

TEAM KENTUCKY

ARPA/SLFRF TRANCHE 3 GRANT – MEETINGS & CONVENTIONS

LEGISLATIVE REPORT

Name of Organization: Bardstown - Nelson County Tourism
Directors Name: Stacey Phelps
Phone Number: 502-348-4877 Email: Stacey@bardstown-tourism.com

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 0

List all completed projects or those that 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 websites that include new content, photos, and tools to assist the visitor in navigating 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 are 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 you have developed and installed.
8. List project cost and the ROI (return on investment) from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, request for brochures, Google analytics, or compare to pre-covid numbers (2019).

Project	Working on events for Nov 2025
Description	2 day food show, bringing in chefs from all over
Date of Project	
Cost of Project	
ROI (Return on Investment)	



ARPA/SLFRF TRANCHE 3 GRANT – MEETINGS & CONVENTIONS

LEGISLATIVE REPORT

Name of Organization: Bowling Green Area Convention & Visitors Bureau

Directors Name: Sherry Murphy

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

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ \$257,893.71

List all completed projects or those that 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 websites that include new content, photos, and tools to assist the visitor in navigating 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 are 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 you have developed and installed.
8. List project cost and the ROI (return on investment) from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, request for brochures, Google analytics, or compare to pre-covid numbers (2019).

Project	Virtual Tour 360° Video
Description	Contracted with Threshold 360 to capture virtual tours at 25 primary meeting and event venues in Bowling Green. These completed tours were then integrated with the VisitBGKY.com website enabling users to interact with the virtual tours right from the destination website. Additional uses include directly inserting tours into sales proposals, being viewable via Google search, and enhancing display advertising. Annual license also includes recapture of spaces that have undergone changes or updates, support for our staff in addition to staff at all our partner locations, platform maintenance, and custom map creation capabilities, further expanding on this platform's benefit to meeting sales and marketing efforts.
Date of Project	2 nd year contract dates — February 2024-January 2025
Cost of Project	\$17,000
ROI (Return on Investment)	As of June 30, 2024: Total views on VisitBGKY.com — 13,782 with 43,484 clicks on individual tours Total views via Google — 483,165 Significant growth (60% YoY) in users to the Meetings section of our website with engagement increasing by 120%

Project	2024 Digital Advertising Campaign — Multiview
Description	This digital campaign targets meeting planners through display ads on both Meeting Professionals International and KY Society for Association Executives websites. The MPI placements are geo-segmented to reach members in Kentucky, Tennessee, Ohio, Illinois, and Indiana, and click throughs lead the user to the Meetings section of our website. We continued the 2023 plan to target members of MPI in surrounding states for another year so as to build our frequency of awareness to drive inquiries. Additionally, this campaign includes a dedicated email blast to MPI members in the same states. Creative for this campaign invites planners to “Put your meeting on track” with an image of a Corvette racing on the track at the NCM Motorsports Park in Bowling Green and is intended to build awareness of our offerings. Cost of project also includes design fees for new digital ads targeting meeting planners for \$287.50.
Date of Project	May 2024-July 2025
Cost of Project	\$20,287.50
ROI (Return on Investment)	ROI is still being evaluated as this campaign just recently launched, but a similar campaign in 2023-24 garnered over 210,000 display impressions with a .11% CTR, a 35% open rate on the custom e-blast, and another 7,000 impressions from KSAE banners with a .30% CTR.

Project	Print & Digital Advertising Campaign — Convention South
Description	Half-page, full-color ads were placed in the Directory of Southern Meeting Sites issues (August) promoting Bowling Green as a destination “Geared for Greatness” where meeting attendees can have thrilling Corvette experiences and highlighting our primary meeting venues. Additional digital placements: inclusion in the directory of meeting sites hosted online at ConventionSouth.com for both the 2023-24 and 2024-25 cycles, a custom e-blast to 17,000+ planners, and a Hot Deals promotion for need dates at the city-owned Convention Center.

Date of Project	August 2023 print issue; August 2024 print issue; 2023-24 online directory; 2024-25 online directory
Cost of Project	\$6,200
ROI (Return on Investment)	This campaign's goal is to build awareness of Bowling Green as a meetings destination among planners hosting meetings specifically in the South since BGACVB has had very little marketing budget to target this audience prior to 2023. The custom e-blast will go out in late August 2024 and the Hot Deals promo is yet to be scheduled but in process. We have added several new convention accounts to our system in the past 12 months with 5 new convention leads sent to appropriate venues.

Project	2024 S.P.O.R.T.S. Conference — Sponsorship
Description	S.P.O.R.T.S. The Relationship Conference (held in Wichita, KS in 2024) is an exclusive and space-limited event designed to bring together the nation's top sports event owners and rights holders with representatives from a very select number of host destinations and industry suppliers. It's the sports industry's #1 conference for busy event planners who are looking for a one-stop booking experience for their events and competitions. This sponsorship includes delegate registration, recognition on all event materials including website and mobile app, CVB listing information in program's sponsor section, full-page ad in program, signage near sponsorship area, and a post-conference copy of attendee list.
Date of Project	October 14-17, 2024
Cost of Project	\$6,895
ROI (Return on Investment)	To be determined, but last year's sponsorship led to 7 new sports accounts and event leads for our community, and multiple new contacts. Establishing and cultivating relationships is the primary ROI of this sponsorship as we attempt to recruit new competitive sporting events in future years.

Project	Familiarization Trip — Eagle Wing Motorcycle Association
Description	Hosted Association president and wife along with inaugural Rally coordinator and wife on a FAM tour of Bowling Green with the purpose of recruiting this annual event to Bowling Green in 2025. BGACVB Motorsports Director & Hospitality Services took the couple to lunch and provided snacks during our day of exploring.
Date of Project	July 24, 2023
Cost of Project	\$151.21
ROI (Return on Investment)	TBD as event has not contracted with any location for its 2025 Rendezvous rally yet. Potential economic impact to our area if selected is estimated between \$200,000-\$300,000.

Project	Offsetting Track Rental Costs — Holley Jeep Experience
Description	2023 was the inaugural year for Holley Jeep Experience. Jeep events are some of the largest automotive events in the country, so Holley wanted to apply its successful event formula to this market. The competitive motorsport event consisted of a long list of activities to make it exciting including an obstacle course, short racing course, trail rides, a flex ramp competition, Jeep show, seminars and more.
Date of Project	September 15-17, 2023

Cost of Project	\$54,000
ROI (Return on Investment)	The runway was short for promotion of this inaugural event, less than one month, due in large part to a long approval process by Jeep of the event name & logo. Despite the hurdles, 84 participants and guests were in attendance plus several hundred additional spectators. Participants and their guests came from KY, TN, AL, IN, MD and even Austria. The event drove impressive digital awareness paving the way for future Jeep Experiences & off roading in Bowling Green with 460,025 advertising impressions garnering 4,305 clicks and 180,000 social media impressions with 5,633 engagements, 2,012 clicks, and 53,341 video views. The event is set for growth given a much longer pre-promotion period in future years.

Project	Offsetting Food & Beverage Costs — National Hay Association
Description	We offered a booking incentive of \$5,000 to offset F&B costs for the 128 th Annual National Hay Association Convention if they selected Bowling Green over Nashville, TN. The convention was booked at the Holiday Inn University Plaza and Sloan Convention Center.
Date of Project	Sept. 20-23, 2023
Cost of Project	\$5,000
ROI (Return on Investment)	This was a great convention for Bowling Green bringing 296 room nights for \$44,100 in room revenue and an additional \$52,000 in banquets, AV and venue rental expenses bringing a total economic impact of nearly \$100,000 to the area.

Project	Offsetting Track Rental Costs — MotorTrend HOT ROD Power Tour
Description	Vying to be a host city of the prestigious HOT ROD Power Tour again after being a stop on the 2010, 2017 and 2018 tours, we offered a booking incentive to offset the track rental costs associated with the event at Beech Bend Raceway (racing competition) and the NCM Motorsports Park (registration site) if Bowling Green was chosen for the starting point of the Power Tour. The tour travels to five different cities in five days, but being the starting point meant a full day of setup followed by a full day of registrations and check-ins followed by another full day of drag racing competition.
Date of Project	June 8-10, 2024
Cost of Project	\$18,000
ROI (Return on Investment)	This was the largest Power Tour to date with approximately 5,500 cars participating and nearly 20,000 people attending and competing in the tour's first day of activity at Beech Bend Raceway. Trackable hotel room nights equaled 757 over 3 days, but with many participants and spectators booking outside the 6 primary hotel blocks, occupancy during the event was 87%, up from 61% during the same days in 2023. Estimated economic impact of this event for the region is over \$1M.

Project	Offsetting Track Rental Costs — NMCA Muscle Car Mayhem
Description	ProMedia LLC has hosted several successful motorsport events in Bowling Green, but after hosting this particular event at Beech Bend Raceway for 3 years (2016-2018), it was moved to Orlando, FL in 2019. As a booking incentive to bring the event back to Bowling Green in spring 2024, we offered to offset the track rental costs if a 3-year contract was signed. The organizers were also looking at Maple Grove Raceway, Route 66 Raceway and Bristol Raceway for this event's new home.

Date of Project	May 30-June 2, 2024
Cost of Project	\$25,000
ROI (Return on Investment)	With a complete rainout on the main racing day (Saturday), there was still plenty of competitive drag racing on Thursday, Friday and Sunday among 344 racers. The event saw approximately 1,500 spectators and crew to the city. Occupancy for the 3 days was 72% and estimated economic impact was \$288,000.

Project	Offsetting Food & Beverage Costs — National Antique Oldsmobile Club National Meet
Description	This national, annual event for the National Antique Oldsmobile Club had been considering Bowling Green for several years. We offered a booking incentive to offset Food & Beverage costs at Sloan Convention Center for the banquet was perfect for our community, mixing the nostalgia of antique cars with the progressive motorsport scene that our Corvette experiences cultivate.
Date of Project	June 24-30, 2024
Cost of Project	\$4,000
ROI (Return on Investment)	This event had nearly 125 attendees with over \$30,000 in room night revenue plus an additional \$6,000 in venue expenses. With attendees out site-seeing and dining for 3 days, approximately \$26,000 was spent in our community, bringing this event's estimated economic impact to at least \$63,000.

Project	Offsetting Track Rental Costs — Outlaw Diesel Super Series
Description	This professional, competitive motorsport group wanted to bring one of its series races to Bowling Green in July 2023, so we incentivized the organizers with a multi-year funding offer to offset the track rental for this new event, contingent on a 4-year agreement with the venue, Beech Bend Raceway. The event brings hundreds of competitors from multiple states for competitive drag racing, a burnout competition and Dyno competition. Projected spectators are up to 3000 people.
Date of Project	July 12-13, 2024
Cost of Project	\$30,000
ROI (Return on Investment)	The event experienced significant growth in both participation and spectators in 2024. Participant numbers grew 273% for a combined total of 241 competitors in Drag Racing & Show & Shine. Participants came from 150 different cities in 20 different states for the event. Spectator attendance grew over 300% for the event with over 1,500 fans attending over the two-day event. Occupancy was near 74% during the event, and an estimated economic impact of this event is \$175,000. We hope to continue growing this event over the next several years and make it a “Must Attend” event for Truck and Diesel fans from across the country.



ARPA/SLFRF TRANCHE 3 GRANT – MEETINGS & CONVENTIONS

LEGISLATIVE REPORT

Name of Organization: Cave City Tourist & Convention Commission

Directors Name: Jennifer McNett

Phone Number: 270-773-3131 Email: cavecitycenter@gmail.com

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 18,751.04

List all completed projects or those that 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 websites that include new content, photos, and tools to assist the visitor in navigating 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 are 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 you have developed and installed.
8. List project cost and the ROI (return on investment) from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, request for brochures, Google analytics, or compare to pre-covid numbers (2019).

Project	New website
Description	Re-brand to Cave Area Conference Center Design, maintenance, etc. on our new website
Date of Project	July 1, 2023 - June 30, 2024
Cost of Project	\$ 630. <u>48</u>
ROI (Return on Investment)	

Project	Advertisements & Marketing Promo
Description	Radio & tv ads to promote the new branding.
Date of Project	July 2023 - June 30, 2024
Cost of Project	\$3,025.80
ROI (Return on Investment)	

Project	Advertising & Marketing
Description	Johnson Litho Graphics, & Lauren Sellers Design & printing 10,000 rack cards to be distributed to potential customers.
Date of Project	July 1, 2023 - June 30, 2024
Cost of Project	\$ 3,013.75
ROI (Return on Investment)	

Project	Trade Show
Description	Booth set up with logo table cloths & runners, iPads for scanning QR code for newsletter sign-ups, fees incurred for a booth at influencer trade show.
Date of Project	July 1, 2023 - June 30, 2024
Cost of Project	\$ 6,463.67
ROI (Return on Investment)	

Project	Professional Development
Description	Education at marketing college registration fee.
Date of Project	July 1, 2023 - June 30, 2024
Cost of Project	\$ 2,075. <u>00</u>
ROI (Return on Investment)	

TEAM KENTUCKY

ARPA/SLFRF TRANCHE 3 GRANT – MEETINGS & CONVENTIONS

LEGISLATIVE REPORT

Name of Organization: City of Corbin Tourist and Convention Commission

Directors Name: Nancy Conley

Phone Number: 606-528-8860 Email: nancy@corbinkytourism.com

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 109,450

List all completed projects or those that 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 websites that include new content, photos, and tools to assist the visitor in navigating 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 are 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 you have developed and installed.
8. List project cost and the ROI (return on investment) from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, request for brochures, Google analytics, or compare to pre-covid numbers (2019).

Project	On site Fam Program for Meeting Planners
Description	This included 3 full page ads, full page news article promoting FAM Tour, travel writer visit, eight page feature article, 3 facebook posts during writer visit, photo slide show, listing on advertisers page, web video, feature on website in November 2023 with article release.
Date of Project	May - December 2023
Cost of Project	\$ 25,000
ROI (Return on Investment)	Great exposure, increased web traffic and interest by meeting planners.

Project	Comprehensive Marketing Package with Small Market Meetings
Description	5 full page ads in print: South meeting guide, convention centers, Kentucky meeting guide and conference preview issue. 5 e-newsletter banner ads and 2 e-blasts. Print ads also included in digital editions. Editions mailed nationwide to over 9,100 meeting planners, digital emailed to over 11,000 plus online readers.
Date of Project	February 2023 - February 2024
Cost of Project	\$16,000
ROI (Return on Investment)	Increased Brand awareness, website traffic and requests for more information. marketing package drove traffic to website.

Project	microsite
Description	Creation of Corbin meetings and convention space microsite: corbinmeets.com Designed and populated site with all details for meeting planners as well as newly created content/articles, videos. Site being promoted thru retargeting, LinkedIn, Google Paid Search, social media.
Date of Project	January 1, 2024 - December 31, 2024
Cost of Project	\$20,000
ROI (Return on Investment)	This microsite has become the 3 rd highest referral site for our Corbin Tourism web traffic. We are gaining a lot of traction with it.

Project	Linked In
Description	Paid ads on Linked In reaching/targeting meeting planners/ third-party lists with geo target of in-state (ky)
Date of Project	January 1, 2024 - December 31, 2024
Cost of Project	\$17,500 estimate
ROI (Return on Investment)	Project is still in process.

Project	Video Production
Description	Video shoot for all meeting venues and some attractions - 1 long video 2-4 minutes and 2 short 30 second videos. Videos to showcase Corbin as the perfect destination for large and small meetings and conventions. Videos used on microsite and social marketing.
Date of Project	January 1, 2024 - December 31, 2024
Cost of Project	\$ 28,500
ROI (Return on Investment)	Video work is enticing viewers to seek more information and is increasing web traffic.

Project	Retargeting
Description	Retargeting with text and image driving traffic to website/microsite retargeting to website visitors, third party lists, competitive websites with geo target of KY, Eastern TN, Western NC and Western VA.
Date of Project	January 1, 2024 - December 31, 2024
Cost of Project	\$5,000
ROI (Return on Investment)	Increased traffic to website.

Project	Written Content.
Description	Total of six articles highlighting Corbin from a meeting planners perspective / needs to show/tell how Corbin is the perfect place for meetings large and small, how Corbin offers great activities and local / small town feel with all the amenities.
Date of Project	January 1, 2024 - December 31, 2024
Cost of Project	\$8,000
ROI (Return on Investment)	Articles are still in progress and are designed to drive traffic to website and increase information requests.

Project	Google Paid Search
Description	Using event/venue related key words with geo target of in-state (KY).
Date of Project	January 1, 2024 - December 31, 2024
Cost of Project	\$10,000 estimate
ROI (Return on Investment)	ROI currently lower than expected; clicks are low.



ARPA/SLFRF TRANCHE 3 GRANT – MEETINGS & CONVENTIONS

LEGISLATIVE REPORT

Name of Organization: Elizabethtown Tourism & Convention Bureau

Directors Name: Jana Clark

Phone Number: 270.765.2175 Email: jclark@towretown.com

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 200,000
(100,000 per event)

List all completed projects or those that 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 websites that include new content, photos, and tools to assist the visitor in navigating 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 are 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 you have developed and installed.
8. List project cost and the ROI (return on investment) from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, request for brochures, Google analytics, or compare to pre-covid numbers (2019).

Project	Baseball For All Nationals
Description	Hosting Baseball For All Nationals at Elizabethtown Sports Park
Date of Project	June 2023 and June 2024
Cost of Project	100,000 and 100,000 (200,000 total)
ROI (Return on Investment)	2024 results due 8/31/2024. National event spanning multiple days in Elizabethtown KY - Full Report to be submitted by Sept 30, 2024.



ARPA/SLFRF TRANCHE 3 GRANT – MEETINGS & CONVENTIONS

LEGISLATIVE REPORT

Name of Organization: City of Hall County Tourism & Convention Commission

Directors Name: Brandon Remington

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

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 5000.00

List all completed projects or those that 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 websites that include new content, photos, and tools to assist the visitor in navigating 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 are 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 you have developed and installed.
8. List project cost and the ROI (return on investment) from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, request for brochures, Google analytics, or compare to pre-covid numbers (2019).

Project	Photography
Description	Cherished Child photography increased our photo bank for the convention center by over 300 photos
Date of Project	June 2024 / July 2024
Cost of Project	\$5000.00
ROI (Return on Investment)	Increased photo bank for sales of the Convention Center after MTGS and conventions.



ARPA/SLFRF TRANCHE 3 GRANT – MEETINGS & CONVENTIONS

LEGISLATIVE REPORT

Name of Organization: Hopkins County Tourist & Convention Commission

Directors Name: Tricia Noel

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

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 0

List all completed projects or those that 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 websites that include new content, photos, and tools to assist the visitor in navigating 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 are 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 you have developed and installed.
8. List project cost and the ROI (return on investment) 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 3 GRANT – MEETINGS & CONVENTIONS

LEGISLATIVE REPORT

Name of Organization: Hopkinsville-Christian County Convention and Visitors Bureau

Directors Name: Amy N. Rogers

Phone Number: 270-887-2300 **Email:** arogers@visithopkinsville.com

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$Total amount spent as of 08.28.2024: \$10,000.00

List all completed projects or those that 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 websites that include new content, photos, and tools to assist the visitor in navigating 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 are 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 you have developed and installed.
8. List project cost and the ROI (return on investment) from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, request for brochures, Google analytics, or compare to pre-covid numbers (2019).

Project	Scripps Regional Spelling Bee
Description	Regional Spelling Bee to promote education, literacy and Hopkinsville, KY as a premiere DMO.
Date of Project	March 2023 and February 2024
Cost of Project	\$20,000.00
ROI (Return on Investment)	<p>The event was a tremendous success both years held. While there was no return on the investment monetarily, there were multiple students from surrounding counties that participated. Below is list of participant school emails and. parents that show number of counties other than Hopkinsville-Christian County that participated.</p> <p>Ting-Hui Lee <thlee2149@gmail.com>; heather.rodgers@christian.kyschools.us <heather.rodgers@christian.kyschools.us>; laceduncan10@yahoo.com <laceduncan10@yahoo.com>; jeanettehansell07@gmail.com <jeanettehansell07@gmail.com>; Scott, Amanda <amanda.scott@dawsonsprings.kyschools.us>; Cabridgewater@msn.com <Cabridgewater@msn.com>; kelhine77@gmail.com <kelhine77@gmail.com>; everly23@yahoo.com <everly23@yahoo.com>; jeanbean_88@yahoo.com <jeanbean_88@yahoo.com>; Shannon McKeever <shannon.mckeever@gmail.com>; Doug B <doug.bullen@gmail.com>; jennifer.foristall@christian.kyschools.us <jennifer.foristall@christian.kyschools.us>; Sharon Carver <sharon111469@gmail.com>; rachel.g.greenwell@gmail.com <rachel.g.greenwell@gmail.com>; mistyhitgaming@gmail.com <mistyhitgaming@gmail.com>; amyutterback1993@gmail.com</p>

<amyutterback1993@gmail.com>; meganbright27@gmail.com
<meganbright27@gmail.com>; elizabeth.turner@christian.kyschools.us
<elizabeth.turner@christian.kyschools.us>; kcantrell@iaiky.com
<kcantrell@iaiky.com>; gina.rose@christian.kyschools.us
<gina.rose@christian.kyschools.us>; sonayyar@gmail.com
<sonayyar@gmail.com>; jakebyl@gmail.com <jakebyl@gmail.com>;
jomer0002@yahoo.com <jomer0002@yahoo.com>;
trista.travis@yahoo.com <trista.travis@yahoo.com>;
lscjedwards@yahoo.com <lscjedwards@yahoo.com>;
lauren.taylor8710@yahoo.com <lauren.taylor8710@yahoo.com>;
zsuliqi@gmail.com <zsuliqi@gmail.com>; laurabethwyatt@hotmail.com
<laurabethwyatt@hotmail.com>
Cc: sherry.keown@bgreen.kyschools.us
<sherry.keown@bgreen.kyschools.us>;
mari.owens@christian.kyschools.us <mari.owens@christian.kyschools.us>;
Kathleen Guess - GT <kathleen.guess@crittenden.kyschools.us>;
tracy.mohon@christian.kyschools.us
<tracy.mohon@christian.kyschools.us>; Graham, Jessica
<jessica.graham@dawsonsprings.kyschools.us>;
melissa.young@fcfalcons.com <melissa.young@fcfalcons.com>; Kim Lint
<kim.lint@christian.kyschools.us>; amanda.haynes@hopkins.kyschools.us
<amanda.haynes@hopkins.kyschools.us>;
dana.martin@hopkins.kyschools.us <dana.martin@hopkins.kyschools.us>;
jstewart@heritagechristianonline.com
<jstewart@heritagechristianonline.com>;
heather.amentrout@christian.kyschools.us
<heather.amentrout@christian.kyschools.us>;
pamela.huddleston@christian.kyschools.us
<pamela.huddleston@christian.kyschools.us>; Young, Len
<len.young@hopkins.kyschools.us>; egirten@johnpauliicatholicschool.org
<egirten@johnpauliicatholicschool.org>;
leighann.stewart@christian.kyschools.us
<leighann.stewart@christian.kyschools.us>;
olivia.clark@christian.kyschools.us <olivia.clark@christian.kyschools.us>;
sarah.downing@union.kyschools.us
<sarah.downing@union.kyschools.us>; Jennifer Jatczak
<jennifer.jatczak@christian.kyschools.us>;
cameron.kisselbaugh@russellville.kyschools.us

	<p><cameron.kisselbaugh@russellville.kyschools.us>; Lacey.Ramirez@christian.kyschools.us <Lacey.Ramirez@christian.kyschools.us>; tara.toliver@christian.kyschools.us <tara.toliver@christian.kyschools.us>; rschwartz@stjosephschoolbg.org <rschwartz@stjosephschoolbg.org>; jennifer.potter2@union.kyschools.us <jennifer.potter2@union.kyschools.us>; juliah.baird@union.kyschools.us <juliah.baird@union.kyschools.us>; Jones, Nicole <nicole.jones@union.kyschools.us>; Barbara Kissner <bkissner@uha- ky.org>; Coffey, Lauren <lauren.coffey@bgreen.kyschools.us>; heather.canler@hopkins.kyschools.us <heather.canler@hopkins.kyschools.us></p>
--	---



ARPA/SLFRF TRANCHE 3 GRANT – MEETINGS & CONVENTIONS

LEGISLATIVE REPORT

Name of Organization: Lake Cumberland Tourist Commission

Directors Name: Danielle Wilson

Phone Number: 270 866 4333 Email: _____

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 0

List all completed projects or those that 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 websites that include new content, photos, and tools to assist the visitor in navigating 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 are 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 you have developed and installed.
8. List project cost and the ROI (return on investment) from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, request for brochures, Google analytics, or compare to pre-covid numbers (2019).

Project	Description	Date of Project	Cost of Project	ROI (Return on Investment)
<p>Student Anglen Federation (SAF) High School Fishing World Finals Championship <i>and National</i></p>	<p>Top HS Anglers from across the country including a few from other countries will be on the water on Lake Umbagog June 20-28, 2020. Two tournaments held concurrently - \$3mil in scholarships are given that Over 4,000 visitors @ Lake Umbagog last year and an economic impact of \$1.3mil. above.</p>	<p>June 20-28, 2020</p>	<p>\$100,000+</p>	<p>\$1.5 million</p>



ARPA/SLFRF TRANCHE 3 GRANT – MEETINGS & CONVENTIONS

LEGISLATIVE REPORT

Name of Organization: Lawrenceburg Anderson County Joint Tourism Commission

Directors Name: Robbie Morgan

Phone Number: 502-598-3127

Email: rnmorgan@lawrenceburgky.org

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ \$31,179.15

List all completed projects or those that 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 websites that include new content, photos, and tools to assist the visitor in navigating 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 are 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 you have developed and installed.
8. List project cost and the ROI (return on investment) from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, request for brochures, Google analytics, or compare to pre-covid numbers (2019).

Project	Wildman Triathlon- Production
Description	Triathlon Production: Logistics, production management, event management, sanctioning processes/procedures, permitting
Date of Project	September 21, 2024
Cost of Project	\$ 17,888
ROI (Return on Investment)	Nothing to report. The race hasn't occurred yet.

Project	Wildman Triathlon Marketing - Brand Development
Description	Red Tag Media -- Brand Development/Website Development, Media Placement , Campaign Management Red Pixel -- web development
Date of Project	Winter 2023 - Spring 2024
Cost of Project	\$13,291.15
ROI (Return on Investment)	See attached report Louisville ADDY Award -- Wildman Branding

Facebook and Instagram ads reached 325,589 people, generating 585,704 impressions and 317 link clicks. The campaign spent \$1,547.88. Bike ads performed best, followed by Swim and Run ads.

Impressions by age and gender: The campaign resonated most with the 35-44 age group (33.16%), followed by 25-34 (28.98%) and 45-54 (22.77%). The majority of impressions were from females (80.10%).

Impressions by location: Kentucky (45.07%) and Tennessee (32.29%) were the top locations for impressions, with Ohio and Indiana following behind. Google AdWords metrics: The campaign generated 5,017 impressions and 388 clicks, with a 7.73% click-through rate (CTR). The cost was \$1,047.65. AdWords impressions by age and gender: The 45-54 age group saw the most impressions (47.48%), and females accounted for 52.63% of impressions. AdWords impressions by location and city: Tennessee (44.27%) and Kentucky (28.91%) led in impressions. Nashville, TN had the highest impressions (2,268) and clicks (192).

Ad group and keyword performance: The "Wildman Triathlon - Where Legends Are Made" ad group performed best. Keywords like "ironman race" and "triathlon bike" generated significant impressions and clicks.



ARPA/SLFRF TRANCHE 3 GRANT – MEETINGS & CONVENTIONS

LEGISLATIVE REPORT

Name of Organization: Greater Lexington Convention and Visitors Bureau

Directors Name: Mary Quinn K. Ramer

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

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$1,262,604.65 (including 2023)

List all completed projects or those that 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 websites that include new content, photos, and tools to assist the visitor in navigating 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 are 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 you have developed and installed.
8. List project cost and the ROI (return on investment) from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, request for brochures, Google analytics, or compare to pre-covid numbers (2019).

Project	Advertising
Description	<p>Launch meetings always-on media campaign targeting corporate and event planners. The goal was to increase awareness of the destination and ultimately inspire planners to submit a RFP. Booked business for the city positively impacts the community.</p> <p>In addition, advertising was placed on platform that ultimately expose meeting planners to the Lexington brand. Includes advertising on the Cvent platform, Connect platform, with Religious Conference Management Association, Google, Professional Conference Management Association and Meeting Planners International.</p>
Date of Project	JUL 2023 - JUN 2024
Cost of Project	\$408,949.26
ROI (Return on Investment)	<p>For the always on campaign, target markets included: Cincinnati, Louisville, St. Louis and Indianapolis. Tactics included search and placement on the Google display network. The campaign generated 12,986,078 Impressions, 55,000 clicks thru to the meetings landing page, and resulted in 36 RFPs for Lexington. Cvent metrics indicate that year over year, RFPs received were up 22%, 61 new organizations found VisitLEX through advertising efforts, leads from RFPs submitted total 114k potential room nights.</p> <p>In the Cvent platform, our awareness efforts saw tremendous results. The US average for RFPs received in 2023 is up 8% YoY, but Lexington is up 23% - with 31% of those organizations/planner sourcing Lexington for the first time.</p>

Project	Fall 2023 & Spring 2024 FAM Tours
Description	<p>Two FAM tours were hosted in fiscal year 2024. They included 42 meeting planners from across the country and 6 local meeting planners. Planners toured Lexington hotels, the Central Bank Center, local event venues, horse farms, distilleries and Keeneland. The intent of the FAMs were to showcase the destination and all of its meeting venues and amenities. In addition, the FAMs allowed the VisitLEX sales team to further develop relationships with each of the meeting planners.</p> <p>Meeting planners represented various meeting market segments inclusive of medical, religious, association, trade, agricultural, engineering, motorcoach and more.</p>
Date of Project	October 9 - 11, 2023 and April 15 - 17, 2024
Cost of Project	\$216,650.63
ROI (Return on Investment)	<p>VisitLEX has leveraged FAMs as a way to expose more national and regional meeting planners to our destination. Once a lead is received, VisitLEX a strong track record for closing on sales leads when meeting planners visit our city as a part of the the process. These FAMs have expanded awareness of Lexington as a meetings destination and have positioned Lexington well in bidding on future business. Post Covid, in the past three years, VisitLEX received 40 leads from FAM participants, totaling 48k room nights. To date, VisitLEX has booked 13 of the 40 leads, representing 5k room nights, totaling more than \$2 million in economic impact. There are an additional 5 leads, totaling 5200 room nights, pending.</p>

Project	Sales Mission
Description	Booth fees to attend RCMA 2024 to promote Lexington hosting in 2026.
Date of Project	JAN 2024
Cost of Project	\$3,080.00
ROI (Return on Investment)	VisitLEX has long wanted to host the Religious Conferences Meetings Association, as the religious market is a high-performing market for our city. VisitLEX has strongly invested in relationships with RCMA executives and has actively participated in activations and engagements at the annual RCMA shows. VisitLEX is thrilled to have won the bid to host the 2026 RCMA annual event, and these funds allowed the VisitLEX team to promote the 2026 event at the 2024 conference. The RCMA in Lexington is poised to have a multi-million dollar economic impact to the city, in both the hosting of the event and in the leads for additional business to the city that materialize from the event.

Project	Meeting Subsidies - Transportation, Rentals & Incentives
Description	Amounts paid on behalf of groups for transportation, facility rentals and room night incentives.
Date of Project	JUL 2023 - JUN 2024
Cost of Project	\$164,798.00
ROI (Return on Investment)	VisitLEX recognizes that the meetings business is exceptionally competitive, and as such, bid fees and incentive fees are essential in winning business for the destination. In FY 24, VisitLEX was able to secure 11 groups to city for future years by offering incentives.

Project	Meeting Support - Signage
Description	Signage to welcome groups to town and/or provide street level directions.
Date of Project	JUL 2023 - JUN 2024
Cost of Project	\$51,957.14
ROI (Return on Investment)	From our leisure visitors to our meeting attendees, VisitLEX prides itself on outstanding experiences. One particular way VisitLEX caters to our meetings attendees is to blanket the destination with welcome messages and directional signage. Our meetings attendees always remark about the warm hospitality they feel while attending a conference in Lexington. These signs are but one of example of the many ways we welcome groups to town, contributing to our outstanding NPS (net promoter score) of 9/10!

Project	Advertising - Out of Home surrounding Tradeshow
Description	Atlanta activation around ASAE that included billboards and signage around the convention center before, during and after ASAE.
Date of Project	AUG 2023
Cost of Project	\$219,823.50

**ROI
(Return on
Investment)**

The ASAE trade show is always one of the biggest and most productive marketplace shows we attend during the year. During this show, our sales team meets with meeting planners representing a diverse and broad range of associations. The August 2023 event was held in Atlanta, GA, and our team wanted to have significant presence--both at our booth and in the space in and around our booth. This out-of-home media activation generated 3.1 million paid impressions, from meeting attendees and from those passing through the convention district. Furthermore, the sales team received tremendous feedback from meeting planners at the event who commented on the ad campaign and its positive impact. There were 5.4k clicks to the VisitLEX website, resulting in a 217% increase in traffic on the meetings page of visitlex.com. The goal of the campaign was to drive awareness of the destination, and our team was thrilled with the results. Furthermore, VisitLEX received seven leads at the ASAE show, equating to 11,400 room nights, and the VisitLEX sales team continues to work these leads.

Project	Advertising Combined with Tradeshows
Description	Advertising/sponsorships at Sports Express, Connect Marketplace, IAEE Expo Expo, National Horse Show, RCMA and NextCity.
Date of Project	JUL 2023 - JUN 2024
Cost of Project	\$408,949.26

**ROI
(Return on
Investment)**

In addition to attending the tradeshows and marketplaces, VisitLEX has long desired to establish a presence at key events to increase exposure and expand awareness of the destination. In the past year, VisitLEX has been able to sponsor additional activations at six events to further drive awareness of Lexington among meeting planners and attendees. These sponsorships have been extremely well received and have allowed for additional messaging about Lexington to meeting attendees.

Project	KY Horse Park Research
Description	Facility and competitive analysis of the park and their events.
Date of Project	Fall 2023
Cost of Project	\$68,250.00

**ROI
(Return on
Investment)**

Convention, Sports & Leisure conducted a competitive analysis of the Kentucky Horse Park's equine competition venues. This research has provided tremendous insights into KHP's comp set across the country, as well as identifying areas of opportunities for growth. The CS&L study looked at a number of venues and their offerings against the KHP's facilities. The recommendations have provided the KHP leadership team a road map for growth over the next five years, in addition to providing key insights from existing users and potential leads for future business.

TEAM KENTUCKY

ARPA/SLFRF TRANCHE 3 GRANT – MEETINGS & CONVENTIONS

LEGISLATIVE REPORT

Name of Organization: Louisville and Jefferson County Visitors and Convention Commission dba/Louisville Tourism

Directors Name: Cleo Battle

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

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 1,563,023.50

List all completed projects or those that 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 websites that include new content, photos, and tools to assist the visitor in navigating 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 are 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 you have developed and installed.**
- 8. List project cost and the ROI (return on investment) from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, request for brochures, Google analytics, or compare to pre-covid numbers (2019).**

Project	Industry Meeting Sponsorships - PGA (Professional Golfers Association)
Description	Participated as a requirement of booking the PGA Championship into Louisville. A chalet was used during each day of the tournament to host State, Regional and national clients. We partnered with Kentucky State Tourism Office on hosting responsibilities within the chalet.
Date of Project	May 13-19, 2024
Cost of Project	\$335,603.92
ROI (Return on Investment)	Louisville Tourism over the 4 day tournament hosted over 100 clients that will directly or indirectly drive future business to Louisville. Chalet was full each day with clients, sales staff, and local leaders.

Project	Industry Meeting Sponsorships - USA CYCLING
Description	Hosted 2023 National Cyclocross Championships. Louisville last hosted in 2018. 1700 athletes participated from Youth Junior class to Adult Masters class. 200 Olympic Elite athletes participated. 3000 spectator tickets sold during the 6-day event.
Date of Project	December 5-10, 2023
Cost of Project	\$30,000.00
ROI (Return on Investment)	Economic Impact was \$2.2m in destination revenue Peak room nights, 725 Total Room nights 2300

Project	Meeting Conventions, and Events Incentives – NOMADNESS - Host City Sponsor
Description	NOMADNESS Fest is a direct extension of our award winning, 30,000+ member international travel family <u>NOMADNESS Travel Tribe</u> Since its inception in 2011, Tribe has grown from 100 to tens of thousands of members, has hosted over forty international trips across the globe, has developed coveted partnerships with brands and destinations.
Date of Project	September 28, 2023 – October 1, 2023
Cost of Project	\$100,000.00
ROI (Return on Investment)	Hosted a successful NOMADNESS Fest 2023- 4.42 out of 5 star rating by attendees, 551 registrants, 336 weekend attendees, 60% first time attendees, 68% of attendees travel to Louisville for the festival, 5 events in four days. Social Media Impact included: 15, 402 social accounts reached, 54,670 impressions, 750 accounts actively engaged, 8,706 followers, 2 million followers across BIPOC influencers reached. Planning and execution including working with NOMADNESS Travel Tribe team and local BTAC committee. Oversaw planning and execution related to the following: Welcome Reception at Evan Williams, Sightseeing Tour for attendees, VIP Reception at 21C Museum Hotel, travel trade appointments, Festival activation, and volunteers. Worked collaboratively across departments with involvement including Tourism Development, Services, Marketing/Communications.

Project	Marketing & Promotions- Client Events – SIX IN THE CITY EVENT - Washington DC
Description	Louisville participated in a multi city collaboration targeting DC, Virginia and Maryland group clients. The event was produced in DC and attracted 225 prospect that can drive meetings business to Louisville.
Date of Project	October 5, 2023
Cost of Project	\$26,346.19
ROI (Return on Investment)	225 clients attended the barbeque inspired evening. Louisville sponsored a booth and client engagement opportunities. Future business opportunities in the form of RFP's have been received. Clients targeted were National Associations with various size meetings and conventions.

Project	Marketing & Promotions- Client Events – SIX IN THE CITY EVENT – Chicago, IL
Description	A collaborative event with 5 other cities to attract Association and Corporate clients in and around the Chicago market. A barbeque contest with bluegrass entertainment was provided. Over 200 targeted clients attended the event.
Date of Project	June 18, 2024
Cost of Project	\$40,917.19
ROI (Return on Investment)	Client relationships built and strengthened. Louisville has and will continue to receive future FRP opportunities. Sales follow-up is on-going on new clients and group opportunities.

Project	Marketing & Promotions- Client Events – NORTHSTAR TRAVEL – Client Event
Description	Louisville Tourism partnered with NORTHSTAR Meetings and Travel on hosting a boutique hotel meeting planner event in Louisville. 65 planners attended the 2-day educational and experiential event. Louisville was the exclusive sponsor of attraction tours, entertainment, and 2 receptions.
Date of Project	June 9-10, 2024
Cost of Project	\$47,720.43
ROI (Return on Investment)	Small meetings market was the target. Have generated RFPs from the effort. Additional sales follow up on active leads are on-going.

Project	Convention/Travel Shows – PCMA CONVENING LEADERS 2024
Description	Louisville participated in an expanded tradeshow booth and educational session. Increased our presence and exposure to a national meeting planner audience. Many healthcare and medical based associations are members of PCMA.
Date of Project	January 8-10, 2024
Cost of Project	\$39,429.71
ROI (Return on Investment)	Several new tentative bookings were put on the books. Our sales effort to close is on-going. Our destination profile has been elevated and will help drive additional RFP opportunities for the destination.

Project	Meetings Conventions & Events Incentives – MPI WEC 2024 HOST CITY SPONSORSHIP
Description	Meeting Planners International- Their World Educational Conference is the largest event they sponsor. The event drew a large corporate market planner attendance. They also had several hundred International based planners attend the Louisville Conference. Louisville sponsored destination tours, a Churchill Downs 1 st turn experience, Fundraising events for the MPI Foundation
Date of Project	May 20-23, 2024
Cost of Project	\$943,006.06
ROI (Return on Investment)	1300 rooms on peak 5600 total room nights Economic Impact \$2.6m Event utilized 6 downtown hotels



ARPA/SLFRF TRANCHE 3 GRANT – MEETINGS & CONVENTIONS

LEGISLATIVE REPORT

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

Directors Name: Elena Blevins

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

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 71,823.22

List all completed projects or those that 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 websites that include new content, photos, and tools to assist the visitor in navigating 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 are 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 you have developed and installed.
8. List project cost and the ROI (return on investment) from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, request for brochures, Google analytics, or compare to pre-covid numbers (2019).

Project	2023 AGLOW Conference Sponsorship
Description	We sponsored the President's Reception at the 2023 Annual AGLOW (Association of Great Lakes Outdoors Writers).
Date of Project	September 2023
Cost of Project	\$1,500
ROI (Return on Investment)	This sponsorship help generate excitement and enthusiasm about Kentucky Lake and our state park hosting the 2024 Annual Conference.

Project	Major League Fishing Tackle Warehouse Invitational Fishing Tournament
Description	This was a live televised tournament where we hosted over 100 pros to fish for large and smallmouth bass on Kentucky Lake.
Date of Project	April 19 - 21, 2024
Cost of Project	\$70,323.22
ROI (Return on Investment)	It generated massive amounts of online interest for our destination. It was the most watched Invitational event MLF has ever hosted to date. Created millions on online and digital impressions.

TEAM KENTUCKY

ARPA/SLFRF TRANCHE 3 GRANT – MEETINGS & CONVENTIONS

LEGISLATIVE REPORT

Name of Organization: MAYSVILLE-MASON CO. CVB

Directors Name: KATELYN BAILEY

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

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 0

List all completed projects or those that 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 websites that include new content, photos, and tools to assist the visitor in navigating 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 are 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 you have developed and installed.
8. List project cost and the ROI (return on investment) 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 3 GRANT – MEETINGS & CONVENTIONS

LEGISLATIVE REPORT

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

Directors Name: Joy C. Brown

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

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 164,894.25

List all completed projects or those that 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 websites that include new content, photos, and tools to assist the visitor in navigating 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 are 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 you have developed and installed.
8. List project cost and the ROI (return on investment) from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, request for brochures, Google analytics, or compare to pre-covid numbers (2019).

Project	Trade Show Sponsorship and Booth Set Up – Out of State Out of State Advertising in Large Scale Markets Third-Party Lead Generation Total Rebrand of our conference center with a new marketing campaign
Description	We have been able to set up and sponsor three trade shows and professional events. Our out-of-state marketing opportunities have provided multiple small market convention leads from out of state. Third-Party Lead Generation has provided us with unlimited opportunities for emailing and mailing information to associations, business leaders etc. Most recently, we are in the final stages of a rebranded marketing campaign allowing us a jump in the marketplace, so we don't 'blend' with our competitors, rather provide us with a competitive edge.
Date of Project	Ongoing
Cost of Project	\$220,000
ROI (Return on Investment)	10-12 conference for small market have confirmed booking with our community; third-party lead generation have resulted in overnight stays for business leaders interested in tours and family outings; strategic planning meetings for 4 large companies have already occurred and several are scheduled in spring and summer 2025. So much more to come.

TEAM KENTUCKY

ARPA/SLFRF TRANCHE 3 GRANT – MEETINGS & CONVENTIONS

LEGISLATIVE REPORT

Name of Organization: Mt. Sterling Montgomery County Tourism

Directors Name: Tracy Pearce

Phone Number: 959-338-4910 Email: mtourism@uis.net

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 0 - planned for 2025

List all completed projects or those that 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 websites that include new content, photos, and tools to assist the visitor in navigating 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 are 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 you have developed and installed.
8. List project cost and the ROI (return on investment) 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 3 GRANT – MEETINGS & CONVENTIONS

LEGISLATIVE REPORT

Name of Organization: meetNKY | Northern Kentucky CVB

Directors Name: Julie Kirkpatrick

Phone Number: 859-655-4167 **Email:** jkirkpatrick@meetnky.com

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$1,410,778.37

List all completed projects or those that 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 websites that include new content, photos, and tools to assist the visitor in navigating 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 are 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 you have developed and installed.**
- 8. List project cost and the ROI (return on investment) from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, request for brochures, Google analytics, or compare to pre-covid numbers (2019).**

Project	RCMA advertising (vendor is Imago Advertising)
Description	2023 & 2024 advertising with RCMA in their Aspire Magazine including two bespoke Belly Bands on issues in Fall and Winter 2024; digital advertising on rcma.com; custom email production promoting NKY for faith based meetings and custom content production for the RCMA audience
Date of Project	September 2024 – end of 2024
Cost of Project	\$96,950
ROI (Return on Investment)	We have seen a strong return from traffic to meetNKY.com from the faith-based community via dedicated links and an increase in lead volume from the faith based market.

Project	Cvent Advertising
Description	Cvent is the number one planner portal to research meetings and conventions. Northern Kentucky has an enhanced digital presence on the site and advertising plan. Ads are deployed in Columbus, St. Louis and Pittsburgh
Date of Project	2023/2024 and planned for 2025
Cost of Project	\$187,321.19
ROI (Return on Investment)	RFP (request for proposal) for the Northern Kentucky Convention Center is up 30% year over year.

Project	Media One North America's Meeting Accelerator Program
Description	A fully integrated meetings solution program that includes: database review and acquisition list of potential meetings planners for Northern Kentucky; scheduled lunch and learns (in market sales missions in Indy and Chicago); an immersive think tank of meeting planners that traveled to Northern Kentucky for an immersion visit and qualitative research on our product (includes transportation reimbursement, hotel accommodations and FAM {familiarization tour} activities like lunch, dinner (no alcohol) and a digital media program to improve Northern Kentucky's market position for meetings.
Date of Project	June 2023 – December 2025
Cost of Project	To date: \$704,914.61
ROI (Return on Investment)	Return on investment includes new traffic to the meetings site of meetNKY.com, increased lead volume from target markets and an increase in conversion on conventions.

Project	Helms Briscoe Partnership and Trade Show
Description	Helms Briscoe is one of the most prolific third party meeting planner organizations in the country controlling over \$10 B in meetings business. We are a Premier Partner (A \$21,000 a year partnership cost that gives us marketing benefits) and we attend their annual business meeting (\$5,250)
Date of Project	2023 & 2024
Cost of Project	\$47,250
ROI (Return on Investment)	Improving the visibility and impression of Northern Kentucky as a meeting place and an increase in lead volume from Helms Briscoe planners.

Project	Tradeshaw Partnerships with Cincinnati
Description	We showcase at many meeting centric tradeshaws with our sister city Cincinnati to showcase one region with many options and in support of CVG International Airport. Included costs are for ASAE 2023 and 2024, Connect 2023, RCMA 2023 and the Association Forum's 2023 Holiday tradeshaw. We pay half of the costs.
Date of Project	2023 and 2024
Cost of Project	\$36,166.20
ROI (Return on Investment)	Increase in meetings visibility for NKY and flights into CVG by convention attendees as well as increase in lead volume year over year.

Project	Christian Meeting and Convention Association Trade Show
Description	We registered and attended the CMCA convention in 2024 to promote NKY as a unique faith based meeting destination.
Date of Project	March 2024
Cost of Project	\$2500
ROI (Return on Investment)	Returned from show with six new requests for proposal for events in NKY.

Project	Multiview (MPI Advertising)
Description	Meeting Planners International is another industry organization that provides high visibility to destinations to host meetings and conventions. Multiview is their advertising organization. We have a full year campaign of video intercepts on their meeting planner newsletter.
Date of Project	Sept 2023 – Sept 2024
Cost of Project	\$19,800
ROI (Return on Investment)	Increased clicks to meetNKY.com from meeting planner community.

Project	Northern Kentucky Convention Center for Christian Community Development Association
Description	A faith-based association based in Chicago, IL had never hosted an event in Northern Kentucky. Using the ARPA funds as an incentive to offset the convention center rental, we offered to host their event in NKY and we would pay the rental. We beat Birmingham, AL, Jacksonville and Phoenix to bring this event to Kentucky.
Date of Project	October 2023
Cost of Project	\$34,900
ROI (Return on Investment)	The CCDA convention brought 1200 overnight rooms to Covington and generated a \$976k economic impact on the community.

Project	Northern Kentucky Convention Center for Society of Physicians Assistants in Otorhinolaryngology
Description	A medical association based in DC area had never hosted an event in Northern Kentucky. Using the ARPA funds as an incentive to offset the convention center rental, we offered to host their event in NKY and we would pay the rental. We beat many destinations including partners in Cincinnati to host this event
Date of Project	April 2024
Cost of Project	\$27,320
ROI (Return on Investment)	The convention brought 928 overnight rooms to Covington and generated a \$555k economic impact on the community.

Project	Connect 2023 & 2024 Trade Show Registration
Description	The Connect Megamarketplace is a big trade show that includes multiple tracts for association, speciality and corporate meeting planners. NKY is attending this appointment show to secure new customers and business for NKY.
Date of Project	August 2023 and August 2024
Cost of Project	\$16,200
ROI (Return on Investment)	We measure ROI by increase in lead volume.

Project	Convention South Magazine Placements
Description	Convention South is a reputable meeting planner magazine for planners that host in the South. We placed two full page ads in March and December 2023.
Date of Project	2023
Cost of Project	\$6,800
ROI (Return on Investment)	Print has a lower ROI and we did track landings on a special landing page that was not as effective as digital placements.

Project	Hop Skip Lead Generation
Description	Hop Skip is a new to market lead generation system for destinations. We decided to beta test their service in 2023 to measure effectiveness vs. Cvent.
Date of Project	2023
Cost of Project	\$8,000
ROI (Return on Investment)	Very few requests for proposal were received for NKY and it was eliminated as a partner.

Project	Aircraft Rescue and Fire Fighting Working Group - AAFFWG
Description	A Texas based association that was looking at NKY as a site for their 2023 and 2025 convention. It was between Milwaukee, Chattanooga and Lexington. We split the airfare for the site visit three ways.
Date of Project	October 2023
Cost of Project	\$1110.93
ROI (Return on Investment)	Limited ROI as business was lost for NKY and Lexington.

Project	Christian Community Development Association
Description	A faith-based association based in Chicago, IL had never hosted an event in Northern Kentucky. Using the ARPA funds as an incentive close the business, we offered to host their event in NKY and we would pay the rental. We beat Birmingham, AL, Jacksonville and Phoenix to bring this event to Kentucky. (incentive paid directly to association)
Date of Project	October 2023
Cost of Project	\$18,000
ROI (Return on Investment)	The CCDA convention brought 1200 overnight rooms to Covington and generated a \$976k economic impact on the community. That calculates to \$15 per room night.

Project	American Junior Golf Association
Description	We worked with the American Junior Golf Association to bring a new event to NKY for three years, the Kenton County Open. Memorial Day has traditionally been a slower demand period in NKY and this new golf tournament would bring a younger visitor to the region.
Date of Project	May 2024
Cost of Project	\$50,000
ROI (Return on Investment)	AJGA has 500+ spectators and visitors that stayed in NKY hotels. Estimated economic impact of more than \$500k.

Project	Northstar Travel Media for E-Sports Summit
Description	E-sports is an emerging market for sports and meetings especially at a medium sized/high tech center like the Northern Kentucky Convention Center. We bid to host the 2026 E-Sports Summit and were successful at our bid at the Northern Kentucky Convention Center in partnership with the Marriott, NKU and CVG International Airport.
Date of Project	June 2026 (in progress)
Cost of Project	\$50,000
ROI (Return on Investment)	Will bring more than 500 E-sports rights holders to NKY in 2026 and generate a \$500k+ economic impact.

Project	Society of Physicians Assistants in Otorhinolaryngology
Description	A medical association based in DC area had never hosted an event in Northern Kentucky. Using the ARPA funds as an incentive to offset the convention center rental, we offered to host their event in NKY and we would pay the rental. We beat many destinations including partners in Cincinnati to host this event. This costs is the booking incentive written to the organization
Date of Project	April 2024
Cost of Project	\$14,500
ROI (Return on Investment)	The convention brought 928 overnight rooms to Covington and generated a \$555k economic impact on the community. Per room night incentive is \$16.

Project	Meeting Professionals International World Education Congress 2024
Description	MPI WEC was hosted in Louisville in 2024 and offered NKY a special chance to highlight our ability to host meetings in the north of the state. We were an education sponsor as well as registering for three separate hosted buyer tracts and this also includes a small amount of collateral from Grainwell in Covington.
Date of Project	May 2024
Cost of Project	\$43,457.94
ROI (Return on Investment)	New recognition of Northern Kentucky as a unique meeting destination and 10 new requests for proposal for events in NKY.

Project	Association of Film Commissioners International
Description	AFCI is the premier organization for film commissioners internationally. We bid on hosting the first AFCI in the US since COVID and won the bid over many destinations.
Date of Project	September 2025
Cost of Project	\$45,000 to date
ROI (Return on Investment)	Will bring 400+ film commissioners to NKY as well as many industry contacts (Disney, Amazon) to showcase NKY as a destination. Events hosted at Hotel Covington, NKYCC and theaters in the region.

Project	The Think Shop
Description	Convention Collateral redesign
Date of Project	June 2024
Cost of Project	\$587.50
ROI (Return on Investment)	Increase brand story for NKY



ARPA/SLFRF TRANCHE 3 GRANT – MEETINGS & CONVENTIONS

LEGISLATIVE REPORT

Name of Organization: Oak Grove Tourism & Convention Commission/Valor Hall Conference & Event Center

Directors Name: Traci Cunningham

Phone Number: 270-439-5675/VH # 270-640-7144 **Email:** Director@visitoakgroveky.com

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$39,357.94

List all completed projects or those that 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 websites that include new content, photos, and tools to assist the visitor in navigating 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 are 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 you have developed and installed.**
- 8. List project cost and the ROI (return on investment) from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, request for brochures, Google analytics, or compare to pre-covid numbers (2019).**

Project	Print/Digital Ads with various meeting, sporting & group travel magazines
Description	<p>Placed ads in Meeting Today, Group Tour, Trade Press Media Group Inc., Innovative Publishing, Greenspring Media for meeting & events, Kenilworth Media Inc for sporting events and Lane Report. Full page ad along with digital click through promoting the convention center to entice groups to visit & book seminars, conference, trade shows or sporting events.</p> <p>These are new markets and publications for us.</p>
Date of Project	November 2023 to June 2024
Cost of Project	\$36,020.00
ROI (Return on Investment)	Received several calls regarding seminars & conferences as well as sporting events. Some group tours have contacted us, great connection first tour will be here on 8/29/2024. Booked a sporting event along with seminars & conferences. Website has seen an increase in traffic

Project	Forerunner TV commercial
Description	Filming of Convention Center to show case the venue for sporting events, conferences, seminars & trade shows etc.
Date of Project	June 2024
Cost of Project	\$3,337.94
ROI (Return on Investment)	Editing the final filming, unable to track data at this time.



ARPA/SLFRF TRANCHE 3 GRANT – MEETINGS & CONVENTIONS

LEGISLATIVE REPORT

Name of Organization: Visit Owensboro

Directors Name: Mark Calitri

Phone Number: 270 926 1100 Email: mark@visitowensboro.com

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 1,309,269.45

List all completed projects or those that 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 websites that include new content, photos, and tools to assist the visitor in navigating 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 are 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 you have developed and installed.
8. List project cost and the ROI (return on investment) from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, request for brochures, Google analytics, or compare to pre-covid numbers (2019).

Project	Midwest Open Archery Tournament Underwriting Incentive
Description	<p>Newly created youth archery tournament was held at the Owensboro Convention Center. 200 athletes, plus coaches and fans.</p> <p>The event, which served as an expansion of the Midwest Open Indoor Archery Tournament based out of Springfield, Illinois, kicked off on Friday night with a non-competitive team event followed by two days of competition Saturday and Sunday with the National Field Archery Association (NFAA) 5 Spot 360 — where archers shot 60 arrows on a blue-and-white face paper target set up at a 20-yard-distance — before pairing shooters with their respective classes to compete in the Vegas 330 round — where participants shot 30 arrows at a 40-centimeter target face</p>
Date of Project	1/18-1/21 2024
Cost of Project	\$35,285.84
ROI (Return on Investment)	<ul style="list-style-type: none"> • Drove hotel occupancy at 36%, during slow season. • Economic impact \$ 151,470

Project	Great Race 2024 Underwriting Incentive
Description	<p>Multi day outdoor sports event, and exhibition utilizing Owensboro Convention Center and Bluegrass Music Hall of Fame and Museum. The 2024 Hemmings Motor News Great Race presented by Coker Tire started in Owensboro, KY on Saturday, June 22. The world's premiere old car rally brought 152 of the world's finest antique automobiles to town. The finish was in Gardiner, Maine, on June 30.</p> <p>The 9-day, 2,300-mile adventure traveled to 19 cities in Kentucky, Ohio, West Virginia, Maryland, Virginia, Pennsylvania, New York, Connecticut, Rhode Island, Massachusetts, and Maine.</p>
Date of Project	June 16-June 22, 2024
Cost of Project	\$79,058.67
ROI (Return on Investment)	<p>Economic impact \$400,000</p> <ul style="list-style-type: none"> • 2024: Notable YOY occupancy growth June

Project	ACO Cornhole Super Major and Pro Series Underwriting Incentive
Description	ACO Majors are the main cornhole tournaments of the season, where all skill levels can play, with an opportunity to win. ACO members compete for World Ranking Points. Event held at the Owensboro Convention Center. 500 plus athletes over the multi day event.
Date of Project	1/5/24-1/7/24
Cost of Project	44,671
ROI (Return on Investment)	Economic impact \$120,000

Project	Bluegrass Legends Experience Underwriting Incentive
Description	Exposition and trade show of vehicles/motorcycles. Utilizing Owensboro Sports Center.
Date of Project	08/18/23-08/21/23
Cost of Project	6,852
ROI (Return on Investment)	<ul style="list-style-type: none"> • 2023: Continued strong performance with sustained record high hotel occupancy. • Average Daily Rate (ADR): Increased by 4.1% year-over-year. • Revenue per Available Room (RevPAR): Up by 4% year-over-year. • Total Revenue: Increased by 3% year-over-year. <p>Economic impact: \$250,000</p>

Project	Grace Christian Tournament Underwriting Incentive
Description	Sports event held at the Owensboro Sports Center. 6 teams, 150 athletes, coaches.
Date of Project	8/7-8/9, 2023
Cost of Project	4,000
ROI (Return on Investment)	Economic impact: \$47,141.36

Project	Kentucky Wesleyan Golf Championships Men's/Women's Underwriting Incentive
Description	Outdoor sports tournament. New event. Multi team.
Date of Project	4/21-4/24, 2024
Cost of Project	50,000
ROI (Return on Investment)	<ul style="list-style-type: none">• Economic impact: \$197,307• 2024: Notable YOY occupancy growth in April

Project	Athelite Underwriting Incentive
Description	Newly created, multi day sports tournament held at the Owensboro Convention Center
Date of Project	6/27-6/29 2024
Cost of Project	5,000
ROI (Return on Investment)	Economic impact \$109,000

Project	Hollywood Independent Music Awards Show Underwriting Incentive
Description	Conference and expo held at the Owensboro Convention Center, Bluegrass Music Hall of Fame & Museum. A wide variety of workshops and professional education training.
Date of Project	08/10-8/13 2023
Cost of Project	\$11,861
ROI (Return on Investment)	Economic impact \$45,000 <ul style="list-style-type: none"> • 2023: Continued strong performance with sustained record high hotel occupancy. • Average Daily Rate (ADR): Increased by 4.1% year-over-year. • Revenue per Available Room (RevPAR): Up by 4% year-over-year. • Total Revenue: Increased by 3% year-over-year.

Project	T Squared Forensics Symposium Underwriting Incentive
Description	<p>New event held at the Owensboro Convention Center. Trimble, a worldwide leader in forensics mapping brought the T Squared Symposium to the Owensboro Convention Center and Sportscenter April 16-18, 2024.</p> <p>The event is comprised of mapping classes, vendors, a full-on mock mass casualty scenario and social events. Attendees of the symposium will get to check out the latest techniques and equipment in forensics mapping such as 3D scanners, total stations, mapping solutions, drones and more that allow public safety officials to diagram scenes to scale.</p>
Date of Project	4/16/24-4/18/24
Cost of Project	8,150
ROI (Return on Investment)	<p>Economic impact \$45,000</p> <ul style="list-style-type: none"> • 2024: Notable occupancy growth in April.

Project	JB Media Group Marketing and Advertising
Description	Digital marketing and advertising promoting Owensboro as a destination as a meeting/conference destination
Date of Project	7/2/2023
Cost of Project	8,807.50
ROI (Return on Investment)	<ul style="list-style-type: none"> • Owensboro Convention Center set an all time revenue record in 2023 and secured the highest number of conferences in history. • 2023: Continued strong performance with sustained record high hotel occupancy. • Average Daily Rate (ADR): Increased by 4.1% year-over-year. • Revenue per Available Room (RevPAR): Up by 4% year-over-year. • Total Revenue: Increased by 3% year-over-year.

Project	Lucky's Cornhole Tournament Underwriting Incentive
Description	Held at Owensboro Convention Center. Multi day event.
Date of Project	8/10-8/12 2023
Cost of Project	1,000
ROI (Return on Investment)	Economic impact \$18,000

Project	Rally Point Events Underwriting Incentive
Description	PBR Pro Bull Riding competition -multi day sports event held at Owensboro Sports Center
Date of Project	10/13/23-10/15/2023
Cost of Project	9,185.98
ROI (Return on Investment)	Economic impact \$69,000

Project	Apex Touring Underwriting Incentive
Description	Held at the RiverPark Center. Exhibitions, performances, and show/tech build out.
Date of Project	Sept. 6-11 2023
Cost of Project	\$20,000
ROI (Return on Investment)	Economic impact \$93,879

Project	Jerry Garcia Exhibition and Conference Underwriting Incentive
Description	Multi day exhibition held at the Bluegrass Music Hall of Fame and Museum. Featured professional workshops, demonstrations, and educational training.
Date of Project	March 28-March 30, 2024
Cost of Project	125,000
ROI (Return on Investment)	Economic impact \$380,325

Project	The Innovate Summit Underwriting Incentive
Description	Professional conference held at the Owensboro Convention Center. 3-day, 2-night conference gathering some of the brightest minds on the planet.
Date of Project	5/21/2024-5/23/24
Cost of Project	59,997
ROI (Return on Investment)	Economic impact \$177,870

Project	American Cornhole World Championships 2024
Description	Event held at the Owensboro Convention Center. Eight hundred athletes over 10 days
Date of Project	July 17-28, 2024
Cost of Project	153,000
ROI (Return on Investment)	Economic impact \$1,100,000

Project	Dynasty Sports Performance
Description	Four athletic events. Held at the Owensboro Convention Center
Date of Project	12/2-12/3, 2023, 8/8/23 to 8/8/23, 5/5-5/7 2023, Oct. 2023
Cost of Project	55,000
ROI (Return on Investment)	Economic impact \$116,000

Project	DB Drag Racing Inc. underwriting incentive
Description	Exposition, trade show for world finals held at the Owensboro Convention Center. Multi-faceted event featuring vendors and workshops.
Date of Project	9/30-10/1 2023
Cost of Project	2,513.04
ROI (Return on Investment)	Economic impact \$75,085

Project	Owensboro Comic and Toy Con
Description	Event held at the Owensboro Convention Center. The Owensboro Comic & Toy Convention is a gathering of all things and people in the comic and collectible toy industry. Visit owensborocomiccon.com for complete event information.
Date of Project	10/5-10/7 2023
Cost of Project	2,500
ROI (Return on Investment)	Economic impact \$400,000

Project	Romp and Roll Vinyl Record Show underwriting incentive
Description	Multi day trade show event held at the Owensboro Convention Center.
Date of Project	June 24-26, 2024
Cost of Project	21,638
ROI (Return on Investment)	Economic impact \$50,000

Project	River City Pickleball Championships underwriting incentive
Description	Outdoor sports event. Thursday 10/10: 60+/70+ Gender Doubles Friday 10/11: 50+ Gender Doubles & 60+/70+ Mixed Doubles Saturday 10/12: Any Age Gender Doubles Sunday 10/13: Any Age Mixed Doubles
Date of Project	October 10-13, 2023
Cost of Project	10,241.98
ROI (Return on Investment)	Economic impact \$50,500

Project	Little League Allstar Tournament Underwriting Incentive
Description	Outdoor youth sports event. New to Daviess County. 175 plus athletes in attendance.
Date of Project	June 24-28, 2024
Cost of Project	1,500
ROI (Return on Investment)	Economic impact \$25,000

Project	Little Women Broadway Show underwriting incentive
Description	Event held at Riverpark Center, exhibition and tech build out.
Date of Project	February 1-3, 2024
Cost of Project	57,000
ROI (Return on Investment)	Economic impact \$75,000

Project	American Junior Golf Association underwriting incentive
Description	Outdoor sports event
Date of Project	5/3-5/10 2024
Cost of Project	50,000
ROI (Return on Investment)	Economic impact \$323,357

Project	Jeeps and Jamz underwriting incentive
Description	Multi day, multi-faceted expo and trade show event held at the Owensboro Convention Center.
Date of Project	5/18-5/20 2024
Cost of Project	\$30,990
ROI (Return on Investment)	Economic impact \$174,570

Project	River City Bike Expo underwriting incentive
Description	Multi day, multi-faceted conference and expo event held at the Owensboro Convention Center.
Date of Project	6/1-6/4 2024
Cost of Project	50,000
ROI (Return on Investment)	Economic impact \$207,088

Project	Game 7 Baseball Championships underwriting incentive
Description	2 New outdoor youth sports events.
Date of Project	6/3-6/5 2023 and 9/6- 9/8 2023
Cost of Project	7,665.98
ROI (Return on Investment)	Economic impact \$272,240

Project	Bluegrass Legends Experience Underwriting Incentive
Description	Exposition and trade show of vehicles/motorcycles. Utilizing Owensboro Sports Center.
Date of Project	8/18-8/20 2024
Cost of Project	30,500
ROI (Return on Investment)	Economic impact: \$250,000

Project	Universal Clown Summit Underwriting Incentive
Description	Multi day conference and vendor trade show held at the Owensboro Convention Center
Date of Project	9/6-9/8 2024
Cost of Project	6,000
ROI (Return on Investment)	Economic impact 56,422

Project	Panther Growl by Kentucky Wesleyan College underwriting incentive
Description	Multi day event held at the Owensboro Convention Center. Over 600 athletes from multiple states in attendance.
Date of Project	5/9-5/11 2024
Cost of Project	30,000
ROI (Return on Investment)	Economic impact 196,556

Project	Rise Summit Conference underwriting incentive
Description	The multi day professional conference held at the Owensboro Convention Center and Bluegrass HOF. RISE stands for Redefining Inclusion, Support, and Empowerment. Any parents and caregivers of loved ones with disabilities. The Summit will emphasize a comprehensive perspective on topics relevant to families raising children or adults with disabilities, transcending specific disability categories
Date of Project	10/25-10-26 2024
Cost of Project	12,000
ROI (Return on Investment)	Economic impact 127,000

Project	Rivertown Pickleball underwriting incentive
Description	Two outdoor sports events. Three hundred plus athletes per event.
Date of Project	3/10-3/12 2024 and October 27-29, 2023
Cost of Project	21,250
ROI (Return on Investment)	Economic impact \$195,442

Project	Great American Bluegrass Jam Experience underwriting incentive
Description	Multi day conference and exhibition held at the Bluegrass Music Hall of Fame and Museum
Date of Project	3/10-3/12 2024
Cost of Project	21,250
ROI (Return on Investment)	Economic impact \$195,442

Project	BBQ and Barrels underwriting incentive
Description	Exhibition and trade show held at the Owensboro Convention Center
Date of Project	May 10-12 2024
Cost of Project	50,778.91
ROI (Return on Investment)	Economic impact \$1,435,170

Project	Owensboro Comic and Toy Con underwriting incentive
Description	Event held at the Owensboro Convention Center. The Owensboro Comic & Toy Convention is a gathering of all things and people in the comic and collectible toy industry. Visit owensborocomiccon.com for complete event information.
Date of Project	October 6-8, 2024
Cost of Project	55,000
ROI (Return on Investment)	Economic impact \$400,000

Project	Owensboro Cricket Association underwriting incentive
Description	Multi day outdoor sports event and expo showcasing the Indian culture.
Date of Project	May 17-19, 2024
Cost of Project	12,000
ROI (Return on Investment)	Economic impact \$34,000

Project	Kentucky Dock Dogs underwriting incentive
Description	<p>Outdoor sports competition sanctioned by the American Kennel Club (AKC)</p> <p>The world's premier canine aquatics competition, held September 21-22, 2024 at Panther Creek Park. Kentucky DockDogs is planning this unique event in sports event and vendor show in collaboration with Daviess County Parks & Recreation and Visit Owensboro.</p>
Date of Project	9/21 – 9/22 2024
Cost of Project	9,340
ROI (Return on Investment)	Economic impact \$90,948

Project	Kentucky Wesleyan College Soccer Tournament underwriting incentive
Description	Multi day outdoor sports event. 12 Team, 150 plus athletes.
Date of Project	3/17-3/20 2024
Cost of Project	19,244.43
ROI (Return on Investment)	Economic impact 329,000

Project	Real Southern Gospel underwriting incentive
Description	Multi day event held at the Bluegrass Music Hall of Fame and Museum. The event featured a diverse range of vendors, interactive workshops, and engaging exhibitions.
Date of Project	12/1-12/3 2023
Cost of Project	25,000
ROI (Return on Investment)	Economic impact \$103,620

Project	Great Midwest Conference Championships underwriting incentive
Description	Multi day outdoor sports event. 20 collegiate teams featuring approximately 200 athletes.
Date of Project	4/12-4/14 2004
Cost of Project	8,000
ROI (Return on Investment)	Economic impact \$103,620

Project	King Kat Outdoor Expo
Description	A multi day exposition and trade show held at the Owensboro Convention Center. This successful event was multifaceted, showcasing vendors from across the nation, a diverse array of workshops, and a competitive fishing tournament.
Date of Project	May 3-May 5, 2024
Cost of Project	8,247.29
ROI (Return on Investment)	Economic impact \$155,348

Project	Kentucky Wesleyan College Tournament underwriting incentive
Description	Multi day tournament held at the Owensboro Sport Center. 10 teams, 150 plus athletes.
Date of Project	9/13-9/14 2024
Cost of Project	6,000
ROI (Return on Investment)	Economic impact \$93,687

Project	Groom X
Description	<p>Multi-faceted dog grooming conference, expo, and trade show at the Owensboro Convention Center.</p> <p>GroomTeam USA Sanctioned Competition Grooming Event! A free expo featuring creative grooming competitions, expert demonstrations, and an opportunity to see professional-grade dog trimming.</p> <p>RW GroomX will include educational workshops led by industry experts from around the globe sharing their respective knowledge about subjects ranging from grooming, handling difficult dogs, geriatric dog care, grooming tools and building your business along with interactive exhibits where visitors will have the opportunity to meet with a number of manufacturers and vendors offering supplies, pet products and other additional services.</p>
Date of Project	May 17-May 19, 2024
Cost of Project	16,960
ROI (Return on Investment)	\$48,733

Project	Lead List/Sales Strategies – and new research and consultants to build sales strategies. (New third-party lead generations fees, meeting planner email & mailing lists, i.e. Small Market Meetings, (Group Travel Leaders), Small & Boutique Meetings, Teams 2024, Waterways and River Industry, IRPT.
Description	<p>I am submitting a project detailing outreach strategies to engage with new businesses and enhance existing relationships. This initiative includes acquiring Global Tradeshow Network attendee profiles and utilizing email, social media, and other communication channels to initiate or strengthen connections with businesses attending the Inland Waterways Expo and within the inland waterways industries.</p> <p>Our objective is to increase awareness among contacts regarding growth opportunities available in Paducah, facilitating potential expansions for their businesses.</p>
Date of Project	May 23, 2024
Cost of Project	\$399.00
ROI (Return on Investment)	We are in the process of determining the ROI for our initiatives. However, we have not yet had sufficient time to gathered data to provide a comprehensive report. The ROI will be assessed as we continue our outreach efforts and conduct a thorough analysis of the resulting data. To be determined as further outreach is made and analysis is determined.

Project	Market Place & Sales Missions – For Recruitment of Meetings, Conventions, and Events.
Description	<p>We attend key marketplaces such as Rendezvous South, IMX Waterways Expo, Small Market Meetings, and Teams USA. My goal is to engage with planners and businesses actively seeking ideal locations for their meetings, conferences, conventions, and events. By providing comprehensive information and insights into Paducah, we aim to demonstrate why it's a winning choice for their next meeting, conference, or event.</p> <p>At these marketplaces, we focus on highlighting Paducah's unique advantages, from its vibrant community and supportive local businesses to its rich cultural heritage and modern amenities. By showcasing Paducah's potential, I strive to secure not only immediate wins but also cultivate long-term partnerships that benefit both our city and our visitors. The use of our new meetings and sports collateral materials have been very helpful in making a lasting impression on the meetings and sports planners I have had meetings and appointments with.</p>
Date of Project	Projects began February of 2023 through current date.
Cost of Project	\$14,645.00
ROI (Return on Investment)	"We are currently in the development phase for several projects covered by ARPA, with anticipated implementation in the near future. As these initiatives are yet to be executed, the projected ROI is based on thorough planning and anticipated outcomes. We look forward to providing comprehensive results once these projects are completed."

Project	Sporting Events – American Junior Golf Association
Description	<p>Hosting the American Junior Golf Association (AJGA) tournament in Paducah for 2025, 2026, and 2027 presents a significant opportunity for our community. This prestigious event draws between 160 and 220 young athletes from across the country and abroad, accompanied by over 300 spectators daily. These visitors, many of whom are from out of town, will spend seven days in Paducah, generating approximately 2,800 room nights.</p> <p>Beyond the immediate economic impact, the AJGA tournament places Paducah in a prime position for future events. The city will benefit from extensive promotion and advertising by AJGA, ensuring our destination is showcased to a national and international audience. This visibility aligns with our ongoing efforts to attract more high-profile events and reinforces Paducah’s reputation as a premier location for sports and tourism.</p> <p>Securing this tournament is not just about the immediate economic benefits—it’s an investment in Paducah’s future as a vibrant and diverse destination. The event will bring together the community, create lasting memories for participants and spectators, and position Paducah as a competitive choice for other major events in the years to come.</p>
Date of Project	The first AJGA tournament is scheduled for July 6 th – 10 th , 2025. Tournament dates for 2026 and 2027 will be determined later.
Cost of Project	\$25,000 Sponsorship Fee/Bid Fee as the Presenting Sponsor at AJGA July 2025 Tournament.
ROI (Return on Investment)	We are currently in the development phase for several projects covered by ARPA, with anticipated implementation in the near future. As these initiatives are yet to be executed, the projected ROI is based on thorough planning and anticipated outcomes. We look forward to providing comprehensive results once these projects are completed.

Project	Sporting Events – West Kentucky Hunting & Fishing Expo
Description	<p>"An expo dedicated to hunting and fishing, showcasing the sports and the natural beauty of Paducah's rivers and surrounding lakes. The event features vendors specializing in both hunting and fishing, along with educational sessions tailored for both kids and adults. The event featured 26 vendors and attracted over 2,000 attendees.</p> <p>The show is scheduled for fall of 2024 and 2025.</p>
Date of Project	January 12 – 14, 2024. (Sponsorship and bid fee)
Cost of Project	\$13,904.42
ROI (Return on Investment)	Participants stayed for an average of four nights, generating approximately 350 room nights for the vendors. With an admission fee of \$5 per person, the event saw significant engagement. Additionally, the STR report indicated a notable increase in occupancy rates for the weekend of the show.

Project	Meetings and Conventions Marketing Plan
Description	Robust marketing plan to boost Paducah's Meetings and Conventions recognition and sales. Advertising includes social media targeting SMERF audiences, wedding planners, and event planners (Facebook, Instagram, LinkedIn), as well as media buys in relevant publications such as Small Market Meetings, Meetings Today, and Convention South. We also used funds to develop a new 12-page Meetings and Conventions Sales brochure and a meetings portfolio folder.
Date of Project	April 2024-Present
Cost of Project	\$250,000
ROI (Return on Investment)	The digital campaign has generated over 42,000 clicks and 1.8 million impressions. We are already seeing new attention from these ads, including several earned media opportunities from outlets like Meetings Today, The Meetings Magazines, and PreVue Magazine. Furthermore, there has been an uptick in meetings coming to Paducah in recent months. While we cannot definitely say whether they were influenced by this campaign, it is clear that awareness of Paducah's meetings/conventions opportunities has increased due to our efforts.



ARPA/SLFRF TRANCHE 3 GRANT – MEETINGS & CONVENTIONS

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: \$ \$26,987.82

List all completed projects or those that 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 websites that include new content, photos, and tools to assist the visitor in navigating 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 are 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 you have developed and installed.
8. List project cost and the ROI (return on investment) from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, request for brochures, Google analytics, or compare to pre-covid numbers (2019).

Project	International Broadcasters Idea Bank (IBIB)
Description	The IdeaBank exists for members to meet, network, and exchange ideas to increase the effectiveness of their stations while ensuring the small and medium market stations remain profitable. Attendees spent their time networking while taking in all that Pikeville, Pike County and Breaks, VA had to offer. Most of the meetings were held at the Appalachian Wireless Arena in Downtown Pikeville. IBIB brought in visitors from all over the country.
Date of Project	October 2023
Cost of Project	\$25,000.00
ROI (Return on Investment)	Attendees from this conference stayed in our hotels and ate at our restaurants, which helped to increase revenue in our transient room tax and restaurant tax.

Project	SMALL MARKETS MEETING CONFERENCE
Description	<p>The Small Market Meetings is a gathering of destination, hotels conference centers and meeting planners looking for small to medium size conferences and everything in between.</p> <p>Marketplace sessions are 6 minutes long where meeting planners and travel industry delegates participate in one-on-one discussions for potential business opportunities. Participants network with meeting planners and travel industries from around the country that can increase knowledge and business.</p>
Date of Project	September 26 th -29 th
Cost of Project	\$1978.82
ROI (Return on Investment)	This conference allows us to attract new gatherings/conferences to Pikeville, ultimately bringing in guests. We have an anticipated increase in revenue from our restaurant tax and transient room tax from any event we are able to secure by attending this type of conference.

TEAM KENTUCKY

ARPA/SLFRF TRANCHE 3 GRANT – MEETINGS & CONVENTIONS

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: \$ 76,420.00

July 2023 - June 2024 - \$ 76,420.00

TOTAL Spend so far - \$140,799.00

List all completed projects or those that 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 websites that include new content, photos, and tools to assist the visitor in navigating 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 are 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 you have developed and installed.
8. List project cost and the ROI (return on investment) from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, request for brochures, Google analytics, or compare to pre-covid numbers (2019).

Project	Print Ad- Convention South Mag. March 2024 Issue
Description	Full pg. Full color Ad promoting the Shelbyville Conference Center in the March Issue
Date of Project	March 2024
Cost of Project	\$ 3,800.00
ROI (Return on Investment)	To Be Determined - Great Regional exposure for our new Conference Center

Project	Print Ad - Convention South Magazine
Description	Full pg. Ad Promoting our Shelbyville Conference Center - April 2024 Issue
Date of Project	April 2024
Cost of Project	\$ 3,800.00
ROI (Return on Investment)	Great Promotion for our Conference Center

Project	Print Ad - Small Market Meetings
Description	Full Page Ad in April 2024 issue Promoting our Conference Center
Date of Project	April 2024
Cost of Project	\$ 2,000.00
ROI (Return on Investment)	Great Promotion for our new Conference Center

Project	Print Ad - Meetings Today Magazine
Description	Full Page Ad w/ Advertorial in Meetings Today Magazine
Date of Project	June 2023
Cost of Project	\$ 4,000.00
ROI (Return on Investment)	Great Promotion for our new Conference Center

Project	Print Ad - Small Market Meetings Magazine
Description	Full page Ad in the May 2024 issue Promoting our new Conference Center.
Date of Project	April 2024 - May '24 Issue
Cost of Project	\$2,000.00
ROI (Return on Investment)	Great Promotion for our new Conference Center.

Project	Print Ad - Meetings Today Magazine
Description	Full Page Ad w/ Advertorial in Meetings Today for our Shelbyville Conference Center.
Date of Project	June 2024
Cost of Project	\$ 4,000.00
ROI (Return on Investment)	Great Promotion for our Conference Center

Project	Print Ad- Convention South Magazine
Description	Full page Ad in July 2024 issue for the Shelbyville Conference Center
Date of Project	July 2024
Cost of Project	\$ 3,800.00
ROI (Return on Investment)	Great promotion for our New Conference Center.

Project	Print Ad - Meetings Today Magazine
Description	Full page Ad in the July / Aug. 2023 issue for the Shelbyville Conference Center.
Date of Project	July / Aug. 2023
Cost of Project	\$ 4,000.00
ROI (Return on Investment)	Great Promotion for our new Conference Center

Project	Print Ad - Meetings Today Magazine
Description	Full page Ad in the Sept. 2023 issue promoting our Shelbyville Conference Center.
Date of Project	Sept. 2023
Cost of Project	\$ 4,000.00
ROI (Return on Investment)	Great Promotion for our New Conference Center

Project	Print Ad- Meetings Today
Description	Full page Ad in the October Issue promoting our Shelbyville Conference Center.
Date of Project	Oct. 2023
Cost of Project	\$ 4,000.00
ROI (Return on Investment)	Great promotion for our Conference Center

Project	Print Ad - Meetings Today Mag.
Description	Full page ad in the NOV/ Dec. 2023 issue Promoting our Shelbyville Conference Center.
Date of Project	NOV / Dec. 2023
Cost of Project	\$ 4,000. ⁰⁰
ROI (Return on Investment)	Great promotion for our Conference Center

Project	Print Ad - Convention South Mag.
Description	2 page Ad Spread Promoting the Shelbyville Conference Center.
Date of Project	August 2023
Cost of Project	\$7,123.00
ROI (Return on Investment)	Great promotion for our new Conference Center

Project	Print Ad - Convention South Mag.
Description	2 page Ad Spread in the Sept. Issue (2023) Promoting our Shelbyville Conference Center
Date of Project	Sept. 2023
Cost of Project	\$ 7, 123. 00
ROI (Return on Investment)	Great Promotion For our New Conference Center

Project	Print Ad - Small Market Meetings
Description	Full page Ad in the Feb. 2024 issue Promoting our new Shelbyville Conference Center.
Date of Project	Feb. 2024
Cost of Project	\$2,000.00
ROI (Return on Investment)	Great Promotion of our Conference Center

Project	Print Ad - Small Market Meetings
Description	Full page Ad in the March 2024 issue Promoting our new Shelbyville Conference.
Date of Project	march 2024
Cost of Project	\$ 2,000.00
ROI (Return on Investment)	Great promotion for our Conference Center

Project	Print Ad - Meetings & Events Mag.
Description	Full page Ad in the Fall 2023/ Winter 2024 issue promoting our Shelbyville Conference Center.
Date of Project	Fall 2023 / Winter 2024
Cost of Project	\$ 6,155.00
ROI (Return on Investment)	Great Promotion for our Conference Center

Project	Print Ad - Convention South Mag.
Description	2 page Ad Spread in the Oct. 2023 issue Promoting our new Shelbyville Conference Center
Date of Project	Oct. 2023
Cost of Project	\$ 7,123.00
ROI (Return on Investment)	Great promotion for our Conference Center

Project	Group Tour Magazine - Print Ad
Description	Digital Ad Promoting our new Conference Center.
Date of Project	June 2023
Cost of Project	\$ 1,596.00
ROI (Return on Investment)	We were able to reach additional people using this digital format to promote our Conference Center.

Project	Print Ad - Group Tour Mag.
Description	Full page ad in the Nov. 2023 issue to promote our new Conference Center.
Date of Project	November 2023
Cost of Project	\$3,900.00
ROI (Return on Investment)	Great promotion for our Conference Center.

TEAM KENTUCKY

ARPA/SLFRF TRANCHE 3 GRANT – MEETINGS & CONVENTIONS

LEGISLATIVE REPORT

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

DBA Paroquet Springs Conference Centre

Directors Name: Vicki Downing, Executive Director

Phone Number: (502) 543-1737 / (502) 543-1635 Email: vicki@paroquetsprings.org / jennifer@paroquetsprings.org

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 354,077.71

List all completed projects or those that 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 websites that include new content, photos, and tools to assist the visitor in navigating 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 are 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 you have developed and installed.
8. List project cost and the ROI (return on investment) from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, request for brochures, Google analytics, or compare to pre-covid numbers (2019).

Project	<i>Digital Signs</i>
Description	<i>New digital signs used to promote Bullitt County and Paroquet Springs Conference Centre. These signs are seen by travelers using I-65 North and South.</i>
Date of Project	<i>Began in May 2023; completed in May 2024</i>
Cost of Project	<i>\$250,000.00</i>
ROI (Return on Investment)	<i>Higher visibility for the Conference Centre from I-65; will increase venue rental, hotel occupancy, restaurant traffic, area attraction visitation, economic improvements for shops, gas stations, etc.</i>

Project	<i>Interstate Signage and/or Billboard Marketing</i>
Description	<i>Large illuminated directional signs near or at Interstate 65. These signs will direct I-65 North and South travelers to Shepherdsville and Bullitt County.</i>
Date of Project	<i>May 2024</i>
Cost of Project	<i>\$104,077.71</i>
ROI (Return on Investment)	<i>Higher visibility from I-65, directing travelers to Bullitt County; will increase venue rental, hotel occupancy, restaurant traffic, area attraction visitation, economic improvements for shops, gas stations, etc.</i>



ARPA/SLFRF TRANCHE 3 GRANT – MEETINGS & CONVENTIONS

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: \$ 0

List all completed projects or those that 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 websites that include new content, photos, and tools to assist the visitor in navigating 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 are 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 you have developed and installed.
8. List project cost and the ROI (return on investment) 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).