Pandora and Spotify
Description:	We created a 30 second clip for advertising (with visuals for desktop/screen use) for both platforms targeting specific ages and locations in our drive markets.
Date of Project:	September 2023 - June 2024
Cost of Project: \$	\$2,673.85
ROI (Return on Investment):	This is single handedly the best use of monies for ROI that we have used in any ARPA project. For each drive market campaign (done monthly), we received no less than 100,000 impressions (meaning they listened to the whole ad).
Project:	Cemetery Trail Guide
Description:	During COVID we had increased foot traffic in our office, specifically looking for information about family members, tracing lineage, etc. We only had a listing from the 1970s, along with a very outdated map. We began working and researching information to create a trail of all the public cemeteries so individuals could find family members.
Date of Project:	September 2023
Cost of Project: \$	\$6,028.00
ROI (Return on Investment):	This has become one of our most popular brochure pieces that is picked up in our office.

Project:	Chicago Travel Show Video
Description:	We needed to create a new video specifically for the Chicago Travel Show 2024 to showcase at our booth. We used current B-roll to create a new video that was specific to the interests of the demographic at travel shows
Date of Project:	Dec-23
Cost of Project: \$	\$176.00
ROI (Return on Investment):	The Chicago Show was very successful for us, including meeting social influencers we then partnered with for advertising/blog writing
Project:	Airport Advertising - Drive Markets
Description:	For the first time ever, we placed advertising in the Nashville, St.Louis, Louisville and Evansville airports. Most of the advertisements are digital and located in baggage claim areas.
Date of Project:	Spring-Summer 2024
Cost of Project: \$	\$17,570
ROI (Return on Investment):	This project has really just launched, so we do not have a data report at this time.

Project:	Social Media Influencer
Description:	We hired a social media influencer for Instagram to specifically help us promote MKY Burger Week. One Sip One Bite Kentucky has a large foodie following. He did multiple static posts, reels and highlights for our event along with our social handles.
Date of Project:	May-24
Cost of Project: \$	\$1,895.00
ROI (Return on Investment):	We gained 235 followers on Instagram, with more than 5,000 views on the reels/highlights.
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: Nicholas County Tourism
Directors Name: Gladys Shrout
Phone Number: 859-473-3419 Email: jeremy907thelw.wd@gmail.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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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).

Project:	Travel Market Place Ad Ky Living Magazine
Description:	Nicholas Co Blackberry Festival Ad in Ky Living Market Travel Summer Edition with picture of children at the festival and activities listed July 2-6 6-11 pm nightly
Date of Project:	JUNE 1st 2024 -
Cost of Project: \$	635.00

ROI (Return on Investment): Increase of visitors - from a fan
As Ashland Ky - 750 requests for email about Tourism in Nicholas

Project:	Spectrum Ad Streaming TV Ad Advertising Displays Digital
Description:	Spectrum Ads included come visit Carlisle Featuring Wendts Wildlife David Boone Cabin and Blackberry Festival - Ads - Reached other regions, and beyond 90,900 views - 98.70% completion rate.
Date of Project:	4-28-2024
Cost of Project: \$	\$2,333.34
ROI (Return on Investment):	Increase visitors to seek more information about Nicholas Co. Tourism.



ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: Nicholasville, Wilmore – Jessamine County Joint Tourism Commission

Directors Name: Charla Reed

Phone Number: 859-354-5433 Email: director@visitjessamine.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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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:	Advertising
Description:	Full Page ad in the Ky Waterway's and Adventure trails Guide in the summer 23, July 1, 2023 edition to include ad in guide, FB mentions to our website.
Date of Project:	Jul-23
Cost of Project: \$	1,500.00
ROI (Return on Investment):	
This ad provided exposure to over 38 thousand distribution sites in throughout Kentucky, Ohio and Tennessee. This market is significant to Visit Jessamine since our county has the most Ky Riverfront of any Ky county. The ARPA funding allowed us the opportunity for exposure to draw attention to our natural resources to a large geographical area.	
Project:	Photography
Description:	Muse Marketing, went to Jim Beam Nature Preserve to capture photography to be used for promotions, website and all other needs to tourism
Date of Project:	8/22/2023
Cost of Project: \$	75.00
ROI (Return on Investment):	
Photography is vital to website, marketing. Not only photography but professional travel photography is vital for building a library to be used immediately for marketing as well as for projects and advertising in the future. Without the ARPA funding, we would not have had the opportunity to build back the library of photography for our county assets.	
Project:	Branding
Description:	

ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Balance Creative designed branded ads for BlueRidge Outdoors Magazine, Business card branding design, Ky Inspiration Guide 23, KDT (2) eNews content and design, and copywriting for content for visitor brochures to fit the county and new branding promotions.

Date of Project:	August - September 2023
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Cost of Project: \$	2,150.00
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ROI (Return on Investment):	
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Marketing design to bring recognized branding for publications and ads to reach out to markets not yet reached. Without the ARPA funding, we would not have the opportunity to build marketing branding to highlight our county assets that would bring in new markets to bring in more tourism to our county.

Project:	Lane Report Travel Edition Ad
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Description:	
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The Lane Report Travel edition features a collective Kentucky travel destination spotlight that markets to business leadership in all counties in Kentucky.

Date of Project:	10/1/2023
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Cost of Project: \$	1,400.00
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ROI (Return on Investment):	
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The Lane Report markets to business leadership in all counties in Kentucky with a readership of over 50K. We were able to include 1/2 Horizontal ad for Nicholasville, Wilmore – Jessamine County for the fall season. This ARPA Project targeted the marketing campaigns and ads for all areas of distribution in our application.

Project:	Photography
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Description:	
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Muse Marketing, went to the Chalkfest to capture photography for our mural artist at work and community event highlighting art within our community.

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

This ARPA Project targeted the marketing campaigns and ads for all areas of distribution in our application.

Date of Project: 9/23/2023

Cost of Project: \$ 180.00

ROI (Return on Investment):

Photography is vital to website, marketing. Not only photography but professional travel photography is vital for building a library to be used immediately for marketing as well as for projects and advertising in the future for this new annual event featuring art within our community. Without the ARPA funding, we would not have had the opportunity to build back the library of photography for our county assets.

Project: Photography

Description:

Muse Marketing, went to the Wilmore Art Fair to capture photography for our mural artist at work and community event highlighting art within our community.

Date of Project: Oct-23

Cost of Project: \$ 180.00

ROI (Return on Investment):

Photography is vital to website, marketing. Not only photography but professional travel photography is vital for building a library to be used immediately for marketing as well as for projects and advertising in the future for one of our feature fall art events within our community. Without the ARPA funding, we would not have had the opportunity to build back the library of photography for our county assets.

Project: Photography

Description:

Muse Marketing, went into the county to capture fall photography, concerts and our downtown murals fall events and our new mural installations within our community.

Date of Project: Oct-23

Cost of Project: \$ 355.00

ROI (Return on Investment):

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

Photography is vital to website, marketing. Not only photography but professional travel photography is vital for building a library to be used immediately for marketing as well as for projects and advertising in the future for one of our feature fall art events within our community. Without the ARPA funding, we would not have had the opportunity to build back the library of photography for our county assets.

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Project:	Branding
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Description:	
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Balance Creative designed branded mock-ups for Wayfinding signage and our October Lane Report ad to be featured in the Tourism edition, featuring Kentucky tourism sites within the state.

Date of Project:	10/1/2023
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Cost of Project: \$	337.50
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ROI (Return on Investment):	
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Marketing design to bring recognized branding for publications and ads to reach out to markets not yet reached as well as designing a mock-up with branding for our wayfinding signage. Without the ARPA funding, we would not have the opportunity to build marketing branding to highlight our county assets that would bring in new markets to bring in more tourism to our county.

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Project:	Photography
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Description:	
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Muse Marketing, went into the county to capture photography of the Valley View Ferry which is an iconic attraction in our community.

Date of Project:	Nov-23
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Cost of Project: \$	105.00
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ROI (Return on Investment):	
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Photography is vital to website, marketing. Not only photography but professional travel photography is vital for building a library to be used immediately for marketing as well as for projects and advertising in the future for one of our county assets, the Valley View Ferry. Without the ARPA funding, we would not have had the opportunity to build back the library of photography for our county assets.

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ARPA/SLFRF TRANCHE 2 GRANT - DMO
LEGISLATIVE REPORT

Project:	Advertising
Description:	
Description:	
Full Page ad in the Ky Waterway's and Adventure trails Guide in the spring 24 edition to include ad in guide, FB mentions to our website.	
Date of Project:	Feb-24
Cost of Project: \$	1,662.00
ROI (Return on Investment):	
This ad provided exposure to over 38 thousand distribution sites in throughout Kentucky, Ohio and Tennessee. This market is significant to Visit Jessamine since our county has the most Ky Riverfront of any Ky county. The ARPA funding allowed us the opportunity for exposure to draw attention to our natural resources to a large geographical area.	
Project:	Branding
Description:	
Balance Creative consulting on branding advertisting campaign series design and production for 23-24 co-op schedule.	
Date of Project:	2/24/2024
Cost of Project: \$	2,012.50
ROI (Return on Investment):	
Marketing design, consulting for advertising campaign and production for 23/24 co-op state yearly advertising to fit our branding and market. Without the ARPA funding, we would not have the opportunity to build marketing branding to highlight our county assets that would bring in new markets to bring in more tourism to our county.	
Project:	Downstream Video Series Featuring Jessamine County
Description:	
Prosper Media and Visit Jessamine County Downstream video episode - Water into Wine, featuring sites in our county on KET and You Tube to include all video to be used for future projects to be housed in our video library for future use.	
Date of Project:	2/24/2024
Cost of Project: \$	7,500.00

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

ROI (Return on Investment):	
<p>Prosper Media collected video, edited and produced a series to feature Jessamine assets featuring Water into Wine. First Vineyard, 1922 House Winery, Ghost Fox Winery, Dixie Cafe, Camp Nelson National Monument, Taylor Made Horse Farm, Valley View Ferry and more. This ARPA Project targeted the marketing campaigns in video that was and will continue to be aired on KET, our website, in the Video 360 mapping. This project would not have been possible without the support of ARPA. This will have a long living episode that will be impacted far into the future.</p>	
Project:	Branding
Description:	
Balance Creative designed branded ads for the Kentucky Living ad to be featured in the April 24 ad.	
Date of Project:	10/1/2023
Cost of Project: \$	250.00
ROI (Return on Investment):	
<p>Marketing design to bring recognized branding for publication in Kentucky Living, April 24 edition. Without the ARPA funding, we would not have the opportunity to build marketing branding to highlight our county assets that would bring in new markets to bring in more tourism to our county.</p>	
Project:	Lane Report Travel Edition Ad
Description:	
The Lane Report 1/2 page features spotlighting Visit Jessamine that markets to business leadership in all counties in Kentucky.	
Date of Project:	4/1/2024
Cost of Project: \$	1,500.00
ROI (Return on Investment):	
<p>The Lane Report markets to business leadership in all counties in Kentucky with a readership of over 50K. We were able to be include 1/2 Horizontal ad for Nicholasville, Wilmore – Jessamine County for the spring season. This ARPA Project targeted the marketing campaigns and ads for all areas of distribution in our application.</p>	

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

Project:	Kentucky Crafted: The Market Program Ad
Description:	
	Kentucky Crafted: The Market Ad in the artist program for the event at the Ky Horse Park in March 24. 1/2 page features spotlighting Visit Jessamine arts within our county.
Date of Project:	4/24/2024
Cost of Project: \$	800.00
ROI (Return on Investment):	
	Kentucky Crafted: The Market, March 10-12. We were able to be include 1/2 Page ad for the program distributed to buyers and general public with exposure to Ky buyers and out-of-state as well as the general public. Nicholasville, Wilmore – Jessamine County ad featured the arts within our community. This ARPA Project targeted the marketing campaigns and ads for all areas of distribution in our application.
Project:	Photography
Description:	
	Muse Marketing, went into the county to capture photography from our newest winery, Ghost Fox for promotions of our winery trails and ads for county wineries.
Date of Project:	Apr-24
Cost of Project: \$	262.50
ROI (Return on Investment):	
	Photography is vital to website, marketing. Not only photography but professional travel photography is vital for building a library to be used immediately for marketing as well as for projects and advertising in the future for one of our county assets. The photography of our newest winery, Ghost Fox will be used for promotions and the new winery trail for county wineries.. Without the ARPA funding, we would not have had the opportunity to build back the library of photography for our county assets.
Project:	Branding
Description:	
	Balance Creative designed branded ads for the Lane Report ad to be featured in the April 24 ad.
Date of Project:	4/1/2024
Cost of Project: \$	232.50

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

ROI (Return on Investment):	
<p>Marketing design to bring recognized branding for publication in Lane Report, April 24 edition. The Lane Report markets to business leadership in all counties in Kentucky with a readership of over 50K. We were able to include 1/2 Horizontal ad for Nicholasville, Wilmore – Jessamine County for the spring season. Without the ARPA funding, we would not have the opportunity to build marketing branding to highlight our county assets that would bring in new markets to bring in more tourism to our county.</p>	
Project:	Photography
Description:	Muse Marketing, went into the county to capture photography from our two iconic places in our county, Jake's Cigar Bar and Luna's Butterfly Cafe for promotions, ads, website for our county.
Date of Project:	Apr-24
Cost of Project: \$	350.00
ROI (Return on Investment):	
<p>Photography is vital to website, marketing. Not only photography but professional travel photography is vital for building a library to be used immediately for marketing as well as for projects and advertising in the future for one of our county assets. The photography of our iconic spots, Jake's Cigar Bar and Luna's Butterfly Cafe will be used for promotions, website, social media and more. Without the ARPA funding, we would not have had the opportunity to build back the library of photography for our county assets.</p>	
Project:	Kentucky Monthly - Special Ky Spirits Guide Ad
Description:	The Kentucky Monthly, Special Spirits Guide features spirits from bourbon to wine and other drinks. We are home to the Ky Wine and Vine Fest. We used this to feature the events and our local wineries in our county.
Date of Project:	10/1/2023
Cost of Project: \$	560.00
ROI (Return on Investment):	

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

The Lane Report markets all things Kentucky with a readership of over 23K. We were able to be include Full page ad in the Ky Spirits Guide for Nicholasville, Wilmore – Jessamine County and the Ky Wine and Vine Festival and Visit Jessamine wine experiences. This ARPA Project targeted the marketing campaigns and ads for all areas of distribution in our application.

Project:	Branding
Description:	
	Balance Creative designed branded ads for the Kentucky Monthly Spirits Guide ad to be featured in the April 24 ad.
Date of Project:	5/24/2024
Cost of Project: \$	187.50

ROI (Return on Investment):	
	Marketing design to bring recognized branding for publication in Kentucky Living, April 24 edition. The Lane Report markets all things Kentucky with a readership of over 23K. We were able to be include Full page ad in the Ky Spirits Guide for Nicholasville, Wilmore – Jessamine County and the Ky Wine and Vine Festival and Visit Jessamine wine experiences. Without the ARPA funding, we would not have the opportunity to build marketing branding to highlight our county assets that would bring in new markets to bring in more tourism to our county.

Project:	Proper Media - Videos
Description:	
	Prosper Media used b-roll collected earlier and collected additional video to produce 3 videos for promotions, ads, website for our county.
Date of Project:	May-24
Cost of Project: \$	1,880.00

ROI (Return on Investment):	
	Videos are vital to website, social and marketing promotions. These videos will be used on our website but also be used for projects and advertising in the future. Without the ARPA funding, we would not have had the opportunity to build back the library of photography for our county assets.

Project:	Kentucky Living Ad
Description:	

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

Kentucky Living page features spotlighting Visit Jessamine that markets to business leadership in all counties in Kentucky.

Date of Project:	4/1/2024
Cost of Project: \$	2,601.00
ROI (Return on Investment):	

Kentucky Living, April 24 edition. The Lane Report markets all things Kentucky with a readership of over 475K homes and readership of 1 million. We were able to include 1/4 page ad to promote Nicholasville, Wilmore – Jessamine County and the Ky Wine and Vine Festival and Visit Jessamine wine experiences. Without the ARPA funding, we would not have the opportunity to build marketing branding to highlight our county assets that would bring in new markets to bring in more tourism to our county.

Project:	Branding
Description:	Balance Creative branded designs for tradeshow materials, 24/25 Media advertising consulting and planning, copywriting services for developed.
Date of Project:	10/1/2023
Cost of Project: \$	4,567.50
ROI (Return on Investment):	

Marketing design to bring recognized branding for all marketing tradeshow materials. Design and branding only. Advertising planning and consulting for 23/24 for promotions and copywriting services for development of the Wine Trail brochure. Without the ARPA funding, we would not have the opportunity to build marketing branding to highlight our county assets that would bring in new markets to bring in more tourism to our county.



ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: meetNKY | Northern Kentucky CVB

Directors Name: Julie Kirkpatrick

Phone Number: 859-655-4167

Email: jkirkpatrick@meetnky.com

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$3,767,449.30

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).

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Project:	Support of British Airways at CVG
Description:	
A small media campaign in late 2023 to increase Q4/Q1 leisure bookings from London to CVG.	
Date of Project:	Q4 2023
Cost of Project: \$	13,878.84
ROI (Return on Investment):	
As the flight enters its second year, passenger loads are consistently in the 90% and Visa credit card data shows a measured increase in spending in our metro from the UK	
Project:	Newport Aquarium Partnership
Description:	
Date of Project:	We partnered with Newport Aquarium to do a Scuba Santa out of home promotion in Columbus and Indianapolis to increase visitation in Q4, a traditionally lower time of year.
Cost of Project: \$	40,000
(Return on Investment):	
Good ROI as attendance in December was up at the aquarium and site traffic was up year over year.	
Project:	Visitor Persona Research
Description:	
We worked with Future Partners to develop and conduct visitor research on NKY as part of Cincy and what travelers would be personas to include in future research.	
Date of Project:	Jan - Apr 2024
Cost of Project: \$	76,500.00

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

ROI (Return on Investment):	ROI includes identifying new personas for NKY specific marketing.
Project:	2023 and 2024 Media Plan
Description:	Working with a new media vendor, Envisionit, NKY is running a new media campaign to improve brand awareness of NKY in new markets: Birmingham, Charlotte, Chattanooga, Evansville, Fort Wayne, Greenboro, Greenville, Huntsville, Jacksonville, Knoxville, Minneapolis, Pittsburgh, Raleigh-Durham, St. Louis, Toledo and Youngstown. ARPA funding is covering agency fees, creative costs and media placement in these new markets.
Date of Project:	January 1, 2023 - December 31, 2023
Cost of Project: \$	\$1,350,000
ROI (Return on Investment):	Visitation from these new areas is up 7% year over year and web traffic is up 60% year over year. 67M impressions were generated and visitors tracked via Zartico spent an additional \$7.8M in NKY
Project:	Bringing BLINK to Covington - 2022
Description:	We worked with the Cincinnati Chamber to expand a major arts and light event, BLINK, to the Northern Kentucky side of the river for four nights in October 2022. Without ARPA funding, this event would not have created an economic impact on Kentucky businesses.
Date of Project:	October 13 - 16, 2022
Cost of Project: \$	\$500,000
ROI (Return on Investment):	The BLINK event created an 18% lift in visitor spending in the Covington businesses and visitors represented 40% of the attendees in Covington. Hotel occupancy increased on par with a major sporting event.
Project:	Ohio River Way Funding
Description:	The Ohio River Way is a regional initiative from Portsmouth, OH/Ashland, KY to West Point, KY showcasing Kentucky's huge asset, The Ohio River Way. Funding included support for our three county, multiple river city partners to have greater visibility on the Ohio River Way site and produce an Ohio River Way guide in support of the Ohio River attaining a National Parks Trail designation.
Date of Project:	2023

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Cost of Project: \$	\$19,000
ROI (Return on Investment):	This sponsorship has put more focus on outdoors development in the NKY River Cities, supported water trail development and generated a 5% increase in outdoor focused visitors to the website.
Project:	Matador Ventures - Outdoor Marketing Development
Description:	Working with Matador Ventures, a national outdoors recreation media company, a content development plan was enacted to showcase NKY outdoor elements including video production, article creation and promotion across the Matador platform as well as media partners.
Date of Project:	May 1 - July 31, 2023
Cost of Project: \$	\$150,000
ROI (Return on Investment):	article, "The Best Things About Cincinnati are Actually Located in Kentucky" has the highest engagement rate of any article produced this year.
Project:	Kentucky Bourbon Festival
Description:	Northern Kentucky is the north of the Bourbon State and leveraging the signature industry event, The Kentucky Bourbon Festival, NKY will sponsor the media tent that will introduce new consumers and media to the top of the state and support increased flights into CVG International Airport
Date of Project:	September 2023
Cost of Project: \$	\$50,000
ROI (Return on Investment):	Strong increase to bourbon content on the website and of the 6,000 attendees, 85% were out of state.
Project:	Atlas Obscura 2023 Campaign
Description:	We worked with Atlas Obscura to complete a "quirky destination" campaign for NKY to generate new content for the AO site and drive new engagement with a new visitor set.
Date of Project:	Sept - Dec 2023
Cost of Project: \$	150,000.00

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ROI (Return on Investment):	Strong engagment and impression delivery on the three content pieces and traffic lift on site.
Project:	Business Courier Bourbon Advertising
Description:	We leveraged the Business Courier audiences in Raleigh, Charlotte, Tampa, Washington and Atlanta with the ARPA funds and locally with meetNKY funds to promote The B-Line and NKY to an elevated, high net worth audience that reads Business Couriers.
Date of Project:	July 2023 - December 2024
Cost of Project: \$	347,905
Return on Investment):	Strong performance in all advertising units including a 5.4% brand lift for NKY and Bourbon in NKY
Project:	Content Development - Photography, Video, Influencers and Writers
Description:	Northern Kentucky tourism needed more images and videos for advertising placement across multiple genres including You Tube, all social channels, programmatic and display as well as collateral needs. We hired Victor Sizemore, Ben Gastright, Drawn to the Image and Spotted Yeti to provide this ongoing visual content.
Date of Project:	2023 and 2024
Cost of Project: \$	291,950.92
ROI (Return on Investment):	Better visual representation of Northern Kentucky's key attributes for visitors and social engagement for visitation generation.
Project:	Wesbite Unification work with Simpleview and Envision
Description:	As we transition our Northern Kentucky content to the Cincy Region platform, we wanted to ensure that the Kentucky portion of Cincy was fully represented. Our goal is one site that covers the Kentucky and the Cincy as well as represent Team Kentucky.
Date of Project:	Date of Project is 2024
Cost of Project: \$	120,090
Return on Investment):	Better coverage of Kentucky as part of Cincy

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

Project:	Room night demand generation campaign
Description:	
	As 2024 began, we noticed a decline in room night demand in the three counties and in response worked with Expedia to create a demand generation campaign for the NKY area.
Date of Project:	Campaign dates: 2024
Cost of Project: \$	500,000
(Return on Investment):	Campaign has generated 9.7K room nights and 7.7M in gross bookings for NKY
Project:	Northern Kentucky Brand Identity
Description:	
	Northern Kentucky is an artificial construct of 36 cities and 3 counties, without a brand narrative that aligns the value for the visitor and also how that brand should be expressed. meetNKY has done brand work for the organization but never for the destination which are two very different things. We are currently in process on a brand narrative and alignment work with Resonance that will create the look, feel, visuals as well as tone for how we showcase NKY for visitors as well as talent.
Date of Project:	
Cost of Project: \$	113,800
(Return on Investment):	Better advertising and results once NKY branding work is completed.
Project:	Northern Kentucky Trail Identity
Description:	
	Northern Kentucky has an immense amount of trail networks including world class bike trails at Devou Park, Tower Park and along the Riverfront commons. We wanted to create a master trail brand as well as a new trail brand for a soon to be built adventure park in Erlanger. We worked with Dewhaus after RFP.
Date of Project:	2024
Cost of Project: \$	32,000
(Return on Investment):	Work to define the outdoor attributes in NKY is critical as identified in visitor and talent reserarch
Project:	Social Media Management
Description:	

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Date of Project:	We tried to use a new web management company for our social channels for one month as a beta test and it was a failure.
Cost of Project: \$	1,850
(Return on Investment):	No ROI and elimination of vendor



ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: Oak Grove Tourism & Convention Commission

Directors Name: Traci Cunningham

Phone Number: 270-439-5675 **Email:** director@visitoakgroveky.com

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$154,438.86

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:	Tourism Video
Description:	30 second video promoting Oak Grove as a tourism destination
The video is upload our website & facebook page	
Date of Project:	Jan-23
Cost of Project: \$	\$24,675.00
ROI (Return on Investment):	Very successful through our website & social media.In the last year we have seen higher traffic on our website with 14K in 2023 and 27k in 2024 . Our social media with 178.5k in 2023 and 523.1k in 2024
Project:	Billboard Advertising Market
Description:	Billboard advertising in Evansville, Knoxville, Cincinnati, North GA,(Chattanooga)and Memphis digital
These markets hits our demographic of Kentucky weekend travelers	
Date of Project:	Jun-23
Cost of Project: \$	\$55,040.00
ROI (Return on Investment):	Evansville Market had 63,992 impressions Knoxville at Watt Rd Truck Scales had 383,639
Knoxville 1-40 Marbry Hood had 340,522, Cincinnati had 32242, North GA (Chattanooga)had 292,453, Memphis digital 5,403,217.29	

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

Project:	New Website development Hangout Creative
Description:	overhaul of our webstie based on current visitor trends
Date of Project:	Sep-23
Cost of Project: \$	\$2,344.00
ROI (Return on Investment):	We have received increased activity on website, particularly our calendar of events.
Project:	Tourism TV network
Description:	Ad broadcast around Lake Cumberland at all of the marinas except Marina Rowena, Jamestown and State Dock.
It is being aired at Bellarmin university, Southern Theogical University in Louisville and the University of Cincinnati	
Oak Grove are being broadcast in Laurel, Lee, Madison, Jaskson, Owsley and Clay Counties on three separate cable outlet.	
Date of Project:	February 2024 on going
Cost of Project: \$	\$3,850.00
ROI (Return on Investment):	The counties has a population of 144K people and at a 10% rule it is an upward of 14K viewers per
day, and have reached 40K student & faculty at the Unniverstiy. We have receive increase activity on our Facebook & website	

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

Project:	Miles E-News Sponsor KDT
Description:	Weekly Newsletter promoting the City of Oak Grove through social media
Date of Project:	Aug-23
Cost of Project: \$	\$1,280.00
ROI (Return on Investment):	A fantastic promotion for Oak Grove
Project:	Kentucky Department of Tourism Print Ad for the 2024 Visitors Guide
Description:	1/2 page in the KDT visitors guide promoting the City of Oak Grove
Date of Project:	Jan-24
Cost of Project: \$	\$7,780.00
ROI (Return on Investment):	Great Promotion for Oak Grove

**ARPA/SLFRF TRANCHE 2 GRANT - DMO
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Project:	Miles Partnership Digital & Print Ads KDT
Description:	Digital out-of-home (Nashville, Cincy & Indy)
Placed print Advertising in specific drive market Atlanta, and St. Louis Magazine	
These are new markets and publication for us.	
Date of Project:	Mar-24
Cost of Project: \$	\$10,162.50
ROI (Return on Investment):	A great promotion for Oak Grove
Project:	Digital advertising Miles Partnership Rich Media KDT
Description:	Click through ads promoting Oak Grove on KDT website
Date of Project:	March-May 2024
Cost of Project: \$	\$3,400.00
ROI (Return on Investment):	seen increase traffic on Oak Grove Website under events

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

Project:	Print advertising APA Media LLC
Description:	Full page ad in Travel, Taste & Tour
2 full pages of editorial , Social Media Campaign, & Homepage spotlight	
Date of Project:	Spring 2024
Cost of Project: \$	\$4,950.00
ROI (Return on Investment):	A great promotion for Oak Grove having a more significant impact
Project:	Print Advertising Miles Partnership KDT
Description:	Placed print advertising in Texas Montly magazine
This is a new market and publication for us	
Date of Project:	Apr-24
Cost of Project: \$	\$6,334.00
ROI (Return on Investment):	do not have any data to track increases at this time

**ARPA/SLFRF TRANCHE 2 GRANT - DMO
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Project:	Print Advertising Drive Market
Description:	Print ad place in Kentucky Living their circulation market hits our demographic of Kentucky weekend travelers
Date of Project:	Apr-24
Cost of Project: \$	\$7,100.00
ROI (Return on Investment):	Mailed out over 200 brochures with this ad
Project:	Print Advertising Miles Partnership KDT
Description:	Print Ad placed in Chicago Magazine this magazine market hits our demographic of Kentucky weekend travelers
Date of Project:	May-24
Cost of Project: \$	\$4,389.00
ROI (Return on Investment):	Fantastic promotion of Oak Grove

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

Project:	Professional Development
Description:	Attended national-level conference ESTO is an education focused conference handling tourism topics such as economic development, AI trends and content creation
Date of Project:	Aug-24
Cost of Project: \$	\$3,400.00
ROI (Return on Investment):	Through ESTO we have learned more information on the AI trends to help with different creative ideas
Project:	Print ad Miles Partnership KDT
Description:	Places a full page print ad in the Indianapolis Monthly Magazine This is a new market and publication for us
Date of Project:	Jun-24
Cost of Project: \$	\$4,700.00
ROI (Return on Investment):	Do not have any data to track increases at this time Great promotion for the City of Oak Grove

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

Project:	Touirsm Commercial Forerunner
Description:	Lauching a new TV commercial for Oak Grove Touirsm
Date of Project:	May-24
Cost of Project: \$	\$12,534.36
ROI (Return on Investment):	Filming has not been completed therefore no data to report
Project:	Web Miles Partnership KDT
Description:	Web-Audience Extension and retargeting program
Date of Project:	May-24
Cost of Project: \$	\$2,500.00
ROI (Return on Investment):	Seen increase on Website & social media

TEAM KENTUCKY

ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: Ohio County Tourism Commission

Directors Name: Jody Fleener

Phone Number: 270 298-0036 Email: ohiocountytour @ gmail . com

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 9,500.00

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.
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:	Webiste Design
Description:	New Webiste for Bill Monroe Museum. Underway to be completed Novemner 2024.
Site will beeasier to navigate. Launch of the site will be promoted on FB and placing one ad in a Bluegrass ma	
Bluegrass magazines	
Date of Project:	Apr-24
Cost of Project: \$!,500.00 \$1,00 paid to date.
ROI (Return on Investment):	Measured by clicks, stay time and questions forwarded to museum.
Project:	Video
Description:	2023 & 2024 video for promotion of the Jerusalem Rig dge Festivæ
Date of Project:	January 2023 & January 2024
Cost of Project: \$	\$2,000.00
ROI (Return on Investment):	Measured by hits, phone calls and survey of folks.

**ARPA/SLFRF TRANCHE 2 GRANT - DMO
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Project:	Advertising on television
Description:	Commercials crated are used on RFT TV . WBKR and Socia media promoting I Promoting Festival
Date Of project:	March -June 2023 August & Sept 2024
Cost of Project: \$	\$3,000.00
ROI (Return on Investment):	Measured by clicks, stay time and questions forwarded to museum.
Project:	Video production
Description:	Video footage shot of the attractions in Rosine. To be used for social media and commercial creaation
Date of Project:	May 2023- September 2024
Cost of Project: \$	\$1,500.00
ROI (Return on Investment):	result of servers, clicks, phone alls received after commercial is ran

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

Project:	Advertising at the Hall of Fame
Description:	Items to be created such as flyers & banner for a display at the Bluegrass Hall of Fame and Museum
Date Of project:	Jul-23
Cost of Project: \$	\$800.00
ROI	measured by sign in guest book, phone calls and survey
Project:	Billboard
Description:	Billboard located on NB I65 in between Hartford and Owensboro. Advertising the
	The Jerusalem Rige Festival. 2023 Plus design cost
Date of Project:	March-October 2023
Cost of Project: \$	\$5,800.00

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

Project:	
Description:	
Date of Project:	
Cost of Project: \$	
ROI (Return on Investment):	
Project:	Video
Description:	Ccreation of commercial for the "Sights & Sounds of Rosine"
Date of Project:	Mar-24
Cost of Project: \$	\$1.500.00
ROI (Return on Investment):	Survey and clicks on Social Media



ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: ___Oldham County Tourist & Convention Commission _____

Directors Name: _Kim Hydes _____

Phone Number: __ (502) 222-0056 _____ **Email:** ___Director@TourOldham.com _____

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ ___57,991 (Advertising)

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.
Added new markets of VA, NY, NJ, MI, FL, NC, TX, PA, IN and OH in print and digital**
- 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. N/A**
- 3. New brochure that includes new content and photos. List how the brochures being distributed. N/A**
- 4. List any photography or video projects that will entice the visitor to seek further information. N/A**
- 5. New events or meetings brought to your community. N/A**
- 6. Research projects. N/A**
- 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. N/A**
- 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:	Oldham County, KY Marketing, Advertising & PR	
Description:	<p>Oldham County decided to allocate ARPA funds towards expanding its outreach in new geographic locations that were previously unattainable within our regular budget. Our aim was to raise awareness in markets beyond our usual reach. We specifically targeted the states of northern IN, NY, NJ, MI, TX, and PA, while also increasing spending in TN, MO, FL, and VA.</p> <p>We utilized new digital and social options, such as Compass Media, AAA World, and the extension of CVB Digital. Additionally, we utilized higher-end publications such as South Shore Media and Tops in markets that we were not previously advertising in.</p>	
Date of Project:	July 2023 - June 2024	
Cost of Project: \$	57,991	
ROI (Return on Investment):	<p>In comparing our pre-COVID (FY20) website traffic to our FY24 traffic, we saw an overall increase in traffic to our website! Specifically, we saw an overall increase of 202.9% users when comparing FY24 to pre-COVID (FY20) traffic. Pageviews increased 209.74% with the average pages per session increasing by 68%. The average time spent on our website increased 78.1% and our bounce rate decreased by 19.6%. We saw an INCREASE in TRAFFIC from our newly targeted states of VA, NY, NJ, MI, FL, NC, TX, PA, IN and OH.</p>	
Project:	CVB Digital	SEO & SEM - July - December
Description:	United States SEO campaign with Google Ads by topic such as underground railroad history, farm tours, craft bourbon, horse tours, etc.	
Date of Project:	July 2023 - Dec 2023	
Cost of Project: \$	\$6,046	
ROI (Return on Investment)	Increased traffic to our website with longer visits	
Project:	AAA World	
Description:	Digital campaign	
Date of Project:	May-23	
Cost of Project: \$	\$2,025	
ROI (Return on Investment)	Increased click-thru rate to specific landing page	

ARPA/SLFRF TRANCHE 2 GRANT - DMO
LEGISLATIVE REPORT

Project:	Compass Media
Description	Online Facebook and Instagram campaigns
Date of Project:	September & October
Cost of Project: \$	\$4,000
ROI	Increased social media likes and engagement as well as increased traffic to our website

Project:	South Shore Media Mag.
Description	July issue 1/2 page
Date of Project:	Jul-23
Cost of Project: \$	995
ROI (Return on Investment)	Increased traffic to website

Project:	AAA World
Description	1/3 page square
Date of Project:	May-23
Cost of Project: \$	3303
ROI (Return on Investment)	Increase traffic to landing page

Project:	TOPS magazine
Description	Lexington area 2 page spread
Date of Project:	Jul-23
Cost of Project: \$	2400
ROI (Return on Investment)	Increased exposure

Project:	KY Monthly magazine
Description	1/3 page square
Date of Project:	Sep-23
Cost of Project: \$	750
ROI (Return on Investment)	Increased traffic to landing page

Project:	Select Travel
Description	Full page
Date of Project:	Sept/October issue
Cost of Project: \$	2000
ROI (Return on Investment)	4 calls for group travel appointments

Project:	Guest Quest
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ARPA/SLFRF TRANCHE 2 GRANT - DMO
LEGISLATIVE REPORT

Description	Advertorial	
Date of Project:	OH Winter, IL/IN Winter	
Cost of Project: \$	1940	
ROI (Return on Investment)	increased landing page visits	

Project:	Lane Report	
Description	Full Page Profile	
Date of Project:	October 2023	
Cost of Project: \$	2000	
ROI (Return on Investment)	Increased visibility	

Project:	Group Travel Leader	
Description	African American Heritage Guide	
Date of Project:	Nov/Dec 2023 issue	
Cost of Project: \$	2000	
ROI (Return on Investment)	2 calls for underground railroad tours	

Project:	Group Tour magazine	
Description	Full page	
Date of Project:	Nov issue	
Cost of Project: \$	3400	
ROI (Return on Investment)	Increased traffic to our Groups page	

Project:	Going on Faith magazine	
Description	African American Heritage Guide	
Date of Project:	Winter 2023	
Cost of Project: \$	1000	
ROI (Return on Investment)	Increased traffic to our Groups page	

Project:	Select Travel	
Description	Full page	
Date of Project:	Spring issue	
Cost of Project: \$	2000	
ROI (Return on Investment)	Increased traffic to our Groups page	

Project:	Kentucky Living	
Description	1/4 page	
Date of Project:	April 2024 issue	
Cost of Project: \$	1932	
ROI (Return on Investment)	Increased traffic to events page	

ARPA/SLFRF TRANCHE 2 GRANT - DMO
LEGISLATIVE REPORT

Project:	CrowdRiff	
Description	Payment 2 of 4 - License Fee	
Date of Project:	2023-2024	
Cost of Project: \$	1800	
ROI (Return on Investment)	Increased PR on social media	

Project:	Helen McKinney	
Description	Press releases, articles, pitch stories	
Date of Project:	July - Dec 2023	
Cost of Project: \$	2700	
ROI (Return on Investment)	Increased media exposure	

Project:	CrowdRiff	
Description	Payment 3 of 4 - License Fee	
Date of Project:	2023-2024	
Cost of Project: \$	7500	
ROI (Return on Investment)	Increased PR on social media	

Project:	CrowdRiff	
Description	Payment 4 of 4 - License Fee	
Date of Project:	2023-2024	
Cost of Project: \$	10,200	
ROI (Return on Investment)	Increased PR on social media	

TEAM KENTUCKY

ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: _____Owen County Tourism Commission_____

Directors Name: _____Holly Bowling_____

Phone Number: _____502-514-1495_____ Email: _tourismdirector@owencountyky.us_____

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ _14,041.00_____

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.
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:	Owen Co. Tourism Social Media Campaign
Description:	Video production and social media updated.
Date of Project:	5/17/2024
Cost of Project: \$	4991
ROI (Return on Investment):	
Project:	Owen Co. Tourism Social Media Campaign
Description:	Social Media Digital Marketing
Marketing in Indiana and Ohio Markets.	
Date of Project:	4/1/2024-6/30/2024
Cost of Project: \$	9050
ROI (Return on Investment):	

TEAM KENTUCKY

ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: _____ Visit Owensboro _____

Directors Name: _____ Mark Calitri _____

Phone Number: ___270 926 1100_____ Email: _____Mark@visitowensboro.com_____

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ ___280,426.18_____

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.
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/SIFRF TRANCHES 2 GRANT - DMO
LEGISLATIVE REPORT

Project:	Content paid for advertising purposes.	
Description:	Weekly blog content created for social media and website advertising.	
Targeted use for creating brand awareness and increase social media engagement. Markets targeted, including a 60 mile radius around each market: Louisville, Lexington, Columbus OH, Indianapolis IN, Nashville TN, St. Louis,		
Date of Project:	This project date range from 7/1/23 to 6/30/2024	
Cost of Project: \$	\$16,462.97	
ROI (Return on Investment):		
<ul style="list-style-type: none"> •2022: Achieved a record-high hotel occupancy for the market. •2023: Continued strong performance with sustained high occupancy. •Average Daily Rate (ADR): Increased by 4.1% year-over-year. •Revenue per Available Room (RevPAR): Up by 4% year-over-year. •Total Revenue: Increased by 3% year-over-year. •2024: Notable occupancy growth in April, June, and July. 		
Project:	Content used for advertising	
Description:	Social media and website content creation, deployment from successful influencers Markets Targeted, including a 60 mile radius around each market: LOUISVILLE, Lexington, Columbus OH, Indianapolis IN, Nashville TN, St. Louis, Platforms: Google Ads, Microsoft, Choozle delivered ads	
Date of Project:	July 1, 2023 to June 30, 2024	
Cost of Project: \$	\$5,606.89	
rd-high hotel occupancy for the market.		

- **2023: Continued strong performance with sustained high occupancy.**
Average Daily Rate (ADR): Increased by 4.1% year-over-year.
- Revenue per Available Room (RevPAR): Up by 4% year-over-year.
- Total Revenue: Increased by 3% year-over-year.
- 2024: Notable occupancy growth in April, June, and July.

Project:	Wayfinding signage	
Description:	<p>Digital kiosks in convention center hotels</p> <p>Two high definition kiosks at signature hotels. Customized signage gives information on attractions, restaurants, and events.</p>	
Date of Project:	July 1, 2023 to June 30, 2024	
Cost of Project: \$	17,920	
	ROI (Return on Investment):	
	<ul style="list-style-type: none"> •2022: Achieved a record-high hotel occupancy for the market. •2023: Continued strong performance with sustained high occupancy. •Average Daily Rate (ADR): Increased by 4.1% year-over-year. •Revenue per Available Room (RevPAR): Up by 4% year-over-year. •Total Revenue: Increased by 3% year-over-year. •2024: Notable occupancy growth in April, June, and July. 	
Project:	Professional Development	
Description:	<p>Attended the Destination International Convention Sales and Services Conference</p> <p>Dedicated learning tracks, peer to peer problem solving, executive leadership</p>	
Date of Project:	April 8-9, 2024	
Cost of Project: \$	677.2	
	ROI (Return on Investment):	
	Improved professionalism and education to attract new business to the market.	

Project:	Funds deployed for digital, TV, and newspaper ads	
Description:	Multiple ad campaigns. KET-tv and digital ads, Messenger Inquirer -Jerry Garcia ads, Holiday World promotion.	
Date of Project:	July 1, 2023 to June 30, 2024	
Cost of Project: \$	32,810	
	ROI (Return on Investment):	
	<ul style="list-style-type: none"> •2022: Achieved a record-high hotel occupancy for the market. •2023: Continued strong performance with sustained high occupancy. •Average Daily Rate (ADR): Increased by 4.1% year-over-year. •Revenue per Available Room (RevPAR): Up by 4% year-over-year. •Total Revenue: Increased by 3% year-over-year. •2024: Notable occupancy growth in April, June, and July. 	
Project:	Website design, enhancement, and advertising	
Description:	Working with recognized website expert firm, Red Pixel to design and enhance CVB website. The CVB website is the vital marketing tool for booking hotel rooms, educating visitors, and driving SEO.	
Date of Project:	July 1, 2023 to June 30, 2024	
Cost of Project: \$	1,500	
	ROI (Return on Investment):	
	<ul style="list-style-type: none"> •2022: Achieved a record-high hotel occupancy for the market. •2023: Continued strong performance with sustained high occupancy. •Average Daily Rate (ADR): Increased by 4.1% year-over-year. •Revenue per Available Room (RevPAR): Up by 4% year-over-year. •Total Revenue: Increased by 3% year-over-year. •2024: Notable occupancy growth in April, June, and July. 	

Project:	Digital advertising and marketing	
Description:	Utilized multiple marketing advertisements across digital platforms, social media channels, and the official DMO website.	
	Markets targeted, including a 60 mile radius around each market: Louisville, Lexington, Columbus OH, Indianapolis IN, Nashville TN, St. Louis,	
Date of Project:	July 1, 2023 to June 30, 2024	
Cost of Project: \$	186,449.12	
	ROI (Return on Investment):	
	<ul style="list-style-type: none"> •2022: Achieved a record-high hotel occupancy for the market. •2023: Continued strong performance with sustained high occupancy. •Average Daily Rate (ADR): Increased by 4.1% year-over-year. •Revenue per Available Room (RevPAR): Up by 4% year-over-year. •Total Revenue: Increased by 3% year-over-year. •2024: Notable occupancy growth in April, June, and July. 	
Project:	Research for destination needs, asset analysis, strategic planning, and visitor profile research	
Description:	<p>Visitation data, campaign attribution, lodging trends to discover critical trends for our destination</p> <p>Placer AI service,AiDNA market research</p>	
Date of Project:	July 1, 2023 to June 30, 2024	
Cost of Project: \$	18,000	
	ROI (Return on Investment):	
	<ul style="list-style-type: none"> •2022: Achieved a record-high hotel occupancy for the market. •2023: Continued strong performance with sustained high occupancy. •Average Daily Rate (ADR): Increased by 4.1% year-over-year. •Revenue per Available Room (RevPAR): Up by 4% year-over-year. •Total Revenue: Increased by 3% year-over-year. •2024: Notable occupancy growth in April, June, and July. 	