



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

**LEGISLATIVE REPORT**

**Name of Organization:** Paducah Convention & Visitors Bureau

**Directors Name:** Alyssa Phares

**Phone Number:** 270-443-8783 **Email:** alyssa@paducah.travel, liz@paducah.travel, fowler@paducah.travel

**List the total amount of funding you have spent or in the process of spending as of June 30, 2024:** \$666,965

**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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<b>Project:</b>	<b>Research</b>
<b>Description:</b>	The CVB contracted with Zartico to get a better understanding of our tourism market and visitor profile. We are about to sign a proposal with another company to complete Visitor Profile research by the end of the calendar year.
<b>Date of Project:</b>	September 2023-Present
<b>Cost of Project: \$</b>	\$164,400
<b>ROI (Return on Investment):</b>	Through Zartico data, we have been able to choose which markets to focus advertising on and make decisions regarding sales opportunities.
<b>Project:</b>	<b>Design, print, and upkeep of a new mid-sized informational guide</b>
<b>Description:</b>	We have a new guide underway with McDaniels marketing. Completed so far are photography and map illustrations.
<b>Date of Project:</b>	December 2023-Present
<b>Cost of Project: \$</b>	\$85,460
<b>ROI (Return on Investment):</b>	Not yet completed
<b>Project:</b>	<b>UNESCO Creative City Marketing</b>
<b>Description:</b>	advertising in these pieces. Sample of publications: Oxford American, KET American Masters, KET Kentucky Living, Quilting Arts Television. We did in-state and out-of-state our creative agency to create a 10th Anniversary logo to celebrate Paducah's 10 years as a UNESCO Creative City. promotion to bring people to Western Kentucky through awareness of Paducah's UNESCO designation. Furthermore, we spent funds with our creative agency to create a 10th Anniversary logo to celebrate Paducah's 10 years as a UNESCO Creative City. We are also working with a regional videographer to create a Creative City video.
<b>Date of Project:</b>	February 2023-Present
<b>Cost of Project: \$</b>	\$110,549.50
<b>ROI (Return on Investment):</b>	We have enjoyed an influx of visitor guide requests and web traffic, as well as earned media mentioning the UNESCO designation. Earned media includes Matador Network, Southern Living, Reader's Digest, MSN and more. There was a 13.6% increase in organic web traffic from FY 2022/2023 to FY 2023/2024.
<b>Project:</b>	<b>Newly Imagined Paducah Trade Show Booth</b>
<b>Description:</b>	The CVB worked with our creative agency to design and create a trade show booth specifically for meeting sales. The booth features a wave-shaped backdrop with Paducah imagery and the words "Creative Conventions, Inspired Meetings." Visitors are invited to step into the booth with a wave carpet, which invokes the river, as well as the Paducah CVB brand. A table for one-on-one talks and a literature rack round out the space for a beautiful and functional interactive experience.

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<b>Date of Project:</b>	Spring 2023
<b>Cost of Project: \$</b>	\$6,862.85
<b>ROI (Return on Investment):</b>	The booth has increased our visitor engagement at shows. Where we used to just have a table, this booth engages planners, which will result in more meetings.
<b>Project:</b>	<b>Trade Shows and Marketplaces</b>
<b>Description:</b>	ARPA funds have allowed us to greatly increase our participation in trade shows and marketplaces, as well as develop crucial new sales tools for the Group Travel market.
<b>Date of Project:</b>	September 2022-Present
<b>Cost of Project: \$</b>	\$33,340.44
<b>ROI (Return on Investment):</b>	Paducah has been able to expand its presence in the industry and build relationships to garner new group and meetings visitation. Furthermore, new sales tools have increased our ability to communicate group tour offerings, which will lead to greater visitation.
<b>Project:</b>	<b>Snowbirds Marketing</b>
<b>Description:</b>	We launched a robust campaign with McDaniels marketing to target visitors who drive through the Paducah area on their way to and from a summer home. We utilized pay-per-click advertising to target audiences interested in travel, snowbirding, and road trips. We also used geofencing to target areas such as retirement homes and communities. Metros advertised in include Wisconsin, Michigan, Ohio, Nebraska, Iowa, Minnesota, Texas, South Carolina, Florida, Georgia.
<b>Date of Project:</b>	February - June 2024
<b>Cost of Project: \$</b>	\$39,417
<b>ROI (Return on Investment):</b>	The campaign has so far garnered 6.6 million impressions and over 50,000 clicks.
<b>Project:</b>	<b>African American Heritage Marketing Plan</b>
<b>Description:</b>	The purpose of this campaign is to highlight Paducah's African-American heritage and encourage Black travelers to visit Paducah. We advertised in publications such as the Black History Month edition of Group Tour magazine and the Civil Rights Trail issue of Group Travel Leader. We are in the process of creating a video series of African-American leaders in Paducah that advertise tourism attractions such as Hotel Metropolitan and Phonograph Farms. Additional work will include social ads and Youtube ads targeted to the regional drive market, as well as website additions.
<b>Date of Project:</b>	February 2023-Present
<b>Cost of Project: \$</b>	\$48,016
<b>ROI (Return on Investment):</b>	We anticipate increased visitation in this market, as well as building new relationships with African-American groups and meetings. We have already noticed positive engagement with social ads on this topic.

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<b>Project:</b>	<b>Targeted Social Media Campaigns</b>
<b>Description:</b>	Social media campaigns with Compass Media centered on Facebook and Instagram properties.
<b>Date of Project:</b>	February 2023-June 2024
<b>Cost of Project: \$</b>	\$25,500
<b>ROI (Return on Investment):</b>	We generated over 1 million impressions, 19,000 clicks, and more than 22,000 engagements.
<b>Project:</b>	<b>Eclipse Marketing Plan</b>
<b>Description:</b>	Advertising in Kentucky Living and Taste, Travel, and Tour Magazine for the 2024 total solar eclipse.
<b>Date of Project:</b>	November 2023 and January 2024
<b>Cost of Project: \$</b>	\$12,550.75
<b>ROI (Return on Investment):</b>	We enjoyed a large crowd for the eclipse with visitors from many states and a handful of other countries.
<b>Project:</b>	<b>Creative and Cultural Collateral Material</b>
<b>Description:</b>	We worked with an agency to develop two mini-mags (Arts and Culture and Outdoor Recreation). These explore Paducah's offerings in these sectors and include dynamic imagery and copy/listing information. They will be distributed in house and through the mail to interested parties beginning in Fall 2024.
<b>Date of Project:</b>	Summer/Fall 2024
<b>Cost of Project: \$</b>	\$20,000
<b>ROI (Return on Investment):</b>	Not yet measurable as these will be distributed in Fall 2024.
<b>Project:</b>	<b>LGBTQIA+ Marketing</b>
<b>Description:</b>	We advertised in Lesbian Connection Magazine to market Paducah's Cinema Systems Film Festival, the only all-Lesbian film festival in the United States.
<b>Date of Project:</b>	Jan-23
<b>Cost of Project: \$</b>	\$619
<b>ROI (Return on Investment):</b>	The festival was successful and investing in the festival helped the CVB's relationship with the LGBT community
<b>Project:</b>	<b>Development of New Downtown Paducah Photo Assets</b>
<b>Description:</b>	ARPA funds helped cover modeling and photography for this project, which has been very helpful in diversifying our
<b>Date of Project:</b>	Spring 2024
<b>Cost of Project: \$</b>	\$5,411
<b>ROI (Return on Investment):</b>	These photos are supporting various ad campaigns and collateral materials, providing a longstanding ROI and ongoing affect.



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<b>Project:</b>	<b>New Enhanced Visitor Features for Website</b>
<b>Description:</b>	Paducah's "Creative City Stories," creative strategy development, and a custom events suite (billed as immersion/creative brief).
<b>Date of Project:</b>	Feb-23
<b>Cost of Project: \$</b>	\$20,125
<b>ROI (Return on Investment):</b>	Organic traffic to our website increased since the launch, with a 13.6% increase from FY 2022/2023 to FY 2023/2024.
<b>Project:</b>	<b>Professional Development</b>
<b>Description:</b>	Education distributed among our team. Examples include CDME through Destinations International and STS Marketing
<b>Date of Project:</b>	July 2023-Present
<b>Cost of Project: \$</b>	\$10,767.96
<b>ROI (Return on Investment):</b>	years.
<b>Project:</b>	<b>New Media Kit</b>
<b>Description:</b>	Development of a media kit to highlight Paducah's tourism offerings, UNESCO designation, history, and meetings facilities.
<b>Date of Project:</b>	Spring 2024
<b>Cost of Project: \$</b>	\$13,945.00
<b>ROI (Return on Investment):</b>	The media kit has been used at marketplaces and for media visits to Paducah. The first time it was used (IPW 2024), Paducah secured an article from the Matador Network. We expect more frequent and better quality media attention with the addition of this piece.
<b>Project:</b>	<b>Travel South International FAM Tour</b>
<b>Description:</b>	Paducah participated with the KDT to host travel planners through Travel South.
<b>Date of Project:</b>	Oct-23
<b>Cost of Project: \$</b>	\$5,000
<b>ROI (Return on Investment):</b>	Paducah established new relationships with tour planners through Travel South, allowing for possible future collaboration.
<b>Project:</b>	<b>JCA Arts Research</b>
<b>Description:</b>	Partnership with JCA to survey arts patrons in Paducah and analyze arts organization databases to better understand the visitor and make decisions regarding marketing that can be shared with local arts stakeholders.
<b>Date of Project:</b>	Fall 2024

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Cost of Project: \$ | \$65,000

ROI (Return on Investment): | Not yet completed



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Name of Organization: \_\_\_\_\_Paintsville Tourism Commission\_\_\_\_\_

Directors Name: \_\_\_\_\_Jeremiah Parsons\_\_\_\_\_

Phone Number: \_\_\_\_\_606-297-1469\_\_\_\_\_ Email: \_\_\_\_\_visitpaintsville@gmail.com\_\_\_\_\_

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ \_\_\_\_\_55,094\_\_\_\_\_

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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<b>Project:</b>	land Travel Show
<b>Description:</b>	how for motor coach buses
<b>Date of Project:</b>	March 1-3 2024
<b>Cost of Project: \$</b>	1,620
<b>ROI (Return on Investment):</b>	TBD as we still have groups coming in this year
<b>Project:</b>	Website Update
<b>Description:</b>	with updated events calendar
<b>Date of Project:</b>	On going
<b>Cost of Project: \$</b>	5,000
<b>ROI (Return on Investment):</b>	Increased website traffic for information and events calendar

# TEAM KENTUCKY

ARPA/SLFRF TRANCHE 2 GRANT - DMO

## LEGISLATIVE REPORT

**Name of Organization: Paris Bourbon County Tourism Commission, Inc.**

**Directors Name: Betty Ann Allen**

**Phone Number: 859-987-8744 Email: tourism@parisky.com**

**List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$\_\_47,768.90**

**List all projects that were completed, or projects that were started as of June 30, 2024.**

This project **Marketing Paris-Bourbon County** was accomplished internally, and through outside creative professional services:

- Print ads in magazines and supplements such as Guest Quest (Ohio Edition), Keeneland Magazine Bloodhorse, Travel Host. Guest Quest was a new market in Ohio.
- Social Media ads reached Lexington, Indianapolis, Louisville, Cincinnati and Columbus.
- Updated website with a calendar of events which is promoted through mailing lists, social media, print ads, and brochures.
- Development of a Bourbon Co. Tourism visitors' magazine for distribution across Ky. and out of state mailings as requested.
- Development of a new brochure for distribution across the Kentucky Welcome Centers and Regional Tourism Offices and out of state mailings.
- In addition, professional videography- 2- day shoot on location,
- Photography- 2-day shoot on location,
- Fall & Spring TV streaming campaign,
- Fall & Spring social media campaign
- KDT audience extension and programmatic,
- ENEWS Performance Sept. 122,189 sent,
- ENEWS Performance- April 121,085 sent,
- Custom KDT Article 3496 views.

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	<b>Project:</b>		MARKETING PARIS-BOURBON COUNTY										
2													
3	<b>Description:</b>		WORKING WITH MARKETING PROFESSIONALS TO ACHIEVE OUR										
4			MISSION OF PROMOTING AND SUPPORTING ALL TOURISM ASSETS										
5			WITHIN OUR COMMUNITY TO CREATE A POSITIVE IMPACT AND AN										
6			ENRICHED QUALITY OF LIFE FOR ALL.										
7													
8	<b>Date of Project:</b>		2022-2024										
9	<b>Cost of Project: \$</b>		\$47,768.90										
10	<b>ROI</b>		Magazine Advertising.....249,585 distributed										
11			Brochures.....5000 printed 4500 distributed statewide and regional										
12			Fall & Spring TV streaming campaign- 90,993 impressions with 98.4% completion rate										
13			Digital display campaigns- 500,139 impressions, 1774 engagements and 519 visits										
14			KDT audience extension and programmatic- 455,630 impressions, 547 clicks, .12% CTR										
15			ENEWS Performance- Sept. 122,189 sent, 122,018 delivered, 171 bounced, 47,395 open, OR 38.84%, 1983 clicks,1.63% CTR										
16			ENEWS Performance- April 121,085 sent, 120,766 delivered, 319 bounced 55,309 opened, OR 45.80%, clicks 242, CTR 2.44%,										
17			April 22857 sent, 22,838 delivered, 13 bounced, 14,034 opened, OR 61.45%, 617 clicks CTR 2.70%										
18			Custom KDT Article - 3496 views, 2762 users, with 1m 16s avg. engagement time.										
19			Videography- 3 thirty second spots, 3 fifteen second spots and 1 sixty second video										



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Name of Organization: PARK CITY TOURIST & CONVENTION COMMISSION

Directors Name: LINDA WATTS

Phone Number: 270-537-1213 Email: VISITPARKCITYKY@GMAIL.COM

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 45,748.50

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

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Project:	CONTINUING EDUCATION
Description:	REGISTRATION FOR STS TMP MARKETING COLLEGE
YEAR 2 EXECUTIVE DIRECTOR, WORKING TOWARDS TMP CERTIFICATION	
Date of Project:	5/23/2023
Cost of Project: \$	1375
ROI (Return on Investment):	YEAR 2 COMPLETED, NETWORKING, PARK CITY ANNUAL COMMUNITY EVENT CREATED
Project:	CONTINUING EDUCATION
Description:	STS CONNECTIONS TMP LUNCHEON
Date of Project:	8/7/2023
Cost of Project: \$	150
ROI (Return on Investment):	LEADERSHIP TRAINING, NETWORKING - PERSONAL DEVELOPMENT, SHARING OF IDEAS

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<b>Project:</b>	CONTINUING EDUCATION
<b>Description:</b>	REGISTRATION FOR EDUCATIONAL SEMINARS FOR TOURISM ORGANIZATIONS -ESTO
ATTENDED ESTO SEMINARS FOR INFORMATION ON TOURISM TRENDS, BEST PRACTICES, MARKETING IDEAS, NETWORKING,	
<b>Date of Project:</b>	7/27/2023
<b>Cost of Project: \$</b>	1300
<b>ROI (Return on Investment):</b>	IDEAS FROM SEMINARS INCORPORATED IN SOCIAL MEDIA MARKETING PLAN/S
<b>Project:</b>	ADVERTISING & MARKETING
<b>Description:</b>	KY DEPT OF TOURISM Enews LETTERS
<b>Date of Project:</b>	9/19/2023
<b>Cost of Project: \$</b>	3400
<b>ROI (Return on Investment):</b>	INCREASED WEBSITE TRAFFIC, ESTABLISHING A BRAND IDENTITY

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<b>Project:</b>	ADVERTISING & MARKETING
<b>Description:</b>	PRINT & DIGITAL MEDIA KDOT
<b>Date of Project:</b>	9/6/2023
<b>Cost of Project: \$</b>	2500
<b>ROI (Return on Investment):</b>	INCREASED PHONE AND EMAIL CONTACT FOR LEADS
<b>Project:</b>	ADVERTISING & MARKETING
<b>Description:</b>	NEW DRIVEMARKET ADVERTISING IN & AROUND NASHVILLE
<b>Date of Project:</b>	9/18/2023
<b>Cost of Project: \$</b>	1965
<b>ROI (Return on Investment):</b>	GRAND VICTORIAN INN REPORTED INCREASED RESERVATIONS FROM NASHVILLE & TENNESSEE

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<b>Project:</b>	ADVERTISING & MARKETING
<b>Description:</b>	LIFESTYLES MAGAZINE- KY MONTHLY MAGAZINE
<b>Date of Project:</b>	10/1/2023
<b>Cost of Project: \$</b>	3892
<b>ROI (Return on Investment):</b>	INCREASED LEADS AND PHONE CALLS
<b>Project:</b>	ADVERTISING & MARKETING
<b>Description:</b>	KDOT TOURISM NEWSLETTER SPONSORED ROW
<b>Date of Project:</b>	9/15/2023
<b>Cost of Project: \$</b>	1260
<b>ROI (Return on Investment):</b>	INCREASE IN WEBSITE CLICKS AND PHONE CALLS FOR INFO



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<b>Project:</b>	ADVERTISING & MARKETING	
<b>Description:</b>	KY VISITORS GUIDE DIGITAL AND PRINT ADVERTISING	
<b>Date of Project:</b>	1/17/2024	
<b>Cost of Project: \$</b>	7780	
<b>ROI (Return on Investment):</b>	LARGE INCREASE IN WEB TRAFFIC AND SOCIAL MEDIA PLATFORMS	
<b>Project:</b>	CONTINUING EDUCATION	
<b>Description:</b>	REGISTRATION STS COLLEGE YEAR 3	
<b>Date of Project:</b>	2/27/2024	
<b>Cost of Project: \$</b>	1475	
<b>ROI (Return on Investment):</b>	COMPLETED YEAR 3 OF TMP MARKETING COLLEGE, EXPANDING MARKETING EFFORTS.	

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Project:	ADVERTISING & MARKETING	
Description:	NEW MARKET PRINT MAGAZINE ADVERTISING. WOMAN'S DAY MAGAZINE	
Date of Project:	4/1/2024	
Cost of Project: \$	1647	
ROI (Return on Investment):	B&BS AND GRAND VICTORIAN INN SHOW INCREASES IN BOOKINGS	
Project:	ADVERTISING & MARKETING	
Description:	NEW MARKET PRINT & DIGITAL ADVERTISING - COUNTRY LIVING	
Date of Project:	4/1/2024	
Cost of Project: \$	823	
ROI (Return on Investment):	ADDITIONAL TRAFFIC ON TRAILS; LOCAL & PARK BIKE, HIKING AND CANOEING	

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<b>Project:</b>	ADVERTISING & MARKETING
<b>Description:</b>	KY MONTHLY & NASHVILLE LIFESTYLE PRINT SPRING ADS
<b>Date of Project:</b>	4/16/2024
<b>Cost of Project: \$</b>	5592
<b>ROI (Return on Investment):</b>	LODGING RESERVATIONS HAVE INCREASED
<b>Project:</b>	ADVERTISING & MARKETING
<b>Description:</b>	CINCINNATI & COLUMBUS MONTHLY MAGAZINE PRINT ADS
<b>Date of Project:</b>	4/16/2024
<b>Cost of Project: \$</b>	3932.5
<b>ROI (Return on Investment):</b>	NEW DRIVE MARKETS PRINT ADS - BUSINESSES REPORT INCREASE IN OHIO VISITORS



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<b>Project:</b>	ADVERTISING & MARKETING
<b>Description:</b>	PRINT AD BLUE RIDGE OUTDOORS MAGAZINE
<b>Date of Project:</b>	4/16/2024
<b>Cost of Project: \$</b>	2800
<b>ROI (Return on Investment):</b>	INCREASED TRAFFIC FOR OUTDOOR TRAILTOWN TRAILS
<b>Project:</b>	CONTINUING EDUCATION
<b>Description:</b>	ESTO REGISTRATION
<b>Date of Project:</b>	4/23/2024
<b>Cost of Project: \$</b>	1700
<b>ROI (Return on Investment):</b>	PERSONAL DEVELOPMENT, LEADERSHIP SKILLS ACCESSIONMENT, INSPIRING KEYNOTE SPEAKERS

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<b>Project:</b>	ADVERTISING & MARKETING
<b>Description:</b>	HEARST MAGAZINE -SPRING MAY/JUNE EDITIONS
<b>Date of Project:</b>	5/5/2024
<b>Cost of Project: \$</b>	3412
<b>ROI (Return on Investment):</b>	ADVERTISING IN NEW DRIVE MARKET AREAS
<b>Project:</b>	
<b>Description:</b>	
<b>Date of Project:</b>	
<b>Cost of Project: \$</b>	
<b>ROI (Return on Investment):</b>	

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**Name of Organization:** Pendleton County Tourism Council, Inc.

**Directors Name:** Jen Short, President

**Phone Number:** 502-490-9612    **Email:** jenshort1979@gmail.com; pctourismcouncil@gmail.com

**List the total amount of funding you have spent or in the process of spending as of June 30, 2024:** \$3,914.61

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<b>Project:</b>	Pendleton County Printed Rack Cards
<b>Description:</b>	We have long needed a standard rack card to place within the region and to include a 6-month rolling calendar of events. This funding allowed the council to hire a professional graphic designer to culminate photos, text, events and information into a standard rack card, which has been placed at both local destinations to cross-promote locally as well as at rest stop destinations in the NKY river region area. We also have requests for more brochures from the original placement of these resources.
<b>Date of Project:</b>	5/31/2024
<b>Cost of Project: \$</b>	1,440
<b>ROI (Return on Investment):</b>	
	the county. Additionally, this allowed the council to establish a standard template for the rack card for future updates/prints to be made.
<b>Project:</b>	Promotion of Annual Events
<b>Description:</b>	For our 2023 and 2024 events, we were able to place a series of Facebook ads and radio spots for upcoming events including Art Walk, Pendleton Outdoor Palooza, Farm Tour, Balloons & Tunes and Kincaid Regional Theatre Production Series. Radio ads were in the Cincinnati market, and the total reflected below includes 50% of the value of those radio ads placed in Cincinnati given it is within 50 miles of our community.
<b>Date of Project:</b>	4/9/2024
<b>Cost of Project: \$</b>	2474.61
<b>ROI (Return on Investment):</b>	
	The 2023 Art Walk event had greater attendance and vendor participation than has had since pre-covid #s due in major part due to the expanded ability to promote within the region. Farm Tour grew attendance and expanded well beyond the region this year in its second year. Balloons and Tunes was a first ever event and the ROI on this one was enormous as the council generated \$20,000 NET of tourism revenue for future endeavors within the county. This event will become an annual event.



ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: City of Pikeville Tourism

Directors Name: Jill Dotson

Phone Number: 606-437-5108 Email: Jill.dotson@pikevilleky.gov

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 40,614.96

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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6. Research projects.
7. Way-finding signage and how you have utilized the signage to move visitors around your county. List how many signs have you developed and installed.
8. List project cost and the ROI (return on investment, which could be from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, request for brochures, Google analytics or compare to pre-covid numbers (2019).

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

<b>Project:</b>	<b>Tourism Advertising</b>
<b>Description:</b>	USA Today, , print brochures, Lane Report, Kentucky Living Magazine, Billboards
<b>Date of Project:</b>	8/23-06/24
<b>Cost of Project: \$</b>	40, 614.96
<b>ROI (Return on Investment):</b>	\$0
<b>Project:</b>	
<b>Description:</b>	
<b>Date of Project:</b>	
<b>Cost of Project: \$</b>	
<b>ROI (Return on Investment):</b>	

# TEAM KENTUCKY

ARPA/SLFRF TRANCHE 2 GRANT - DMO

## LEGISLATIVE REPORT

Name of Organization: Powell County Tourism Commission  
Directors Name: Pete Fingerson  
Phone Number: 606-663-1161 Email: Pete@gopoco.org

List the total amount of funding you have spent or in the process of spending as of June 30, 2023: \$ 39,854

List all projects that were completed, or projects that were started as of June 30, 2023. When describing projects include information such as:

1. Markets used to advertise - Indianapolis, Chicago, St Louis, Columbus, Nashville, Atlanta, etc. Indicate if this was a new market for your organization. If not, how was the advertising enhanced to attract new visitors. List if you used digital marketing (location), publications (list a sample of publications), TV, radio, or billboards and dates of advertising.
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ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

Project:	Joker Business Solutions Video Production - 4 quarters	
Description:		
<p>Joker Business Solutions was contracted to do quarterly video shoots. The contract included the pre-production and planning phase all the way through to final editing</p> <p>The videos cover a variety of subjects and highlight the unique features and qualities of the Red River Gorge region.</p>		
Date of Project:	Jun-23	
Cost of Project: \$	\$13,640	
ROI (Return on Investment):	This series of videos has resulted in increased visitor experience, higher occupancy rates, and these videos have been viewed more than 100,000 times combined already.	
<p>The videos have been viewed across countries all over the world. It has also provided invaluable content for our newly upgraded website. We have visitors almost daily express that they saw one of our videos and came into our visitor center seeking further information.</p>		
Project:	Joker Business Solutions Website Development	
Description:	The Powell Co Tourism Commission hired Joker Business Solutions to upgrade our website to further enhance the visitor experience. It was found in our strategic plan that visitors lacked a centralized location to find information on the RRG area.	
<p>We have updated photography, videography, business listings, business owner portal, transient tax information, and a ton more. The website sees almost 15,000 views per month from all over the world.</p>		
Date of Project:	Aug-23	
Cost of Project: \$	\$8,500	
ROI (Return on Investment):	Our website has been an invaluable resource for us and for everyone who uses it. It has become a centralized hub of information on the RRG region. It sees almost 15,000 views per month. We use our social media to try to draw people to our website as well. It has high quality photography and videography. The new website makes finding information on the area a lot easier for the potential visitor.	

<b>Project:</b>	Strategic Planning Survey from Six Zero Six Development Group
<b>Description:</b>	Conduct a survey to gather data for a strategic plan for the Powell Co Tourism Commission. Our main goal was to gather information to better enhance the visitor experience. Another goal was to support local businesses and cabin rental companies, as well as helping protect and preserve our natural and cultural resources. The project allowed us to get information on targeted demographics as well as provide valuable information to our business and cabin owners.
<b>Date of Project:</b>	Jul-23
<b>Cost of Project: \$</b>	\$5,000
<b>ROI (Return on Investment):</b>	The survey and the strategic plan are invaluable resources for us as well as for our business and cabin owners. It has assisted us with knowing how to better enhance the visitor experience. It has allowed us to better target some of our marketing campaigns, it has allowed us to assess our shortcomings when it comes to visitor experience, and it has helped us better understand our visitor base.

<b>Project:</b>	RRG Guides and Maps
<b>Description:</b>	We use high quality printed materials here in our welcome center as well as giving them out to local businesses and cabin owners for their use. They list all of our lodging, activities, restaurants, events, and more. The RRG guide is a project that consists of Powell, Lee, Estill, and Wolfe Counties. The maps are solely printed by Powell County Tourism. The maps and guides greatly assist the visitor with their experience in the area.
<b>Date of Project:</b>	June 2023 and August 2023
<b>Cost of Project: \$</b>	Maps - \$6575, RRG Guides - \$6675
<b>ROI (Return on Investment):</b>	The maps and RRG guides have proven to be huge assets and we have made edits and have reprinted a handful of times. We have printed over 100,000 combined maps and guides and handed them out. We also mail maps and guides when requested via our website. The guides have increased room occupancy, enhanced the visitor experience, and increased website visits since we try to drive traffic to that in print as well as digital platforms.



ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: Prestonsburg Tourism Commission  
Directors Name: Lauren McCoart  
Phone Number: 606-339-4051 Email: director@prestonsburgky.org  
List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 62,941

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

1. Markets used to advertise - Indianapolis, Chicago, St Louis, Columbus, Nashville, Atlanta, etc. Indicate if this was a new market for your organization. If not, how was the advertising enhanced to attract new visitors. List if you used digital marketing (location), publications (list a sample of publications), TV, radio, or billboards and dates of advertising.
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ARPA/SLFRF TRANCHE 2 GRANT - DMO LEGISLATIVE REPORT

<b>Project:</b>	<b>Blue Ridge Outdoor Ad</b>
<b>Description:</b>	Halfpage Ad + Bonus Web Ad + Bonus E-Newsletter Ad + Bonus Listing in Event Guide
<b>Date of Project:</b>	August 2023
<b>Cost of Project: \$</b>	\$3,200
ROI (Return on Investment):	
<b>Project:</b>	<b>Bluegrass Road Trip Magazine</b>
<b>Description:</b>	4 pages. Itinerary of things to do in Prestonsburg
<b>Date of Project:</b>	Summer 2024
<b>Cost of Project: \$</b>	800
ROI (Return on Investment):	
<b>Project:</b>	<b>Star Summer Series Postcard Send out</b>
<b>Description:</b>	Mailed 1,000 postcards promoting Star City Summer music Series
<b>Date of Project:</b>	June 2023
<b>Cost of Project: \$</b>	\$1,400
ROI (Return on Investment):	
<b>Project:</b>	<b>ABA Nashville Travel Show</b>
<b>Description:</b>	Motorcoach show in Nashville. Promote Prestonsburg and the Eastern Kentucky region to owners & operator of motorcoach tour companies.
<b>Date of Project:</b>	Jan 13-16, 2024
<b>Cost of Project: \$</b>	\$4,040
ROI (Return on Investment): 5 tour companies have contacted Prestonsburg Tourism for more information. 3 of the companies have brought over 40+ people here each time	
<b>Project:</b>	<b>Buffalo NY Travel Show</b>
<b>Description:</b>	Motorcoach show in Buffalo. We send a representative to promote Prestonsburg and the Eastern Kentucky region to owners & operator of motorcoach tour companies.
<b>Date of Project:</b>	March 17 - 19, 2024



ARPA/SLFRF TRANCHE 2 GRANT - DMO LEGISLATIVE REPORT

Cost of Project: \$	\$2,195
ROI (Return on Investment): 7 tour companies reached out for more information to plan a trip for 2025 and 2026	
Project:	<b>Summer Series Flyer</b>
Description:	Advertising Design of flyer for concert series
Date of Project:	April 2023
Cost of Project: \$	\$600
ROI (Return on Investment):	
Project:	<b>Electronic Touch Screen Kiosk (5)</b>
Description:	Electronic Kiosk for our office in the Mountain Arts Center & our 4 hotels
Date of Project:	May 2024
Cost of Project: \$	\$19,100
ROI (Return on Investment):	
Project:	<b>Crowdriff</b>
Description:	Platform License company. Seek out photos taken in and around Prestonsburg & reach out to get licenses to use the photo & store all the paperwork.
Date of Project:	August 2023 - August 2024
Cost of Project: \$	\$700
ROI (Return on Investment):	
Project:	<b>Traveling Booth Set-up</b>
Description:	10x10 booth set up at Adventure Travel show in Chicago
Date of Project:	January 2024
Cost of Project: \$	\$4,295
ROI (Return on Investment):	
Project:	<b>"When I say I'm from Kentucky" Video Series</b>
Description:	Video Series of different people from all walks of life but the common theme is being from Kentucky
Date of Project:	Summer 2023
Cost of Project: \$	\$2,600
ROI (Return on Investment):	
Project:	<b>Photography Ad</b>

ARPA/SLFRF TRANCHE 2 GRANT - DMO LEGISLATIVE REPORT

Description:	Photographed ad our
Date of Project:	August 2023
Cost of Project: \$	\$848
	ROI (Return on Investment):
Project:	<b>Travel Publication &amp; Content</b>
Description:	Creating a new brochure for Prestonsburg Tourism
Date of Project:	Currently working on it
Cost of Project: \$	\$2,500
	ROI (Return on Investment):
Project:	<b>Hotel/Restaurent Photos for 2024 Visitor Guide</b>
Description:	Updated Photos for social, visitor guide, & website
Date of Project:	March 2024
Cost of Project: \$	\$950
	ROI (Return on Investment):
Project:	<b>Electronic Touch Screen Kiosk</b>
Description:	Electronic Touch Screen Kiosk maintenance and software for all 5 of the kiosk we ordered for a year
Date of Project:	May 2024
Cost of Project: \$	\$10,800
	ROI (Return on Investment):
Project:	<b>Mobile Advertising - car wrap</b>
Description:	Cavertise wraps an uber vehicle in a Prestonsburg advertisement for 12 weeks and drives around Charleston, WV.
Date of Project:	May 2024 - July 2024
Cost of Project: \$	\$2,613
	ROI (Return on Investment):



# TEAM KENTUCKY

ARPA/SLFRF TRANCHE 2 GRANT - DMO

## LEGISLATIVE REPORT

Name of Organization: Princeton Tourism Commission

Directors Name: Jenny Clark - Chair

Phone Number: 270-365-9575 Email: jenny.clark@princetonkentucky.org

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 5115<sup>00</sup> (design work)

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:	Wayfinding Signs
Description:	Installation of 3 signs - Waiting on state approval for bid
Date of Project:	
Cost of Project: \$	5115 <del>00</del> - on design
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: Radcliff Convention and Tourism Commission

Directors Name: Kelly Barron

Phone Number: (270) 352-1204 Email: radclifftour@bbtel.com

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 102,438.00

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

1. Markets used to advertise - Indianapolis, Chicago, St Louis, Columbus, Nashville, Atlanta, etc. Indicate if this was a new market for your organization. If not, how was the advertising enhanced to attract new visitors. List if you used digital marketing (location), publications (list a sample of publications), TV, radio, or billboards and dates of advertising.
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ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

<b>Project:</b>	Advertising at the Atlanta International Airport
<b>Description:</b>	Showcasing key tourism attractions in the Radcliff/Fort Knox Community to travelers at the Atlanta International Airport. Advertisement on package of 18 (55") LCD's and 1 LED Video Wall, Baggage Claim. Duration: :10 Spot/:120 Loop.
<b>Date of Project:</b>	12/18/23-6/2/24
<b>Cost of Project: \$</b>	63,000.00
<b>ROI (Return on Investment):</b>	The ad received approximately 58,588,320 impressions from 12/18/23-6/2/24. Transient room tax income increased approximately 8.66% when comparing 12/18/23-6/2/24 to 12/18/22-6/2/23.
<b>Project:</b>	
<b>Description:</b>	
<b>Date of Project:</b>	
<b>Cost of Project: \$</b>	
<b>ROI (Return on Investment):</b>	

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

<b>Project:</b>	Advertising at the Nashville International Airport
<b>Description:</b>	Showcasing key tourism attractions in the Radcliff/Fort Knox Community to travelers at the Nashville International Airport. Advertisement on package of 4 LCD's (82" and 85"), Concourses. Duration: :10 Spot/:180 Loop.
<b>Date of Project:</b>	12/18/23-12/31/23
<b>Cost of Project: \$</b>	3,286.50
<b>ROI (Return on Investment):</b>	The ad received approximately 1,626,315 impressions from 12/18/23-12/31/23.
<b>Project:</b>	Advertising at the Nashville International Airport
<b>Description:</b>	Showcasing key tourism attractions in the Radcliff/Fort Knox Community to travelers at the Nashville International Airport. Advertisement on package of 16 (65") LCD's, Baggage Claim. Duration: :10 Spot/:330 Loop.
<b>Date of Project:</b>	1/1/24-6/2/24
<b>Cost of Project: \$</b>	36,151.50
<b>ROI (Return on Investment):</b>	The ad received approximately 13,203,713 impressions from 1/1/24-6/2/24.



ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: Richmond Tourism Commission  
Directors Name: Lori Murphy Tatum  
Phone Number: 859-626-8474 Email: lmurphy@richmond.ky.us  
List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 67,065

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

1. Markets used to advertise - Indianapolis, Chicago, St Louis, Columbus, Nashville, Atlanta, etc. Indicate if this was a new market for your organization. If not, how was the advertising enhanced to attract new visitors. List if you used digital marketing (location), publications (list a sample of publications), TV, radio, or billboards and dates of advertising.
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**ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT**

<b>Project:</b>	<b>Wayfinding Signage</b>
<b>Description:</b>	We are currently working on a wayfinding project throughout our City. This will help visitors find local attractions and beautify our City.
<b>Date of Project:</b>	2024 will be finished by November 2024
<b>Cost of Project: \$</b>	160000 - 22,540 spent FY 24
<b>ROI (Return on Investment):</b>	Well-designed wayfinding signage will help tourists navigate easily, improving their overall experience. ROI: Satisfied visitors are more likely to spend more time and money in the area, leading to higher spending on local businesses and services.
<b>Project:</b>	<b>Research</b>
<b>Description:</b>	We purchased research from Zartico and Datafy to analyze where our visitors are spending their time and money when visiting all points of interest within Richmond.
<b>Date of Project:</b>	2024 - year long
<b>Cost of Project: \$</b>	\$43,025
<b>ROI (Return on Investment):</b>	The research is helping to identify which events, and attractions are most popular, allowing our office to allocate resources more efficiently. ROI: Optimized resource allocation has leads to cost savings and ensured that advertisements are made in areas with the highest potential for return.



# TEAM KENTUCKY

ARPA/SLFRF TRANCHE 2 GRANT - DMO

## LEGISLATIVE REPORT

Name of Organization: Scottsville-Allen Co. Chamber of Commerce \_\_\_\_\_

Directors Name: Susan Carter \_\_\_\_\_

Phone Number: (270) 237-4782 \_\_\_\_\_ Email: chamber@scottsville-ky.inf \_\_\_\_\_

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

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

<b>Project:</b>	<b>Promotional video</b>	
<b>Description:</b>	Produce (3) 30-60 second videos for posting on the Websites and social media promoting the many tourist attractions in and around Scottsville and Allen County, Kentucky. The videos will be posted on local and regional websites such as the Chamber of Commerce, The city of websites such as The city of Scottsville, The County of Allen, Cave, Lakes, and Corvettes Regional site. The videos will be posted on social media and shared to state and local tourism social media sites.	
<b>Date of Project:</b>	Oct-24	
<b>Cost of Project: \$</b>	\$22,000	
<b>ROI (Return on Investment):</b>	Scottsville and Allen Co. have increase tourism spending by 2 million dollars since 2019. Tourism employment numbers have risen back to the pre pandemic numbers.	
<b>Project:</b>	<b>Advertisement</b>	
<b>Description:</b>	Placed 3 ads in KY Living Magazine 3 different monthly magazine editions	
<b>Date of Project:</b>	Sept. 2023 Feb. 2024 April 2024	
<b>Cost of Project: \$</b>	\$1,500	
<b>ROI (Return on Investment):</b>	329 readers requested information on Scottsville and Allen Co. Tourism spending in Allen Co. has increased 2.0 millions since 2019	

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

<b>Project:</b>	Brochure (10,000)	
<b>Description:</b>	11x17, 4/4, gatefold + tri-fold:	
	Brochure distribution: Annual Contract to be placed at the #15 & # 16 rest stops on I 65.	
	The brochures will also be distributed at hotel racks on I65 and I24 for 1 year	
<b>Date of Project:</b>	Aug-24	
<b>Cost of Project: \$</b>	\$7,910	
<b>ROI (Return on Investment):</b>	. Tourism spending in Scottsville & Allen Co. has increased 2.0 million since 2019	
	Tourism Employment numbers have risen back to pre-pandemic numbers	
<b>Project:</b>		
<b>Description:</b>		
<b>Date of Project:</b>		
<b>Cost of Project: \$</b>		
<b>ROI (Return on Investment):</b>		

# TEAM KENTUCKY

ARPA/SLFRF TRANCHE 2 GRANT - DMO

## LEGISLATIVE REPORT

Name of Organization: Shelby County Tourism Commission

Directors Name: Janette Marson

Phone Number: 502-633-6388 Email: janette@visitshelbyky.com

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ \$45,418.00

Grand total from start of ARPA DMO — \$186,513.24

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:	Print Ad- Indpls. monthly magazine	
Description:	Full page Ad promoting Shelby Co. in the October issue.	
Date of Project:	Oct. 2023	
Cost of Project: \$	\$ 4,700.00	
ROI (Return on Investment):	Great visibility around the state	
Project:	Print Ad- Indpls. monthly magazine	
Description:	Full page Ad in the Sept. 2022 issue promoting Shelby County	
Date of Project:	Sept. 2022	
Cost of Project: \$	\$ 3,200.00	
ROI (Return on Investment):	Great promotion for visiting Shelby Co.	



ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

Project:	Print Ad - Kentucky Living Magazine
Description:	1/2 page ad in the Sept. 2022 issue promoting Shelby County
Date of Project:	Sept. 2022
Cost of Project: \$	\$ 3,700.00
ROI (Return on Investment):	Great promotion for our destination,
Project:	Print Ad - The Group Travel Leader Magazine
Description:	Full page Ad in the Jan. 2023 issue of the magazine.
Date of Project:	Jan. 2023
Cost of Project: \$	\$ 3,000
ROI (Return on Investment):	Great promotion for our County



ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

Project:	Shelby County Visitor Guide	
Description:	We printed a new Visitor Guide & have been distributing them all over the United States	
Date of Project:	Jan. 2024	
Cost of Project: \$	\$ 5,175	
ROI (Return on Investment):	we have distributed about 25,000	
Project:	Washingtonian Magazine - Print Ad	
Description:	1/2 page Ad in the April 2024 issue promoting Shelby County.	
Date of Project:	April 2024	
Cost of Project: \$	\$ 6,840	
ROI (Return on Investment):	great promotion of our County	

ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

Project:	Print Ad- Chicago magazine.
Description:	Full page Ad in the May 2024 issue of Chicago Magazine promoting Shelby Co.
Date of Project:	May 2024
Cost of Project: \$	\$ 8,978
ROI (Return on Investment):	Great promotion for our county! Increase visitation
Project:	Print Ad- Indpls. Monthly magazine
Description:	Full page Ad promoting Shelby County.
Date of Project:	June 2024
Cost of Project: \$	\$ 4,700.00
ROI (Return on Investment):	Great promotion for our County

ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

Project:	Print Ad - Atlanta Magazine	
Description:	Full page Ad in the March 2024 issue promoting Shelby County.	
Date of Project:	March 2024	
Cost of Project: \$	\$ 5,325. <u>00</u>	
ROI (Return on Investment):	Great promotion for our County	
Project:		
Description:		
Date of Project:		
Cost of Project: \$		
ROI (Return on Investment):		





ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: Shepherdsville-Bullitt County Tourist & Convention Commission

Directors Name: Troy Beam

Phone Number: 502.543.8656 Email: director@travelbullitt.org

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 295,525.00

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**

<b>Project:</b>	KY Sports Radio Commercials and KY Sports Radio Shows (2)	
<b>Description:</b>	To reach areas within Kentucky statewide and Southern Ohio/Cincinnati markets.	
<b>Date of Project:</b>	Feb-Jul 2023 + Apr 2024 + Jun 2024	
<b>Cost of Project: \$</b>	27,638.00	
<b>ROI (Return on Investment):</b>	We saw an uptick in web hits and phone calls statewide and in the Cincy area.	
<b>Project:</b>	WAVE Streaming Commercials	
<b>Description:</b>	Commercial highlighting attractions in Bullitt County like our Wine, Whiskey & Ale Trail.	
Streaming in Cincinnati, Columbus, and Indianapolis markets.		
<b>Date of Project:</b>	Feb - Aug 2023	
<b>Cost of Project: \$</b>	50,450.00	
<b>ROI (Return on Investment):</b>	Really good for web hits and information requests for all areas where commercials aired.	



ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

<b>Project:</b>	Theater Advertising	
<b>Description:</b>	Advertisements onscreen at theaters in Florence and Ashland KY markets.	
<b>Date of Project:</b>	Mar - May 2023	
<b>Cost of Project: \$</b>	7,264.99	
<b>ROI (Return on Investment):</b>	Saw an increase in info requests from the Northern KY area, Florence especially.	
<b>Project:</b>	Digital Touch Screen Kiosks	
<b>Description:</b>	22 Digital touch screen kiosks have been placed in a couple of wineries, distilleries, City Hall, and some of	
Bullitt County's most attended attractions. The kiosks lead visitors to attractions, lodging, restaurants, and more. Each page		
contains a QR code leading to the appropriate page on our website which also increases our website traffic.		
<b>Date of Project:</b>	2023/24	
<b>Cost of Project: \$</b>	141,375.00	
<b>ROI (Return on Investment):</b>	Hoteliers reported major use by guests to find local rstaaurants and attractions.	

ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

<b>Project:</b>	Re-Design Shepherdsville/Bullitt County Tourism Website
<b>Description:</b>	A complete re-vamp of the website with a better organization of attractions and the events calendar.
It will also highlight several getaway experiences based on individual interests. The Wine, Whiskey & Ale Trail will be	
a big focus of the site.	
<b>Date of Project:</b>	Nov 2023 - Present
<b>Cost of Project: \$</b>	7,756.32
<b>ROI (Return on Investment):</b>	Still in process.
<b>Project:</b>	WHAS 11 Great Day Live spot + OTT Streaming Commercials
<b>Description:</b>	Tourism hosted Claudia Coffey and her Great Day Live team as they interviewed Bullitt County personalities
at James B Beam Distilling and The Kitchen Table, Four Roses Bottling, our four wineries, Gallant Fox, Kart Kountry, Bernheim,	
and Bullitt County History Museum. It aired April 12, 2024.	
The OTT commercials included the Dayton, Indianapolis, and Cincinnati markets.	
<b>Date of Project:</b>	Apr - Jun 2024
<b>Cost of Project: \$</b>	27,499.05
<b>ROI (Return on Investment):</b>	Lots of chatter locally and from Louisville people. Wineries saw a bit of a spike. OTT showed spikes
in cities involved.	

ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

<b>Project:</b>	6AM City Advertisement	
<b>Description:</b>	6AM City is an online publication. This advertisement was set up to promote our first Wine, Whiskey & Ale Fest	
in these markets: Indianapolis, Nashville, and Louisville.		
<b>Date of Project:</b>	Mar - Apr 2024	
<b>Cost of Project: \$</b>	3,050.00	
<b>ROI (Return on Investment):</b>	Spikes from cities involved.	
<b>Project:</b>	WXIX Streaming & Broadcast Commercials Fox 19 Cincinnati	
<b>Description:</b>	These commercials promoted our Wine, Whiskey & Ale Fest which took place in April 2024 as well as highlight	
the many attractions and lodging choices in Bullitt County.		
<b>Date of Project:</b>	Apr - Jun 2024	
<b>Cost of Project: \$</b>	15,075.00	
<b>ROI (Return on Investment):</b>	In checking ID's at the festival we saw several folks from the Northern Ky, Cincy area.	

ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

<b>Project:</b>	WLEX TV Streaming/Broadcast Commercials and Digital Advertisements	
<b>Description:</b>	Troy Beam was interviewed in the Best of the Bluegrass segment. The Wine, Whiskey & Ale Fest was highlighted as well as the Wine, Whiskey & Ale Trail itself. Family friendly Kart Kountry and Bernheim Forest were also promoted. This was broadcast in the Lexington & Eastern KY markets.	
<b>Date of Project:</b>	Apr -May 2024	
<b>Cost of Project: \$</b>	15,000.00	
<b>ROI (Return on Investment):</b>	Saw web spikes and also several ID's from Lex and SEKY	
<b>Project:</b>	CapCity Radio Commercials	
<b>Description:</b>	This advertisement emphasized Heritage Hill Golf Course, Kart Kountry, Bernheim, and much more. The broadcast area was Bowling Green KY and Parkersburg WV.	
<b>Date of Project:</b>	Jun 2024	
<b>Cost of Project: \$</b>	416.64	
<b>ROI (Return on Investment):</b>	Web hits for these attractios spiked, especially Heritage Hill Golf Course.	
<b>****2023- 2024 Transient tax receipts have seen record breaking amounts month over month.</b>		



ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

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

Directors Name: Amy Ellis\_\_\_\_\_

Phone Number: 270-586-3040\_\_\_\_\_ Email: amy@franklinky.info\_\_\_\_\_

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$160,204

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:	Simpson County Visitor Guide	
Description:	We created a 34 page Visitor Guide which includes all attractions, restaurants, lodging and outdoor amenities. We printed 20,100 guides and have distributed 18,900 of them in 18 months. We have mailed out about 800 visitor guides to people requesting information about Franklin. We gave out about 5,000 guides at Atlanta and Chicago travel shows and during live racing events at Ky Downs Race Course. These visitor guides are in visitor racks in northern Kentucky and along the I-65 corridor. We also have them distributed in hotels across northern and middle Tennessee.	
Date of Project:	March 31, 2023	
Cost of Project: \$	\$11,639.04	
	The ROI has been significant. We have seen an increase in the number of visitors to our attractions and hotels. Also, the increase in phone calls and emails to our office to inquire about our attractions has increased.	
Project:	ITI Marketing Daily Events Calendar	
Description:	We purchased a digital daily events calendar for our website that automatically uploads events in our area and surrounding towns. We are able to accept or deny the events which load to our website calendar for visitors to utilize.	
Date of Project:	2/1/2023-1/31/2024	
Cost of Project: \$	\$10,500	
	The ROI has been significant. We have seen an increase in the number of visitors to our attractions and hotels. Also, the increase in phone calls and emails to our office to inquire about our attractions has increased.	
Project:	ITI Marketing Daily Events Calendar	
Description:	We purchased a digital daily events calendar for our website that automatically uploads events in our area and surrounding towns. We are able to accept or deny the events which load to our website calendar for visitors to utilize. Continued service to second year	



ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

Date of Project:	2/1/2024-112/31/2024
Cost of Project: \$	\$6,175
The ROI has been significant. We have seen an increase in the number of visitors to our attractions and hotels. Also, the increase in phone calls and emails to our office to inquire about our attractions has increased.	

Project:	Rider Magazine
Description:	1/2 page ad and article featuring sites in Franklin. Rider Magazine has 125,207 paid subscribers, 138,000 monthly uses on website with 650,000 monthly page views. Article and ad also appeared in social media channels - facebook, instagram and pinterest.
Date of Project:	May 2024 issue
Cost of Project: \$	\$2,990.00
The ROI has been significant. We have seen an increase in the number of visitors to our attractions and hotels. Also, the increase in phone calls and emails to our office to inquire about our attractions has increased.	

Project:	Dueling Grounds Distillery Video
Description:	Video of the distillery, bourbon making and tasting room for use in social media ads.
Date of Project:	Aug. 5, 2023
Cost of Project: \$	\$400
ROI has been significant with increase to hotel stays and attraction visits	

Project:	Miles Partnership
Description:	Kentucky Visitor Guide 1/2 page ad Ky Visitor Guide featuring distillery, live racing and shopping
Date of Project:	Jan-Dec. 2024
Cost of Project: \$	\$7,780
ROI has been significant with increase to hotel stays and attraction visits	

Project:	Miles Partnership
Description:	Media Co-op Rich Media online travel itinerary Places.travel campaign
Date of Project:	March-May 2024

ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

<b>Cost of Project: \$</b>	<b>\$3,400.00</b>
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ROI has been significant with increase to hotel stays and attraction visits

<b>Project:</b>	<b>South Shore Media</b>
<b>Description:</b>	<b>half page ad featuring Franklin attractions</b>
<b>Date of Project:</b>	<b>May 2024 issue</b>
<b>Cost of Project: \$</b>	<b>\$595</b>

ROI has been significant with increase to hotel stays and attraction visits

<b>Project:</b>	<b>Miles Partnership</b>
<b>Description:</b>	<b>Ky Dept. of Travel and tourism Web Audience extension and retargeting program</b>
<b>Date of Project:</b>	<b>May-24</b>
<b>Cost of Project: \$</b>	<b>\$2,500</b>

ROI has been significant with increase to hotel stays and attraction visits

<b>Project:</b>	<b>Geolocation Information Service DATAFY</b>
<b>Description:</b>	<b>Customized dashboard carts, graphs, maps and tables using geolocation from mobile deices with 11 points of interest. We have used the information to gage visitor travel to attractions and at festivals.</b>
<b>Date of Project:</b>	<b>Jan. 1, 2023-Dec. 31, 2023</b>
<b>Cost of Project: \$</b>	<b>\$11,864</b>
<b>ROI has been significant with increase to hotel stays and attraction visits</b>	

<b>Project:</b>	<b>Kentucky Living Magazine</b>
<b>Description:</b>	<b>2 festival ads for April 2024 Summer Vibes Music Festival and Franklin Car and Craft Show</b>
<b>Date of Project:</b>	<b>Apr-24</b>
<b>Cost of Project: \$</b>	<b>\$740</b>
<b>ROI has been significant with increase to hotel stays and attraction visits</b>	

<b>Project:</b>	<b>Unicomm,LLC Travel and Adventure Show</b>
<b>Description:</b>	<b>Leisure travel show in Atlanta. 10x10 booth.</b>
<b>Date of Project:</b>	<b>March 8-10 2024</b>
<b>Cost of Project: \$</b>	<b>\$3,895</b>
<b>ROI has been significant with increase to hotel stays and attraction visits</b>	

<b>Project:</b>	<b>Media Worx USA</b>
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ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

Description:	Digital kiosks for hotel lobbies, attractions and tourism office to guide visitors to attractions, restaurants and activities in Franklin Ky	
Date of Project:	Oct-24	
Cost of Project: \$	\$59,000	
ROI has been significant with increase to hotel stays and attraction visits		

Project:	Kentucky Department of Transportation	
Description:	Creating wayfinding signage for attractions in Simpson County	
Date of Project:	Oct-24	
Cost of Project: \$	\$25,000	
ROI has been significant with increase to hotel stays and attraction visits		



ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

**Name of Organization:** Simpson County Tourism Commission \_\_\_\_\_

**Directors Name:** Amy Ellis \_\_\_\_\_

**Phone Number:** 270-586-3040 \_\_\_\_\_ **Email:** amy@franklinky.info \_\_\_\_\_

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$160,204

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).

ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

<b>Project:</b>	<b>Simpson County Visitor Guide</b>
<b>Description:</b>	We created a 34 page Visitor Guide which includes all attractions, restaurants, lodging and outdoor amenities. We printed 20,100 guides and have distributed 18,900 of them in 18 months. We have mailed out about 800 visitor guides to people requesting information about Franklin. We gave out about 5,000 guides at Atlanta and Chicago travel shows and during live racing events at Ky Downs Race Course. These visitor guides are in visitor racks in northern Kentucky and along the I-65 corridor. We also have them distributed in hotels across northern and middle Tennessee.
<b>Date of Project:</b>	March 31, 2023
<b>Cost of Project: \$</b>	\$11,639.04
The ROI has been significant. We have seen an increase in the number of visitors to our attractions and hotels. Also, the increase in phone calls and emails to our office to inquire about our attractions has increased.	
<b>Project:</b>	<b>ITI Marketing Daily Events Calendar</b>
<b>Description:</b>	We purchased a digital daily events calendar for our website that automatically uploads events in our area and surrounding towns. We are able to accept or deny the events which load to our website calendar for visitors to utilize.
<b>Date of Project:</b>	2/1/2023-1/31/2024
<b>Cost of Project: \$</b>	\$10,500



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

The ROI has been significant. We have seen an increase in the number of visitors to our attractions and hotels. Also, the increase in phone calls and emails to our office to inquire about our attractions has increased.

<b>Project:</b>	ITI Marketing Daily Events Calendar
<b>Description:</b>	We purchased a digital daily events calendar for our website that automatically uploads events in our area and surrounding towns. We are able to accept or deny the events which load to our website calendar for visitors to utilize. Continued service to second year
<b>Date of Project:</b>	2/1/2024-11/23/2024
<b>Cost of Project: \$</b>	\$6,175

The ROI has been significant. We have seen an increase in the number of visitors to our attractions and hotels. Also, the increase in phone calls and emails to our office to inquire about our attractions has increased.

<b>Project:</b>	Rider Magazine
<b>Description:</b>	1/2 page ad and article featuring sites in Franklin. Rider Magazine has 125,207 paid subscribers, 138,000 monthly uses on website with 650,000 monthly page views. Article and ad also appeared in social media channels - facebook, instagram and pinterest.
<b>Date of Project:</b>	May 2024 issue
<b>Cost of Project: \$</b>	\$2,990.00

The ROI has been significant. We have seen an increase in the number of visitors to our attractions and hotels. Also, the increase in phone calls and emails to our office to inquire about our attractions has increased.

<b>Project:</b>	Dueling Grounds Distillery Video
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**ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT**

<b>Description:</b>	Video of the distillery, bourbon making and tasting room for use in social media ads.
<b>Date of Project:</b>	Aug. 5, 2023
<b>Cost of Project: \$</b>	\$400
	ROI has been significant with increase to hotel stays and attraction visits

<b>Project:</b>	Miles Partnership
<b>Description:</b>	Kentucky Visitor Guide 1/2 page ad Ky Visitor Guide featuring distillery, live racing and shopping
<b>Date of Project:</b>	Jan-Dec. 2024
<b>Cost of Project: \$</b>	\$7,780
	ROI has been significant with increase to hotel stays and attraction visits

<b>Project:</b>	Miles Partnership
<b>Description:</b>	Media Co-op Rich Media online travel itinerary Places.travel campaign
<b>Date of Project:</b>	March-May 2024
<b>Cost of Project: \$</b>	\$3,400.00
	ROI has been significant with increase to hotel stays and attraction visits

<b>Project:</b>	South Shore Media
<b>Description:</b>	half page ad featuring Franklin attractions
<b>Date of Project:</b>	May 2024 issue
<b>Cost of Project: \$</b>	\$595
	ROI has been significant with increase to hotel stays and attraction visits

<b>Project:</b>	Miles Partnership
<b>Description:</b>	Ky Dept. of Travel and tourism Web Audience extension and retargeting program

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

<b>Date of Project:</b>	<b>May-24</b>
<b>Cost of Project: \$</b>	<b>\$2,500</b>

ROI has been significant with increase to hotel stays and attraction visits

<b>Project:</b>	<b>Geolocation Information Service DATAFY</b>
<b>Description:</b>	<b>Customized dashboard carts, graphs, maps and tables using geolocation from mobile deices with 11 points of interest. We have used the information to gage visitor travel to attractions and at festivals.</b>
<b>Date of Project:</b>	<b>Jan. 1, 2023-Dec. 31, 2023</b>
<b>Cost of Project: \$</b>	<b>\$11,864</b>
<b>ROI has been significant with increase to hotel stays and attraction visits</b>	

<b>Project:</b>	<b>Kentucky Living Magazine</b>
<b>Description:</b>	<b>2 festival ads for April 2024 Summer Vibes Music Festival and Franklin Car and Craft Show</b>
<b>Date of Project:</b>	<b>Apr-24</b>
<b>Cost of Project: \$</b>	<b>\$740</b>
<b>ROI has been significant with increase to hotel stays and attraction visits</b>	

<b>Project:</b>	<b>Unicomm,LLC Travel and Adventure Show</b>
<b>Description:</b>	<b>Leisure travel show in Atlanta. 10x10 booth.</b>
<b>Date of Project:</b>	<b>March 8-10 2024</b>
<b>Cost of Project: \$</b>	<b>\$3,895</b>
<b>ROI has been significant with increase to hotel stays and attraction visits</b>	

<b>Project:</b>	<b>Media Worx USA</b>
<b>Description:</b>	<b>Digital kiosks for hotel lobbies, attractions and tourism office to guide visitors to attractions, restaurants and activities in Franklin Ky</b>
<b>Date of Project:</b>	<b>Oct-24</b>
<b>Cost of Project: \$</b>	<b>\$59,000</b>

ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

ROI has been significant with increase to hotel stays and attraction visits

Project:	Kentucky Department of Transportation
Description:	Creating wayfinding signage for attractions in Simpson County
Date of Project:	Oct-24
Cost of Project: \$	\$25,000
ROI has been significant with increase to hotel stays and attraction visits	



ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: \_\_Somerset-Pulaski CVB\_\_

Directors Name: \_\_\_\_Michelle Allen\_\_\_\_\_

Phone Number: \_\_606-679-6394\_\_\_\_\_ Email: \_\_mallen@lctourism.com\_\_\_\_\_

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ \_\_216,778.65\_\_\_\_\_

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.
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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**

<b>Project:</b>	Digital Billboard Campaign Nashville
<b>Description:</b>	Changeable digital billboards covering up to 4 locations in Nashville. Each month these billboards could be changed to promote different things in Somerset-Lake Cumberland.
<b>Date of Project:</b>	9/23-07/24
<b>Cost of Project: \$</b>	40,000.00
<b>ROI (Return on Investment):</b>	Delivered 441,427 Plays with 12,282,100 impressions
<b>Project:</b>	Lake Cumberland-Somerset-Pulaski Co. Visitors Guide/print and creation
<b>Description:</b>	Full color tri-fold 14 page travel guide with QR codes that lead to the website. Information includes places to stay, eat, and experience. Including event opportunities.
<b>Date of Project:</b>	Jan.2024
<b>Cost of Project: \$</b>	20,167.90
<b>ROI (Return on Investment):</b>	15,000 visitors to website since January 2024. 13,878 guides have been mailed or given out at conferences, travel shows or in the visitor center.

ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

<b>Project:</b>	Lake Cumberland Discovery Quiz
<b>Description:</b>	The "Your Somerset Adventure Awaits" campaign is centered around the interactive "Plan your Trip" quiz designed to guide potential visitors in creating their ideal Somerset itinerary.
<b>Date of Project:</b>	7/27-10/24
<b>Cost of Project: \$</b>	30,000.00
<b>ROI (Return on Investment):</b>	Reached 15,567 users
<b>Project:</b>	Tourism Information Digital Kiosks-TV Tourism Network
<b>Description:</b>	50" interactive touch screen kiosk with hands-on visitor information in real time
Locations include Somerset Marriott, Hampton Inn, and The Virginia Theatre.	
<b>Date of Project:</b>	May-24
<b>Cost of Project: \$</b>	11,400.00
<b>ROI (Return on Investment):</b>	Over 4 million visitors travel to the Lake Cumberland Region. Including outdoor enthusiasts, conferences, and leisure travelers that visit the above locations.

ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

<b>Project:</b>	Cincinnati Bengals Yearbook
<b>Description:</b>	Annual program of coffee table quality collectible. Yearbooks are available in stadium, online, luxury suites
<b>Date of Project:</b>	2022-2024
<b>Cost of Project: \$</b>	19,000
<b>ROI (Return on Investment):</b>	Reached 958K on Twitter, and 741,000 opt-in followers. This is for each year of distribution for the ad.
Total readership each yearbook for the print program is 400K	
<b>Project:</b>	USA Today Hunt & Fish Guide-(2) and Summer Travel Guide
<b>Description:</b>	1/2 page in two issues that focused on fishing on Lake Cumberland. The Summer Travel Guide was a 1/4 page focused on summer travel to Lake Cumberland.
<b>Date of Project:</b>	2022-2024
<b>Cost of Project: \$</b>	12,500
<b>ROI (Return on Investment):</b>	3,247,000 opt-in followers for digital versions, 5 million impressions, 777,000 opt-in followers on twitter

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

<b>Project:</b>	<b>Spectrum Reach Digital Campaign</b>
<b>Description:</b>	<b>Audience targeted streaming, online video, and digital displays.</b>
<b>Hit areas in Chicago, Cincinnati, and Nashville. Targeted outdoor enthusiasts.</b>	
<b>Date of Project:</b>	<b>7/24-10/24</b>
<b>Cost of Project: \$</b>	<b>10,000.00</b>
<b>ROI (Return on Investment):</b>	<b>Streaming 147,059 digital impressions, Online video 108,695, Addressable display 192,307 digital impressions</b>
<b>Project:</b>	<b>My Kentucky Bucket List</b>
<b>Description:</b>	<b>Content creator/influencer using Instagram, Tik Tok, and an email newsletter.</b>
<b>Date of Project:</b>	<b>7/24-8/24</b>
<b>Cost of Project: \$</b>	<b>2,756.00</b>
<b>ROI (Return on Investment):</b>	<b>27,200 Video insights on Instagram, 7,980 video insights on TikTok, reached 14,394 on Instagram stories</b>

ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

Project:	Miles Media Partnerships
Description:	Facebook Story Takeover, Audience Extension, custom email
Date of Project:	3/24-7/24
Cost of Project: \$	18,350
ROI (Return on Investment):	Reached over 10,000 viewers, website visits up 5%, requests for guides up by 350
Project:	
Description:	
Date of Project:	
Cost of Project: \$	
ROI (Return on Investment):	

ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

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Cost of Project: \$	18,350
ROI (Return on Investment):	Reached over 10,000 viewers, website visits up 5%, requests for guides up by 350
Project:	
Description:	
Date of Project:	
Cost of Project: \$	
ROI (Return on Investment):	



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

<b>Project:</b>	Somerset-Pulaski County Visitor Map
<b>Description:</b>	A descriptive map that fits in your pocket. Once opened up one may find ways to hotels,
	restaurants, and attractions. With colorful pictures and a helpful key visitors are able to easily find
	great places to visit.
<b>Date of Project:</b>	Jan. 2024
<b>Cost of Project: \$</b>	11,000
<b>ROI (Return on Investment):</b>	Return on Investment- a 5% higher increase in website visitors and a 15% increase in walk-in tourists to visitors office.
<b>Project:</b>	
<b>Description:</b>	
<b>Date of Project:</b>	
<b>Cost of Project: \$</b>	
<b>ROI (Return on Investment):</b>	



ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: Springfield Tourism Commission

Directors Name: Lora Justice

Phone Number: 859-336-5412 x 6 Email: Springfieldkytourism1@gmail.com

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ \$300.00

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

<b>Project:</b>	Welcome To Springfield Video	
<b>Description:</b>	A video featuring highlights of 2024 Springfield events and points of Interest	
	In and around Springfield and Washington County. Highlights include our	
	Lincoln History land marks (Berry Cabin, Mordecai Lincoln Home),	
	Lincoln Homestead State Park & Golf course, including new and time honored events.	
<b>Date of Project:</b>	Start date June 7th through October 5th, 2024.	
<b>Cost of Project: \$</b>	\$2,000.00	
	ROI (Return on Investment): Hoping for Increase in restaurant receipts, lodging, requests for information and website visits.	
<b>Project:</b>		
<b>Description:</b>		
<b>Date of Project:</b>		
<b>Cost of Project: \$</b>		
	ROI (Return on Investment):	



ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: Taylor County Tourist Commission

Directors Name: Greg Gribbins

Phone Number: 270-465-3786 Email: greg@campbellsvilleky.com

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 52,416.96

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

1. Markets used to advertise - Indianapolis, Chicago, St Louis, Columbus, Nashville, Atlanta, etc. Indicate if this was a new market for your organization. If not, how was the advertising enhanced to attract new visitors. List if you used digital marketing (location), publications (list a sample of publications), TV, radio, or billboards and dates of advertising.
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<b>Description of Project</b>	New Brand Development with Red7e
<b>Date of Project</b>	August 2023
<b>Cost of Project</b>	\$30,000.00
<b>ROI (Return on Investment)</b>	\$500,000.00

<b>Description of Project</b>	Website design from Red7e including website art direction, website design/layout, creative directions, account management and copy writing. Purchase of stock photos used in new website
<b>Date of Project</b>	September 2023
<b>Cost of Project</b>	\$11,175.00
<b>ROI (Return on Investment)</b>	\$500,000.00



<b>Description of Project</b>	Webhosting and service fee to Red7e, add Tockify events calendar to new website
<b>Date of Project</b>	November 2023
<b>Cost of Project</b>	\$1,320.00
<b>ROI (Return on Investment)</b>	\$100,000.00

<b>Description of Project</b>	Wayfinding design – in process of bidding
<b>Date of Project</b>	July 2024
<b>Cost of Project</b>	\$37,144.33
<b>ROI (Return on Investment)</b>	\$500,000.00



ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

**Name of Organization:** Taylorsville-Spencer County Recreation Tourism & Convention Co

**Directors Name:** Katherine Scott

**Phone Number:** 502-902-7039 **Email:** director@visittaylorsville.com

**List the total amount of funding you have spent or in the process of spending as of June 30, 2024:** \$18,663.00

**List all projects that were completed, or projects that were started as of June 30, 2024.**

1. Trade Shows in Michigan, Cincinnati, Columbus. These were new markets for our area as we partnered with Tanglewood Golf Course and attended some boat shows and golf shows. \$7,581.13 was the total costs for these. These were completed prior to me becoming chair and being privy to certain information. I am unsure of ROI for these projects.
2. We partnered with WHAS and did a \$16,000 campaign in Chicago, Louisville, Lexington areas promoting Spencer County as well as hosted a contest with WHAS for a weekend getaway in Spencer County. These ads were all digital and targeted ads. We also did a Great Day Live segment promoting the State Fair booth, the contest, and Spencer County's Bicentennial celebration, and have one segment left to do. This WHAS project was a total of \$16,000. It has run from June-August, so we do not know true ROI as transient room tax numbers are still coming in. Project cost \$16,000, \$11081.87 of it was funded through the ARPA Tranche 2.

ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

Project:	Trade Shows
Description:	

1. Trade Shows in Michigan, Cincinnati, Columbus. These were new markets for our area as we partnered with Tangl

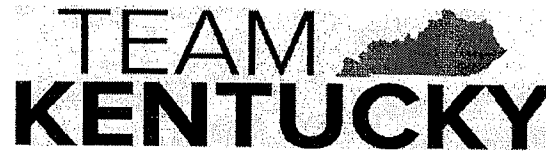
	Cincinnati	Columbus	Grand Rapids
Date of Project:	1/20/23-1/22/2-23; 1/25/23-1/29/2023	1/28/2023-1/29/2023	2/10/23-2/12/2023
Cost of Project: \$	7581.13		
ROI (Return on Investment):	unknown		

Project:	WHAS Campaign
Description:	

1. We partnered with WHAS and did a \$16,000 campaign in Chicago, Louisville, Lexington areas promoting Spencer C

Date of Project:	June-August 2024
Cost of Project: \$	\$16,000
ROI (Return on Investment):	unknown





ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: Todd County Fiscal Court

Directors Name: Todd Mansfield, Judge/Executive

Phone Number: 270-265-9966 Email: tmansfield@toddcogov.com

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 5,998.55

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

<b>Project:</b>	Promotional Video Production
<b>Description:</b>	
Four videos were produced to promote Todd County, Kentucky. Videos are being used on Facebook and potentially other social media sites to promote Todd County's shopping/dining, agriculture, history, and events.	
<b>Date of Project:</b>	Jun-24
<b>Cost of Project: \$</b>	2,350.00
<b>ROI (Return on Investment):</b>	Hard to measure so soon, but the county should see an increase in event attendance and shopping at local retailers and eateries.
<b>Project:</b>	Todd County Brochure and Distribution
<b>Description:</b>	
New Todd County Brochure was designed, printed, and distributed. Distribution will be from April-December 2024 and includes the areas along I-65 from Louisville to Bowling Green and another route in Western Kentucky including I-24 from Paducah to Clarksville, Tennessee.	
<b>Date of Project:</b>	Brochure printed in March 2024 and distribution from April-December 2024
<b>Cost of Project: \$</b>	3,648.55
<b>ROI (Return on Investment):</b>	Since Todd County has no hotels, this will be hard to measure so soon, but we expect increases in retail sales and increases in tourism resources website pages listed in the brochure.

# TEAM KENTUCKY

ARPA/SLFRF TRANCHE 2 GRANT - DMO

## LEGISLATIVE REPORT

Name of Organization: Union County Fiscal Court - Tourism  
Directors Name: PAUL MONSOUR  
Phone Number: 270-997-1007 Email: PAUL.MONSOUR@UNIONCOUNTYKY.GOV  
List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 14,455

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:	Advertising in Kentucky Monthly Magazine	
Description:	Ads placed in 2024 editions of the Magazine to promote Moffit Lake Recreation Area and James D Vetch Camp Breckinridge Museum and Arts Center	
Date of Project:	Jan - Dec 2024	
Cost of Project: \$	\$14,855	
ROI (Return on Investment):	we have seen an increase in visits to our museum of approx. 15%. Visitation at Moffit up 30%	
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: Williamsburg Tourist and Convention Commission

Directors Name: Alvin Sharpe

Phone Number: 606-549-0530

Email: wtour@bellsouth.net

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: 50,862.84

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

1. Markets used to advertise - Indianapolis, Chicago, St Louis, Columbus, Nashville, Atlanta, etc. Indicate if this was a new market for your organization. If not, how was the advertising enhanced to attract new visitors. List if you used digital marketing (location), publications (list a sample of publications), TV, radio, or billboards and dates of advertising.
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**ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT**

<b>Project:</b>	<b>TV Advertising</b>
<b>Description:</b>	<b>WBIR - Knoxville</b>
<b>Date of Project:</b>	<b>Aug 2023 - June 2024</b>
<b>Cost of Project: \$</b>	<b>20,410.00</b>
<b>ROI (Return on Investment):</b>	
<b>Project:</b>	<b>Billboard Adverting</b>
<b>Description:</b>	<b>I-75 Billboard</b>
<b>Date of Project:</b>	<b>Mar-24</b>
<b>Cost of Project: \$</b>	<b>8,200.00</b>
<b>ROI (Return on Investment):</b>	

ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

<b>Project:</b>	Print Advertising
<b>Description:</b>	Blue Ridge Country Magazine
<b>Date of Project:</b>	May/June Ad
<b>Cost of Project: \$</b>	2,999.00
<b>ROI (Return on Investment):</b>	
<b>Project:</b>	Print Advertising
<b>Description:</b>	Souther Lady, Tast of the South, Southern Cast Iron
<b>Date of Project:</b>	May/June, June, July/Aug
<b>Cost of Project: \$</b>	5,700.00
<b>ROI (Return on Investment):</b>	



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

<b>Project:</b>	<b>TV Advertising</b>
<b>Description:</b>	<b>WKYT</b>
<b>Date of Project:</b>	<b>May and June 2024</b>
<b>Cost of Project: \$</b>	<b>10,936.84</b>
<b>ROI (Return on Investment):</b>	
<b>Project:</b>	<b>Travel Advertising</b>
<b>Description:</b>	<b>Travel Display Kit</b>
<b>Date of Project:</b>	<b>Jun-24</b>
<b>Cost of Project: \$</b>	<b>2,617.00</b>
<b>ROI (Return on Investment):</b>	



ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

**Name of Organization:** Winchester-Clark County Tourism Recreation, Tourism and Convention Commission

**Directors Name:** Jill Hamlin

**Phone Number:** 859-744-0556 **Email** jill@visitwinchesterky.com

**List the total amount of funding you have spent or in the process of spending as of June 30, 2024:** \$ 53,157.00

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:	Bandwango	
Description:	Digital "pass" for Beer Cheese Trail and Attractions of Winchester, self guided tours	
Date of Project:	2023/2024	
Cost of Project: \$	14,500	
ROI (Return on Investment):	We receive data on participants and locations visited.	
Project:	TV Commercials	
Description:	WTVQ Home Town Tours which ran in October, November and December in the greater Lexington Area.	
Date of Project:	October, November and December 2024	
Cost of Project: \$	\$4,500	
ROI (Return on Investment):	unknown	

ARPA/SLFRF TRANCHE 2 GRANT - DMO  
LEGISLATIVE REPORT

<b>Project:</b>	Rack Cards
<b>Description:</b>	Beer Cheese Trail Rack Cards and Winchester Tourism Rack Cards
<b>Date of Project:</b>	2023/2024
<b>Cost of Project: \$</b>	1,740
<b>ROI (Return on Investment):</b>	Both rack cards were distributed and need to reordered.
<b>Project:</b>	Research
<b>Description:</b>	Annual Fee for Smith Travel Research (KACVB-\$1,145.00) and Placer.ai (\$10,000)
<b>Date of Project:</b>	Jan-24
<b>Cost of Project: \$</b>	\$11,450
<b>ROI (Return on Investment):</b>	Smith Travel Research showed an increase in occupancy for summer 2024 over 2023.
Placer data allows us to gauge the number of visitors wh attend events track these visitors while they are in the community.	



ARPA/SLFRF TRANCHE 2 GRANT - DMO

LEGISLATIVE REPORT

Name of Organization: Visit Woodford

Directors Name: Emily Downey

Phone Number: 8598735122 Email: Emily@VisitWoodford.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 - *Birthplace of Bourbon Campaign charlotte, cinery* 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. *Now Markets - see attached*
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. *videography by Wristley Media*
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ICHE 2 GRANT - DMO LLC

Project:	Birthplace of Bourbon Campaign	
Description:	Digital Campaign	
Date of Project:	Year Long	
Cost of Project: \$	30150	
ROI (Return on Investment):	Clicks, website visit, increased traffic per Placier AI data	
Project:		
Description:		
Date of Project:		
Cost of Project: \$		
ROI (Return on Investment):		