

# ARPA Tranche 4

## Multijurisdictional Projects

1. Southern KY Film Commission
2. West Kentucky Brewery Hop
3. Kentucky's Cave Country Video
4. Kentucky Capitals Quest
5. Just Add Water
6. Kentucky After Dark (Cryptids in the Commonwealth)
7. Great BIG Kentucky Adventure/Larger Than Life
8. TEAM Kentucky-Sports
9. Western Kentucky Distillery Tour
10. Kentucky Music Trail
11. Bourbon Country Experience
12. Red River Gorge Regional Wayfinding and Signage
13. Kentucky Horsepower
14. West Kentucky Disc Golf Trail
15. Kentucky Black Trailblazers
16. Moonshine Trail
17. Licking Valley Adventures Photography Storytelling Marketing Project
18. Gateways to the Green
19. Kentucky Faith Trail
20. Bourbon and Belonging
21. Wildlands Waterfall Trail
22. Kentucky Garden Trail
23. Bluegrass Joy Ride
24. Major Media Promotion Blitz and Caves in the Digital Age
25. Kentucky Bourbon Trail 25<sup>th</sup> Anniversary Brand Refresh & Digital Experience Rollout & Marketing Campaigns
26. You Belong Here
27. Lake Cumberland Wayfinding Signage
28. Appalachian Triangle of Kentucky
29. Distilled in Kentucky
30. Cave Country Trails Branding and Integrated Promotional Campaign
31. Quilts, Cars & Guitars: Kentucky's Americana Triangle
32. Bluegrass Train Experience (aka Kentucky Train Trail)
33. Horses, Horsepower, and Hollers
34. Western Kentucky Winery Trail
35. International Travel Shows
36. Bluegrass, Blues & Barbecue Region Tune In-Campaign
37. West Kentucky Bar-B-Que Belt



**ARPA/SLFRF TRANCHE 4 GRANT – MULTIJURISDICTIONAL PROJECTS**

**LEGISLATIVE REPORT**

**Multijurisdictional Project Name:** Southern KY Film Commission

**Primary Grantee's Tourism Commission:** Munfordville Tourism

**Primary Grantee Directors Name:** Aaron Jagers

**Phone Number:** (270) 537-5127 **Email:** director@visitmunfordville.com

**Jurisdictions Involved in Project (type in alphabetical order):**

Cave City Tourism, Edmonson Co. Tourism, Glasgow-Barren County Tourism, Hart Co. Tourism, and Munfordville Tourism

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**List the total amount of funding you have spent or in the process of spending as of June 30, 2024:** \$31,910

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

1. **Markets used to advertise - Indianapolis, Chicago, St Louis, Columbus, Nashville, Atlanta, etc. Indicate if this was a new market for your organization. If not, how was the advertising enhanced to attract new visitors? List if you used digital marketing (location), publications (list a sample of publications), TV, radio, or billboards and dates of advertising.**
2. **New or upgraded web sites that includes new content, photos, and tools to assist the visitor in navigating the site. List how the site is being promoted by the organization.**
3. **New brochures that include 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. **List events advertised, marketed, or being planned using ARPA Tranche 4 funding and the related project expenses.**
6. **New "trails" created and counties involved on the trails.**
7. **Research projects.**
8. **Way-finding signage and how you have utilized the signage. List how many signs you have developed and installed.**

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

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|---------------------------------------|---|
| <b>Description of Project</b>         | A comprehensive marketing campaign targeting film industry professionals like producers, directors, and writers that promotes the locations available and services available within the areas involved. With a history of successfully recruiting projects like this to the area, this campaign allowed new levels to be reached in the industry with marketing efforts like gathering new content, placing ads in top industry level publications, and attending relevant markets and trade shows. |
| <b>Date of Project</b>                | Running through end of 2024   |
| <b>Cost of Project</b>                | \$110,000   |
| <b>ROI<br/>(Return on Investment)</b> | Millions in economic impact based on projects recruited solely from markets we were able to attend due to this grant. We have 3 huge feature movies film in our area over the past year and a half bringing in casts, production teams, and crews that lodge in our area for weeks at a time as they bring a project to life. Bringing them to life means hiring locals, purchasing props, and more. The current estimated economic impact is \$3million+   |

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| <b>Description of Project</b>         |  |
| <b>Date of Project</b>                |  |
| <b>Cost of Project</b>                |  |
| <b>ROI<br/>(Return on Investment)</b> |  |



AN ACT relating to an ad valorem tax exemption for motor vehicles.

***Be it enacted by the General Assembly of the Commonwealth of Kentucky:***

➔ Section 1. KRS 132.020 is amended to read as follows:

- (1) The owner or person assessed shall pay an annual ad valorem tax for state purposes at the rate of:
  - (a) Thirty-one and one-half cents (\$0.315) upon each one hundred dollars (\$100) of value of all real property directed to be assessed for taxation;
  - (b) Twenty-five cents (\$0.25) upon each one hundred dollars (\$100) of value of all motor vehicles qualifying for permanent registration as historic motor vehicles under KRS 186.043;
  - (c) Fifteen cents (\$0.15) upon each one hundred dollars (\$100) of value of all:
    1. Machinery actually engaged in manufacturing;
    2. Commercial radio and television equipment used to receive, capture, produce, edit, enhance, modify, process, store, convey, or transmit audio or video content or electronic signals which are broadcast over the air to an antenna, including radio and television towers used to transmit or facilitate the transmission of the signal broadcast and equipment used to gather or transmit weather information, but excluding telephone and cellular communication towers; and
    3. Tangible personal property which has been certified as a pollution control facility as defined in KRS 224.1-300. In the case of tangible personal property certified as a pollution control facility which is incorporated into a landfill facility, the tangible personal property shall be presumed to remain tangible personal property for purposes of this paragraph if the tangible personal property is being used for its intended purposes;
  - (d) Ten cents (\$0.10) upon each one hundred dollars (\$100) of value on the

the proportion of value of the leasehold interest created through any private financing;

2. Qualifying voluntary environmental remediation property, provided the property owner has corrected the effect of all known releases of hazardous substances, pollutants, contaminants, petroleum, or petroleum products located on the property consistent with a corrective action plan approved by the Energy and Environment Cabinet pursuant to KRS 224.1-400, 224.1-405, or 224.60-135, and provided the cleanup was not financed through a public grant or the petroleum storage tank environmental assurance fund. This rate shall apply for a period of three (3) years following the Energy and Environment Cabinet's issuance of a No Further Action Letter or its equivalent, after which the regular tax rate shall apply;
3. Tobacco directed to be assessed for taxation;
4. Unmanufactured agricultural products;
5. Aircraft not used in the business of transporting persons or property for compensation or hire;
6. Federally documented vessels not used in the business of transporting persons or property for compensation or hire, or for other commercial purposes; and
7. Privately owned leasehold interests in residential property described in KRS 132.195(2)(g); and
  - (g) Forty-five cents (\$0.45) upon each one hundred dollars (\$100) of value of all other property directed to be assessed for taxation shall be paid by the owner or person assessed, except as provided in KRS 132.030, 132.200, 136.300, ~~and~~ 136.320, **and Section 2 of this Act**, providing a different tax rate for particular property.
- (2) Notwithstanding subsection (1)(a) of this section, the state tax rate on real property

excluding:

- (a) The revenue resulting from new property as defined in KRS 132.010(8);
  - (b) The revenue from property which is subject to tax increment financing pursuant to KRS Chapter 65; and
  - (c) The revenue from leasehold property which is owned and financed by a tax-exempt governmental unit, or tax-exempt statutory authority under the provisions of KRS Chapter 103 and entitled to the reduced rate of one and one-half cents (\$0.015) pursuant to subsection (1) of this section;
- the rate shall be adjusted in the succeeding year so that the cumulative total of each year's property tax revenue increase shall not exceed four percent (4%) per year.

(5) The provisions of subsection (2) of this section notwithstanding, the assessed value of unmined coal certified by the department after July 1, 1994, shall not be included with the assessed value of other real property in determining the state real property tax rate. All omitted unmined coal assessments made after July 1, 1994, shall also be excluded from the provisions of subsection (2) of this section. The calculated rate shall, however, be applied to unmined coal property, and the state revenue shall be devoted to the program described in KRS 146.550 to 146.570, except that four hundred thousand dollars (\$400,000) of the state revenue shall be paid annually to the State Treasury and credited to the Office of Energy Policy for the purpose of public education of coal-related issues.

➔ Section 2. KRS 132.4851 is amended to read as follows:

- (1) (a) For the January 1, 2022, and January 1, 2023, assessment dates, when a motor vehicle is assessed under KRS 132.485, the portion of property taxes computed on any increase in the motor vehicle's valuation from January 1, 2021, shall be exempt from state and local ad valorem taxes, including the county, city, school, or other taxing district in which the motor vehicle has taxable situs.



**ARPA/SLFRF TRANCHE 4 GRANT – MULTIJURISDICTIONAL PROJECTS**

**LEGISLATIVE REPORT**

**Multijurisdictional Project Name:** West Kentucky Brewery Hop

**Primary Grantee's Tourism Commission:** Henderson Tourist Commission

**Primary Grantee Directors Name:** Abby Dixon

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

**Jurisdictions Involved in Project (type in alphabetical order):**

Barren, Calloway, Christian, Daviess, Henderson, Hopkins, Marshall, McCracken, Warren

**List the total amount of funding you have spent or in the process of spending as of June 30, 2024:** \$110,000

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

1. Markets used to advertise - Indianapolis, Chicago, St Louis, Columbus, Nashville, Atlanta, etc. Indicate if this was a new market for your organization. If not, how was the advertising enhanced to attract new visitors? List if you used digital marketing (location), publications (list a sample of publications), TV, radio, or billboards and dates of advertising.
2. New or upgraded web sites that includes 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 brochures that include 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. List events advertised, marketed, or being planned using ARPA Tranche 4 funding and the related project expenses.
6. New "trails" created and counties involved on the trails.
7. Research projects.
8. Way-finding signage and how you have utilized the signage. List how many signs you have developed and installed.
9. List project cost and the ROI (return on investment, which could be from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, request for brochures, Google analytics or compare to pre-covid numbers (2019).

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| <b>Description of Project</b> | Apple Maps Guide<br>We created an Apple Maps Guide with Places.Travel to create a nice visual for folks planning a visit to any destination on the Hop. |
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| <b>Date of Project</b>                | June 2023   |
| <b>Cost of Project</b>                | \$7,500   |
| <b>ROI<br/>(Return on Investment)</b> | As of August 2024, our Guide has exceeded expectations with over 11,000 unique views. |

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| <b>Description of Project</b>     | Content Creation<br>We have contracted with both Dallas Williams for photography and Thomas Bernardin for videography in each brewery and destination. We know how important it is to keep our content fresh, and these deliverables will be used long after our ARPA money runs out to promote both our breweries and our destinations as a whole. |
| <b>Date of Project</b>            | ongoing   |
| <b>Cost of Project</b>            | \$32,000  |
| <b>ROI (Return on Investment)</b> | This content has allowed us to create and manage our social media pages, the most organic way to appeal to potential visitors.  |

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| <b>Description of Project</b>     | Social Media/Advertising Project Management<br>State & Tell Communications has created and managed Facebook and Instagram pages for the WKBH, providing monthly analytics and strategy plans and planning and executing our social media advertising spend.        |
| <b>Date of Project</b>            | ongoing  |
| <b>Cost of Project</b>            | \$16,800   |
| <b>ROI (Return on Investment)</b> | Our Facebook page started from scratch and now has 6,371 page likes and our Instagram has 1,380 followers. The majority of this growth is organic. Since we collaborate closely with our local breweries, they have all seen an uptick in their following as well. |

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| <b>Description of Project</b>         | Bandwango<br>We've contracted with Bandwango to develop a gamified digital pass that includes check-ins at each of our 13 breweries. Check-ins equal points, and points lead to prizes. This has allowed us to collect data on who is visiting us and from where so that we can better refine our marketing plan. |
| <b>Date of Project</b>                | Launched July 2023  |
| <b>Cost of Project</b>                | \$14,250  |
| <b>ROI<br/>(Return on Investment)</b> | 1,141 users have signed up for the pass, allowing us to communicate with them regularly through Bandwango's email platform  |

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| <b>Description of Project</b>         | Marketing campaign- print + digital + social<br>We're wrapping up execution of a diverse marketing plan to reach our target markets of Indianapolis, Nashville, Louisville, Lexington, Cincinnati, and St. Louis. Our strategy uses a mix of social media advertising to gain followers and drive digital pass sign-ups, print ads for brand recognition, and digital ads to drive traffic back to our website.         |
| <b>Date of Project</b>                | July 2023-Dec. 2024   |
| <b>Cost of Project</b>                | \$40,000  |
| <b>ROI<br/>(Return on Investment)</b> | Our advertising is garnering a larger following on social media for our WKBH accounts and our partner breweries. Our web traffic continues to increase each month, and through print ads in publications like Kentucky Monthly and the Kentucky OVG, brand recognition is growing to position Western Kentucky as a haven for craft beer enthusiasts. Since the launch of this project, our breweries have engaged with |

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|  | each other in more collaborations and have even planned and executed two beer festivals that feature each brewery on the Hop. |
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**ARPA/SLFRF TRANCHE 4 GRANT – MULTIJURISDICTIONAL PROJECTS**

**LEGISLATIVE REPORT**

**Multijurisdictional Project Name:** Kentucky's Cave Country Video

**Primary Grantee's Tourism Commission:** Kentucky's Cave Country

**Primary Grantee Directors Name:** Amy Ellis

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

**Jurisdictions Involved in Project (type in alphabetical order):**

Allen County/Scottsville, Barren County- Glasgow, Cave City and Park City, Butler County-Morgantown, Bowling Green/Warren County, Franklin/Simpson County, Hart County – Horse Cave, Munfordville, Edmonson County, Logan County, Metcalf County, Monroe County.

**List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$110,000**

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

- 1. Markets used to advertise - Indianapolis, Chicago, St Louis, Columbus, Nashville, Atlanta, etc. Indicate if this was a new market for your organization. If not, how was the advertising enhanced to attract new visitors? List if you used digital marketing (location), publications (list a sample of publications), TV, radio, or billboards and dates of advertising.**
- 2. New or upgraded web sites that includes 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 brochures that include 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. List events advertised, marketed, or being planned using ARPA Tranche 4 funding and the related project expenses.**
- 6. New "trails" created and counties involved on the trails.**
- 7. Research projects.**
- 8. Way-finding signage and how you have utilized the signage. List how many signs you have developed and installed.**
- 9. List project cost and the ROI (return on investment, which could be from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, request for brochures, Google analytics or compare to pre-covid numbers (2019)).**

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| <b>Description of Project</b> | Video featuring the voice of a Kentucky celebrity from Kentucky. Currently in negotiations with the agent for Annie Potts who is from the Cave Country region of Kentucky. Video has been taken, waiting |
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|                                       | for voice over from Annie Potts. Three 60-second videos will highlight “Roadtrips and Adventures; “Family Fun” and “Come Home to Kentucky”. Videos will be used to promote the region in social media and possibly television commercials.   |
| <b>Date of Project</b>                | Sept. 2023-Dec. 2024   |
| <b>Cost of Project</b>                | \$110,000  |
| <b>ROI<br/>(Return on Investment)</b> | Our intention is that the video will highlight our region and attract visitors to the many different attractions and beautiful landscape that our region has to offer a visitor. We anticipate an increase in hotels stays and money spent with businesses in the region as a result of the increase in travelers. |

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| <b>Description of Project</b>         |  |
| <b>Date of Project</b>                |  |
| <b>Cost of Project</b>                |  |
| <b>ROI<br/>(Return on Investment)</b> |  |



**ARPA/SLFRF TRANCHE 4 GRANT – MULTIJURISDICTIONAL PROJECTS**

**LEGISLATIVE REPORT**

**Multijurisdictional Project Name:** Kentucky Capitals Quest

**Primary Grantee's Tourism Commission:** Hopkinsville-Christian County Convention & Visitors Bureau

**Primary Grantee Directors Name:** Amy N. Rogers

**Phone Number:** 270-887-2300

**Email:** arogers@visithopkinsville.com

**Jurisdictions Involved in Project (type in alphabetical order):**

Bowling Green, Frankfort, Hopkinsville, Lexington, London-Laurel County, Morehead-Rowan County, Oldham County, Owensboro, Paducah  
Somerset-Pulaski Co, Winchester

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- i. **List the total amount of funding you have spent or in the process of spending as of June 30, 2024:** \$135,596 total spent as of 08.19.2024

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

- 1. Markets used to advertise - Indianapolis, Chicago, St Louis, Columbus, Nashville, Atlanta, etc. Indicate if this was a new market for your organization. If not, how was the advertising enhanced to attract new visitors? List if you used digital marketing (location), publications (list a sample of publications), TV, radio, or billboards and dates of advertising.**
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- 6. New "trails" created and counties involved on the trails.**
- 7. Research projects.**
- 8. Way-finding signage and how you have utilized the signage. List how many signs you have developed and installed.**
- 9. List project cost and the ROI (return on investment, which could be from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, request for brochures, Google analytics or compare to pre-covid numbers (2019)).**

**Description of Project**



**Kentucky Capitals Quest**  
 1.1K likes • 1.2K followers

Liked  
 Search



Kentucky is home to more than a dozen capitals...including the one most studied in geography class, the state capitol. How many explorers have visited all of the capitals of the Commonwealth? This initiative seeks to create a passport that allows visitors to track their travels, and reward them with a unique prize for their adventures!

Balance Creative is content creator for the project. Passports were created. Each CVB listed above has passports, stickers and prizes available for patrons to pick up to begin their Capitals Quest.

Social media platforms, website created and individual CVB's involvement of posting and bringing awareness to the campaign assists in the engagement and promotion of our individual cities.

**Date of Project**

KY Capitals Quest launched in June 2024

**Cost of Project**

\$275,000.00

**ROI  
 (Return on Investment)**

Higher room occupancy, attraction ticket sales, restaurant receipts, website visits, request for brochures, economic impact increase to communities

**Additional Project Information**

- b. Facebook link:  
<https://www.facebook.com/KYCapitalsQuest>
- c. Website: <https://kentuckycapitalsquest.com/>
- d. Financial:
  - i. State funds: \$250,000
  - ii. CVBs 10% matches: \$25,000.00
  - iii. Total project: \$275,000.00
  - iv. \$135,596 total spent as of 08.19.2024
  - v. Remaining: \$144,783.89

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| <b>Description of Project</b>         |  |
| <b>Date of Project</b>                |  |
| <b>Cost of Project</b>                |  |
| <b>ROI<br/>(Return on Investment)</b> |  |





## ARPA/SLFRF TRANCHE 4 GRANT – MULTIJURISDICTIONAL PROJECTS

### LEGISLATIVE REPORT

**Multijurisdictional Project Name:** Just Add Water

**Primary Grantee's Tourism Commission:** Hopkinsville-Christian County Convention & Visitors Bureau

**Primary Grantee Directors Name:** Amy N. Rogers

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

**Jurisdictions Involved in Project (type in alphabetical order):**

Bowling Green, Cadiz, Edmonson County, Frankfort, Georgetown, Henderson, Hopkinsville, Horse Cave/Hart County, Kentucky Lake/Marshall County, London/Laurel County, Morehead-Rowan County, Munfordville, Paducah, Prestonsburg, Winchester

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**List the total amount of funding you have spent or in the process of spending as of June 30, 2024:** \$179,849.66 spent as of 08.19,2024

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

1. **Markets used to advertise - Indianapolis, Chicago, St Louis, Columbus, Nashville, Atlanta, etc. Indicate if this was a new market for your organization. If not, how was the advertising enhanced to attract new visitors? List if you used digital marketing (location), publications (list a sample of publications), TV, radio, or billboards and dates of advertising.**
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4. **List any photography or video projects that will entice the visitor to seek further information.**
5. **List events advertised, marketed, or being planned using ARPA Tranche 4 funding and the related project expenses.**
6. **New "trails" created and counties involved on the trails.**
7. **Research projects.**
8. **Way-finding signage and how you have utilized the signage. List how many signs you have developed and installed.**
9. **List project cost and the ROI (return on investment, which could be from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, request for brochures, Google analytics or compare to pre-covid numbers (2019).**



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| <p><b>Description of Project</b></p>  | <p>All you need for a Take an underground tour at Lost River Cave, go below the surface in Hopkinsville at the state's only full service scuba diving quarry and get out on one of the Commonwealth's pristine lakes for a day of adventure on Kentucky Lake!</p> <p>The funds for this initiative will be used to identify an agency to support the Just Add Water multi-jurisdiction initiative, including but not limited to marketing and advertising campaigns and public relations priorities. This group of CVB partners are working to build brand awareness and excitement around the initiative to create an unique experience for visitors. Our desired partner will have the capacity to provide marketing strategies, content creation and implementation of marketing plan to further the reach of this initiative and increase visitation to all participating destinations.</p> |
| <p><b>Date of Project</b></p>  | <p>Project launch: June 2024</p>  |
| <p><b>Cost of Project</b></p>  | <p>State funds: \$200,000.00</p> <p>CVBs 10% matches: \$20,000.00</p> <p>Total project \$220,000.00</p>   |
| <p><b>ROI (Return on Investment)</b></p>   | <p>Higher room occupancy, attraction ticket sales, restaurant receipts, website visits, request for brochures, economic impact increase to communities</p>  |
| <p><b>Additional Just Add Water information</b></p>  | <ul style="list-style-type: none"> <li>a. Agency of Record: The Holler</li> <li>b. Facebook link: <a href="https://www.facebook.com/search/top?q=just%20add%20water%20-%20kyAccount">https://www.facebook.com/search/top?q=just%20add%20water%20-%20kyAccount</a></li> <li>c. <b>Totals as of August 8, 2024:</b> <ul style="list-style-type: none"> <li>i. Total Spent: \$183,183.37 ; \$179,849.66</li> <li>ii. Remaining to spend: \$36,816.63</li> </ul> </li> </ul>  |



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| <b>Description of Project</b>         |  |
| <b>Date of Project</b>                |  |
| <b>Cost of Project</b>                |  |
| <b>ROI<br/>(Return on Investment)</b> |  |



**ARPA/SLFRF TRANCHE 4 GRANT – MULTIJURISDICTIONAL PROJECTS**

**LEGISLATIVE REPORT**

**Multijurisdictional Project Name:** \_\_\_\_\_ Kentucky After Dark (Cryptids in the Commonwealth) \_\_\_\_\_

**Primary Grantee's Tourism Commission:** \_\_\_\_\_ Hopkinsville-Christian County Convention & Visitors Bureau \_\_\_\_\_

**Primary Grantee Directors Name:** \_\_\_\_\_ Amy Rogers \_\_\_\_\_

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

**Jurisdictions Involved in Project (type in alphabetical order):**

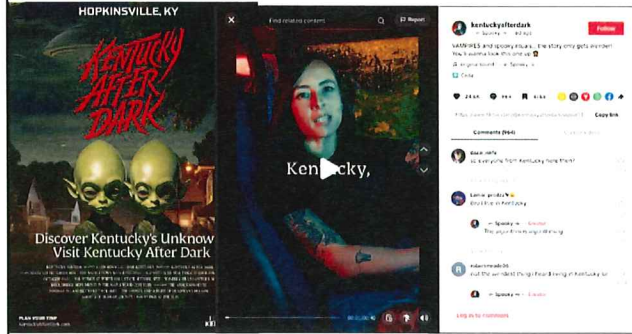
\_\_\_\_\_ Franklin-Simpson County, Georgetown, Go Cadiz, Henderson, Hopkinsville, Kentucky Lake, Lawrenceburg, Louisville, Meade County, Oldham County, Richmond, Mayfield \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$237,740.59 total funds spent as of 08.19.24**

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

1. Markets used to advertise - Indianapolis, Chicago, St Louis, Columbus, Nashville, Atlanta, etc. Indicate if this was a new market for your organization. If not, how was the advertising enhanced to attract new visitors? List if you used digital marketing (location), publications (list a sample of publications), TV, radio, or billboards and dates of advertising.
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## Description of Project



This initiative seeks to explore the supernatural and paranormal side of the bluegrass. With cities that feature the most bigfoot sightings to mythical creatures to well documented alien landings, to haunted cemeteries and houses filled with paranormal activity. It is sure to be an out of this world experience!

To date funds have been spent with Coomer ad agency for website development, copywriting, campaign social assets, merch design, video asset creation, branding, producing/planning, project management & media strategy.

## Date of Project

Project launched June 2024

- a. Campaign launched: Yes. Two phases of campaign have launched. Passport books and stickers were the first to launch, TikTok with KAD series of stories has launched.
- b. <https://www.kentuckyafterdark.com/>
  - i. <https://www.tiktok.com/search?lang=en&q=kentucky%20after%20dark%20&t=1722008417719>

## Cost of Project

\$247,500

## ROI (Return on Investment)

Higher room occupancy, attraction ticket sales, restaurant receipts, website visits, request for brochures, economic impact increase to communities

|                                   |   |
|-----------------------------------|---|
| <b>Additional KAD information</b> | <ul style="list-style-type: none"> <li>c. Financial: <ul style="list-style-type: none"> <li>i. State funds: \$225,000.00</li> <li>ii. CVBs 10% matches: \$22,500.00</li> <li>iii. Total project: \$247,500.00</li> <li>iv. Overpayment: Visit Hopkinsville received \$84,837.25 back from Coomer ad agency due to overpayment from Visit Hopkinsville.</li> <li>v. \$52,387.50 was written from the KAD account and deposited in the Larger Than Life account to correct funding that was written from wrong account. Refer to bullet B below.</li> <li>vi. Total Spent: \$</li> <li>vii. Remaining: Robbie Morgan is 3<sup>rd</sup> round lead.</li> </ul> </li> </ul> |
|                                   |   |
|                                   |   |
|                                   |   |





ARPA/SLFRF TRANCHE 4 GRANT – MULTIJURISDICTIONAL PROJECTS

LEGISLATIVE REPORT

Multijurisdictional Project Name: Kentucky After Dark Round III

Primary Grantee's Tourism Commission: Lawrenceburg Anderson County Joint Tourism Commission

Primary Grantee Directors Name: Robbie Morgan

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

Jurisdictions Involved in Project (type in alphabetical order):

Anderson, Boone, Campbell, Christian, Clay, Fayette, Franklin, Graves, Harlan, Harrison, Henderson, Jefferson, Kenton, Lee, Madison, Marshall, Meade, Oldham, Powell, Pulaski, Scott, Simpson, Trigg.

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ \$2,269

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

1. Markets used to advertise - Indianapolis, Chicago, St Louis, Columbus, Nashville, Atlanta, etc. Indicate if this was a new market for your organization. If not, how was the advertising enhanced to attract new visitors? List if you used digital marketing (location), publications (list a sample of publications), TV, radio, or billboards and dates of advertising.
2. New or upgraded web sites that includes new content, photos, and tools to assist the visitor in navigating the site. List how the site is being promoted by the organization.
3. New brochures that include 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. List events advertised, marketed, or being planned using ARPA Tranche 4 funding and the related project expenses.
6. New "trails" created and counties involved on the trails.
7. Research projects.
8. Way-finding signage and how you have utilized the signage. List how many signs you have developed and installed.
9. List project cost and the ROI (return on investment, which could be from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, request for brochures, Google analytics or compare to pre-covid numbers (2019).

|   |  |
|---|--|
|   |  |
| <b>Project:</b>                         | <b>Kentucky After Dark</b>                                   |
| <b>Description:</b>                     | Conference Convention Marketing<br>Creepycon                 |
|   |  |
|   |  |
| <b>Date of Project:</b>                 | August 1-3, 2024   |
| <b>Cost of Project: \$</b>              | \$1,500.00   |
| <b>ROI (Return on Investment):</b>      |  |
| Event took place out of the date range. |  |
|   |  |
| <b>Project:</b>                         | <b>Kentucky After Dark</b>                                   |
| <b>Description:</b>                     | Conference Convention Marketing<br>Battletown Witch Festival |
|   |  |
|   |  |
| <b>Date of Project:</b>                 | <b>October 26, 2024</b>                                      |
| <b>Cost of Project: \$</b>              | <b>\$500</b>   |
| <b>ROI (Return on Investment):</b>      |  |
| Event will take place in October 2024   |  |



|                                    |   |
|------------------------------------|---|
| <b>Project:</b>                    | <b>Kentucky After Dark</b>                                    |
| <b>Description:</b>                | Conference Convention Marketing<br>Haunted America Conference |
|                                    |   |
|                                    |   |
| <b>Date of Project:</b>            | June 21 - 23, 2024  |
| <b>Cost of Project: \$</b>         | \$269.00  |
| <b>ROI (Return on Investment):</b> |   |

Mayfield Graves distributed more than 500 passports and reported incredible response with the following anecdotes: Below are a few of my favorite quotes:

"We have a plan! Road trip!"

"This may be next year's vacation."

"This is really cool!"

"Hearing this, we were looking at each other going, 'This is right up our alley; just give us a map and show us where to go!'"

"This is so slick. Sometimes you don't want to just look at an app but want something you can hold and thumb through; I love this!"

"Do you think we can do Kentucky in a week?"

The women to men ratio was at least 60/40, and maybe closer to 70/30. Women travel in packs (or covens, in this case), and this seemed to be a popular Girls' Trip. Once I figured this out, I also started pushing the Western Kentucky Wine Trail too. There is a BIG difference to paranormal fans between "Haunted House" and "Haunted Attraction". They want to investigate "Haunted Houses", most don't really care about "Haunted Attractions". They LOVED the passports



ARPA/SLFRF TRANCHE 4 GRANT – MULTIJURISDICTIONAL PROJECTS

LEGISLATIVE REPORT

Multijurisdictional Project Name: Great BIG Kentucky Adventure /Larger Than Life

Primary Grantee's Tourism Commission: Hopkinsville-Christian County Convention & Visitors Bureau

Primary Grantee Directors Name: Amy Rogers

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


Jurisdictions Involved in Project (type in alphabetical order):

Cave City, Frankfort, Grant County, Henderson, Hopkinsville, Louisville, ~~Madisonville-Hopkins County~~, Muhlenberg County, Mumfordsville, Paducah, Shepherdsville, Simpson County

List the total amount of funding you have spent or in the process of spending as of June 30, 2023: \$ Total amount spent as of \$172,841.17

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

1. Markets used to advertise - Indianapolis, Chicago, St Louis, Columbus, Nashville, Atlanta, etc. Indicate if this was a new market for your organization. If not, how was the advertising enhanced to attract new visitors? List if you used digital marketing (location), publications (list a sample of publications), TV, radio, or billboards and dates of advertising.
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4. List any photography or video projects that will entice the visitor to seek further information.
5. List events advertised, marketed, or being planned using ARPA Tranche 4 funding and the related project expenses.
6. New "trails" created and counties involved on the trails.
7. Research projects.
8. Way-finding signage and how you have utilized the signage. List how many signs you have developed and installed.
9. List project cost and the ROI (return on investment, which could be from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, request for brochures, Google analytics or compare to pre-covid numbers (2019).

|  |  |
|--|--|
| <p><b>Description of Project</b></p>  | <p>Visitors are about to have a BIG time in the Bluegrass state as they check out larger than life sculptures and attractions across the commonwealth! With more than a dozen destinations boasting larger than life experiences, this is a can't miss travel experience!</p>  |
| <p><b>Date of Project</b></p>  | <p>Campaign launched in June 2024</p> <ul style="list-style-type: none"> <li>a. <a href="https://www.greatbigkyadventure.com/">https://www.greatbigkyadventure.com/</a> (Video game link) <ul style="list-style-type: none"> <li>i. <a href="https://www.facebook.com/greatbigkyadventure">https://www.facebook.com/greatbigkyadventure</a></li> </ul> </li> </ul> |
| <p><b>Cost of Project</b></p>  | <ul style="list-style-type: none"> <li>ii. State funds: \$200,000.00</li> <li>iii. CVBs 10% matches: \$20,000.00</li> <li>iv. Total project \$220,000.00</li> <li>v. Total spent:</li> </ul>   |
| <p><b>ROI<br/>(Return on Investment)</b></p>   | <p>Higher room occupancy, attraction ticket sales, restaurant receipts, website visits, request for brochures, economic impact increase to communities</p>   |

|                                       |  |
|---------------------------------------|--|
| <b>Description of Project</b>         |  |
| <b>Date of Project</b>                |  |
| <b>Cost of Project</b>                |  |
| <b>ROI<br/>(Return on Investment)</b> |  |



**ARPA/SLFRF TRANCHE 4 GRANT – MULTIJURISDICTIONAL PROJECTS**

**LEGISLATIVE REPORT**

**Multijurisdictional Project Name:** TEAM Kentucky\_Sports

**Primary Grantee's Tourism Commission:** Hopkinsville – Christian County CVB

**Primary Grantee Directors Name:** Tricia Noel – Hopkins County TCC – Treasurer – TEAM Kentucky

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

**Jurisdictions Involved in Project (type in alphabetical order):**

Bowling Green, Corbin, Hopkinsville-Christian County, Elizabethtown, Hopkins County, Lexington, Louisville, Marshall County, Murray, McCracken County

**List the total amount of funding you have spent or in the process of spending as of June 30, 2024:** \$ 474183.28

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

1. **Markets used to advertise - Indianapolis, Chicago, St Louis, Columbus, Nashville, Atlanta, etc. Indicate if this was a new market for your organization. If not, how was the advertising enhanced to attract new visitors? List if you used digital marketing (location), publications (list a sample of publications), TV, radio, or billboards and dates of advertising.**
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3. **New brochures that include 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. **List events advertised, marketed, or being planned using ARPA Tranche 4 funding and the related project expenses.**
6. **New "trails" created and counties involved on the trails.**
7. **Research projects.**
8. **Way-finding signage and how you have utilized the signage. List how many signs you have developed and installed.**
9. **List project cost and the ROI (return on investment, which could be from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, request for brochures, Google analytics or compare to pre-covid numbers (2019)).**

|                                       |  |
|---------------------------------------|--|
| <b>Description of Project</b>         | Strategic branding/rebranding and creative development in support of new name for our organization – includes naming and logo development for our new name (Kentucky Sports Alliance), advertising assets including print and digital, and new website design development and launch |
| <b>Date of Project</b>                | April 2024 - ongoing   |
| <b>Cost of Project</b>                | \$174855   |
| <b>ROI<br/>(Return on Investment)</b> | This project is still in developmental stage so no return on investment can be identified at this time   |

|                                       |  |
|---------------------------------------|--|
| <b>Description of Project</b>         | Expansion of Sports Tourism Index and PlayEasy -- both of which are online subscription based platforms to connect rights holders with our member communities to identify events that could be suitable for the individual communities |
| <b>Date of Project</b>                | July 2023 – December 2024  |
| <b>Cost of Project</b>                | \$58333.28   |
| <b>ROI<br/>(Return on Investment)</b> | Partners have connected with rights holders that might not would have otherwise connected and have begun the bid process for new events.   |



|                                       |  |
|---------------------------------------|--|
| <b>Description of Project</b>         | Sports tourism conference sponsorships including SPORTS Relationship Conference, TEAMS Conference, Sports ETA Conference, US Sports Congress<br>Including print ads in conference programs and digital/website ads |
| <b>Date of Project</b>                | April 2023 – December 2024   |
| <b>Cost of Project</b>                | \$240,995.00   |
| <b>ROI<br/>(Return on Investment)</b> | These partnerships with the conference has provided ample opportunities for relationship connections between the conference attendees and the rights holders and to highlight unique attractions in Kentucky       |



**ARPA/SLFRF TRANCHE 4 GRANT – MULTIJURISDICTIONAL PROJECTS**

**LEGISLATIVE REPORT**

**Multijurisdictional Project Name:** Western Kentucky Distillery Tour

**Primary Grantee's Tourism Commission:** Hopkinsville Convention and Visitors Bureau

**Primary Grantee Directors Name:** Amy N. Rogers

**Phone Number:** 270-887-2300.

**Email:** [arogers@visithopkinsville.com](mailto:arogers@visithopkinsville.com)

**Jurisdictions Involved in Project (type in alphabetical order):**

Franklin-Simpson County, Henderson, Hopkinsville, Muhlenberg County, Owensboro

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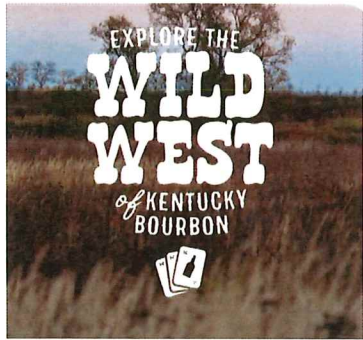
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**List the total amount of funding you have spent or in the process of spending as of June 30, 2024:** \$As of June 30, 2024, no funds spent

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

1. **Markets used to advertise - Indianapolis, Chicago, St Louis, Columbus, Nashville, Atlanta, etc. Indicate if this was a new market for your organization. If not, how was the advertising enhanced to attract new visitors? List if you used digital marketing (location), publications (list a sample of publications), TV, radio, or billboards and dates of advertising.**
2. **New or upgraded web sites that includes new content, photos, and tools to assist the visitor in navigating the site. List how the site is being promoted by the organization.**
3. **New brochures that include 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. **List events advertised, marketed, or being planned using ARPA Tranche 4 funding and the related project expenses.**
6. **New "trails" created and counties involved on the trails.**
7. **Research projects.**
8. **Way-finding signage and how you have utilized the signage. List how many signs you have developed and installed.**
9. **List project cost and the ROI (return on investment, which could be from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, request for brochures, Google analytics or compare to pre-covid numbers (2019)).**

**Description of Project**



Tentative logo design. Agreed upon by all participating CVBs.

Western Kentucky is a gateway to Bourbon country for many travelers heading to the Bluegrass. With 6 distilleries in Western Kentucky alone, there is a lot of untapped potential to capture travelers as they are traversing the region to stop and experience Kentucky's native spirit. This initiative will be an awareness campaign to highlight the craft distilleries located in WKY. With a concentration on visual and digital platforms like billboards, social media content and influencer campaigns. Distilleries are often our most visited attractions in the communities applying for this initiative and we want to continue that momentum to increase overnight stays.

Oliver Creative is content creator/Agency of Record. The campaign will focus on 2 best friends that set out on an adventure and exploration of some of Kentucky's finest distilleries in Western KY.



**Date of Project**

Project has not launched yet. In process. Photo shoots will be completed by 2<sup>nd</sup> week of August 2024. Footage will be put together, logos dropped, and all other materials needed to complete will be provided by CVBs listed above.

**Cost of Project**

\$110,000.00

**ROI (Return on Investment)**

Higher room occupancy, attraction ticket sales, restaurant receipts, website visits, request for brochures, economic impact increase to communities.

**Additional Western  
Kentucky Distiller Tour  
information**

- i. State funds: \$100,000.00
- ii. CVBs 10% matches: \$10,000.00
- iii. Total project: \$110,000.00
- iv. Total amount received: \$10,8333.64 in bank account**
- v. **Received: \$8,333.64 from CVBs**
- vi. Total Spent: \$82,529.15
- vii. Remaining bank account balance: \$43,304.49
- viii. *Originally Paducah (Silent Brigade) was listed as CVB partner. However, unforeseen circumstances would not allow for the distillery to remain as part of campaign. Also, they opted to not have the 10% match of \$1666.66 returned.*
- ix. Social media will be utilized for the campaign (Included but not limited to Facebook).





**ARPA/SLFRF TRANCHE 4 GRANT – MULTIJURISDICTIONAL PROJECTS**

**LEGISLATIVE REPORT**

**Multijurisdictional Project Name:** Kentucky Music Trail

**Primary Grantee’s Tourism Commission:** Ashland Tourism and Convention Commission

**Primary Grantee Directors Name:** Brandy Clark

**Phone Number:** 606-465-3295

**Email:** [brandy.clark@visitaky.com](mailto:brandy.clark@visitaky.com)

**Jurisdictions Involved in Project (type in alphabetical order):**

Central City Tourism / Muhlenburg County Tourism, Louisville Tourism, Mt. Vernon / Rockcastle County, Ohio Tourism, Paintsville Tourism, Prestonsburg Tourism, Visit Ashland, KY, Visit Hopkinsville, Visit Lexington, and Visit Owensboro

**List the total amount of funding you have spent or in the process of spending as of June 30, 2024:** \$49,020.83

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

- 1. Markets used to advertise - Indianapolis, Chicago, St Louis, Columbus, Nashville, Atlanta, etc. Indicate if this was a new market for your organization. If not, how was the advertising enhanced to attract new visitors? List if you used digital marketing (location), publications (list a sample of publications), TV, radio, or billboards and dates of advertising.**
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- 5. List events advertised, marketed, or being planned using ARPA Tranche 4 funding and the related project expenses.**
- 6. New “trails” created and counties involved on the trails.**
- 7. Research projects.**
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- 9. List project cost and the ROI (return on investment, which could be from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, request for brochures, Google analytics or compare to pre-covid numbers (2019)).**

| <b>Description of Project</b> |  |
|-------------------------------|--|
|                               | The Kentucky Music Trail will connect visitors and Kentuckians, alike to the places, stories, and legends that have shaped music into what we know today. The Kentucky Music Trail will feature a connective |

|                                       |  |
|---------------------------------------|--|
|                                       | <p>marketing campaign to attract participants to the new trail. While bourbon is often thought to be Kentucky's largest export, many could argue that distinction belongs with our musical talents. route through each region of Kentucky, guiding guests through the state's vast history of musical influence. The project will be brought to life via a digital passport app that allows geo check-ins and mapping, logo and brand creation, an informative website, kiosk stands at each participating attraction for branding and engagement, photography, press kits for travel writers and influencers, and a riveting marketing campaign to attract participants to the new trail. While bourbon is often thought to be Kentucky's largest export, many could argue that distinction belongs with our musical talents. Fans will dive into several musical genres that have been shaped by Kentucky's influence and will be able to do so right at the very soil and roots that started is all. When the world thinks music, it is time they think Kentucky.</p> |
| <b>Date of Project</b>                | April 2024   |
| <b>Cost of Project</b>                | \$148,500.00   |
| <b>ROI<br/>(Return on Investment)</b> | Project not completed, return on investment cannot be calculated at this time.   |

|                                       |  |
|---------------------------------------|--|
| <b>Description of Project</b>         |  |
| <b>Date of Project</b>                |  |
| <b>Cost of Project</b>                |  |
| <b>ROI<br/>(Return on Investment)</b> |  |



**ARPA/SLFRF TRANCHE 4 GRANT – MULTIJURISDICTIONAL PROJECTS**

**LEGISLATIVE REPORT**

**Multijurisdictional Project Name:** Bourbon Country Experience

**Primary Grantee's Tourism Commission:** Louisville and Jefferson Country Visitors and Convention Commission

**Primary Grantee Directors Name:** Cleo Battle

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

**Jurisdictions Involved in Project (type in alphabetical order):**

Bardstown-Nelson County Tourism and Convention Commission

Oldham County Tourism and Convention Commission

Shepherdsville/Bullitt County Tourist and Convention Commission

VisitLex

**List the total amount of funding you have spent or in the process of spending as of June 30, 2024:** \$ 550,000.00

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

1. **Markets used to advertise - Indianapolis, Chicago, St Louis, Columbus, Nashville, Atlanta, etc. Indicate if this was a new market for your organization. If not, how was the advertising enhanced to attract new visitors? List if you used digital marketing (location), publications (list a sample of publications), TV, radio, or billboards and dates of advertising.**
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7. **Research projects.**
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|                                       |   |
|---------------------------------------|---|
| <b>Description of Project</b>         | G&G Distilled was a crafted exclusive journey through Bourbon Country, spanning five counties (Jefferson, Oldham, Fayette, Bulliet & Nelson) and showcasing a remarkable array of personalities, arts, cuisine, libations, and naturally, Bourbon. There were over 60+ Kentucky personalities that participated, from Ed Lee, Ojita Michael, John Carloftis, Fred Noe and Rob Samuels. There were also 9+ local bands and musicians. The events were held at some new and historic locations like Castle & Key Distillery, Keenland Racetrack, Garden Court and Clayton & Crume. The promotion of these events took place over print, digital, social media and more traditional PR tactics |
| <b>Date of Project</b>                | Sept 2023-May 2024  |
| <b>Cost of Project</b>                | \$550,000   |
| <b>ROI<br/>(Return on Investment)</b> | The event series and promotion received over 303,271,524 impressions, 800+ guests from across the country attended the events, 12% of attendees were first time KY Visitors, 90.2% of attendees were more than likely to visit KY again after G&G Distilled.  |

|                                       |  |
|---------------------------------------|--|
| <b>Description of Project</b>         |  |
| <b>Date of Project</b>                |  |
| <b>Cost of Project</b>                |  |
| <b>ROI<br/>(Return on Investment)</b> |  |



**ARPA/SLFRF TRANCHE 4 GRANT – MULTIJURISDICTIONAL PROJECTS**

**LEGISLATIVE REPORT**

**Multijurisdictional Project Name:** \_\_\_\_\_ Red River Gorge Regional Wayfinding and Signage \_\_\_\_\_

**Primary Grantee’s Tourism Commission:** \_\_\_\_\_ STANTON TOURISM AND CONVENTION COMMISSION \_\_\_\_\_

**Primary Grantee Directors Name:** \_\_\_\_\_ David Johnson \_\_\_\_\_

**Phone Number:** \_\_\_\_\_ 859-585-9522 \_\_\_\_\_ **Email:** \_\_\_\_\_ [stantontourism@gmail.com](mailto:stantontourism@gmail.com)/djohnson@whitakerbank.com \_\_\_\_\_

**Jurisdictions Involved in Project (type in alphabetical order):**

\_\_\_\_\_ Estill County Tourism \_\_\_\_\_ Lee County Tourism \_\_\_\_\_  
\_\_\_\_\_ Powell County Tourism \_\_\_\_\_ Stanton Tourism and Convention Commission \_\_\_\_\_  
\_\_\_\_\_ Wolfe County Tourism \_\_\_\_\_  
\_\_\_\_\_

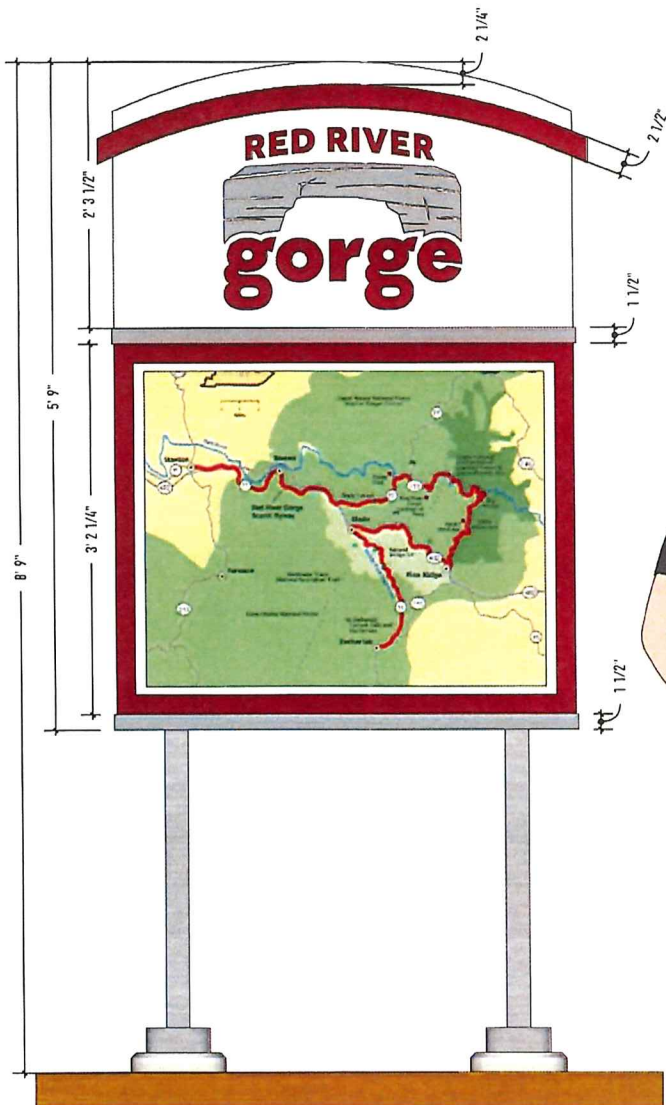
**List the total amount of funding you have spent or in the process of spending as of June 30, 2024:** \$ \_\_\_\_\_ 106,031.72 \_\_\_\_\_

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

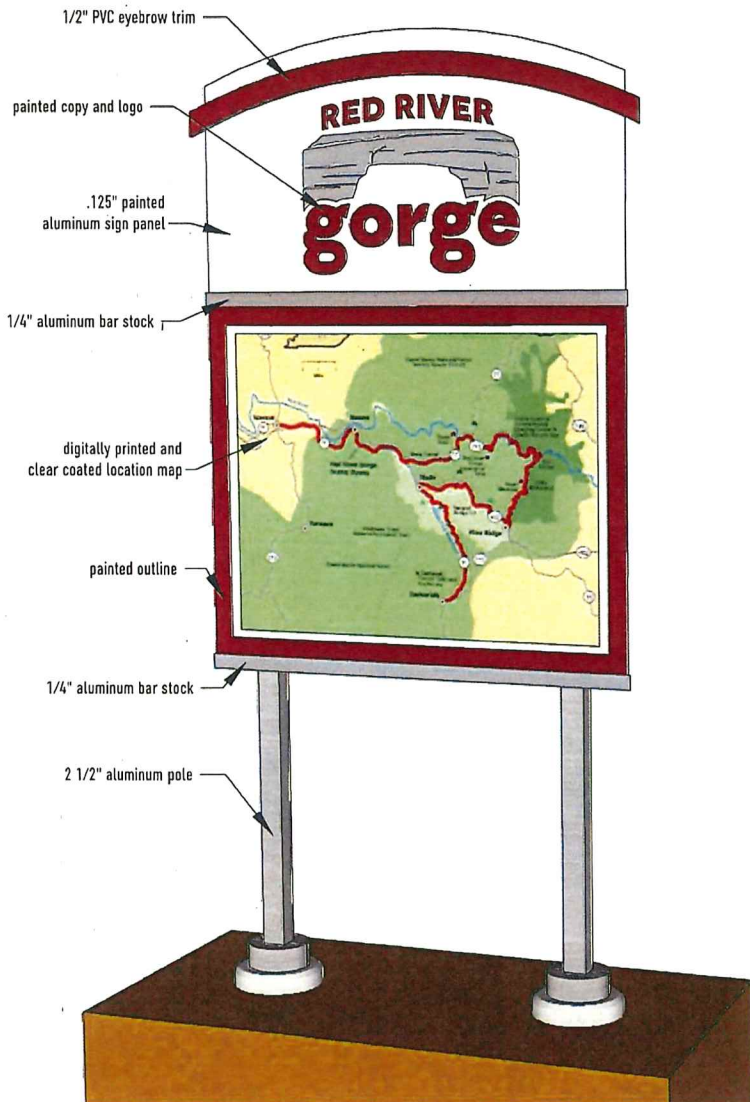
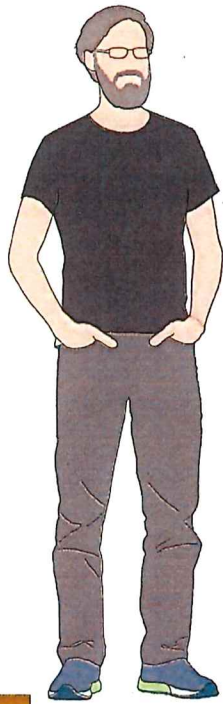
1. Markets used to advertise - Indianapolis, Chicago, St Louis, Columbus, Nashville, Atlanta, etc. Indicate if this was a new market for your organization. If not, how was the advertising enhanced to attract new visitors? List if you used digital marketing (location), publications (list a sample of publications), TV, radio, or billboards and dates of advertising.
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|                                       |   |
|---------------------------------------|---|
| <b>Description of Project</b>         | <p>In August of 2023, Qk4 was selected by competitive bid to design a comprehensive wayfinding and signage system, which included, not only a unique and compelling design for signs, but also a master plan for sign placement throughout the five county Gorge region. As of this date, the Coalition can report that the basic design and image of signs to be strategically placed within the region is nearly completed. Additionally, a comprehensive master plan for sign placement has been drafted and is being finalized for approval by the Coalition.</p> <p>Both the sign design and the master plan for sign placement has been undertaken by Qk4 under the direction of the RRG Tourism Coalition and in consultation with the KyTC Department of Highways District 10 office. The Coalition has actively participated in evaluating various sign designs and has reached a general consensus regarding the final look of the signs. Qk4 has accumulated and evaluated information as to the cost of manufacturing the signs as well as the cost of installation. Final approval of the signs as well as the number and locations of the signs to be placed will be approved at the next meeting which should occur in August. The number of signs that will be installed will be determined by the cost of manufacturing and installation.</p> <p>Mock signs are now slated to be on display for the public in early September. It is anticipated that the actual placement of signs in the region can commence in October and November. The initial phase of installation should include approximately 20 - 25 signs. The comprehensive master plan for sign placement throughout the region calls for approximately 290 signs to be placed. The manufacturing and installation of these remaining signs will await future funding sources.</p> <p>Total expenditures thus far are \$106,031.72, which have included research cost, Qk4 design fees, and bank fees. Qk4's contract balance will be paid after final approval on the master sign plan, which will leave ~\$250,000 for production and installation of signs in the coming months.</p> <p>The Red River Gorge Tourism Coalition is pleased with the progress of the project, which is now nearing successful completion. The Coalition is confident that this project will prove transformational for the Red River Gorge region and will be a source of pride for the Commonwealth.</p> |
| <b>Date of Project</b>                | July 2023 – December 2024   |
| <b>Cost of Project</b>                | \$495,000 (Including matching funds)  |
| <b>ROI<br/>(Return on Investment)</b> | Expanded outreach into the 5 counties of the Red River Gorge Area   |

|                                       |  |
|---------------------------------------|--|
| <b>Description of Project</b>         |  |
| <b>Date of Project</b>                |  |
| <b>Cost of Project</b>                |  |
| <b>ROI<br/>(Return on Investment)</b> |  |



**01** Front View  
Scale: 1" = 1'-0"



**02** Perspective View  
Scale: N.T.S.



**INTEGRATED SIGN & GRAPHIC, INC.**  
5801 Kingpost Court  
Lexington, KY 40509  
Toll Free 800.755.7956  
Office 859.263.2800  
Online integratedsign.com

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Property Owner

Name of Project

**The Gorge  
Wayfinding**

Project Address

**Robbie Ridge Rd.  
Stanton, KY 40380**

ISS Project Number

**0214043**

Drawn By

**CR**

Quantity

Original Drawing Date

**07.08.24**

Issued Revisions

- △
- △
- △
- △
- △
- △

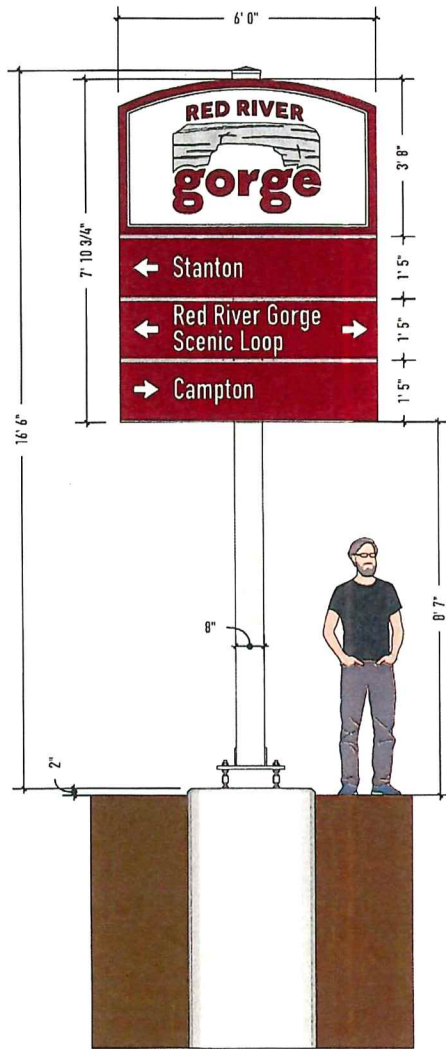
Drawing Title

**Sign Type 5**

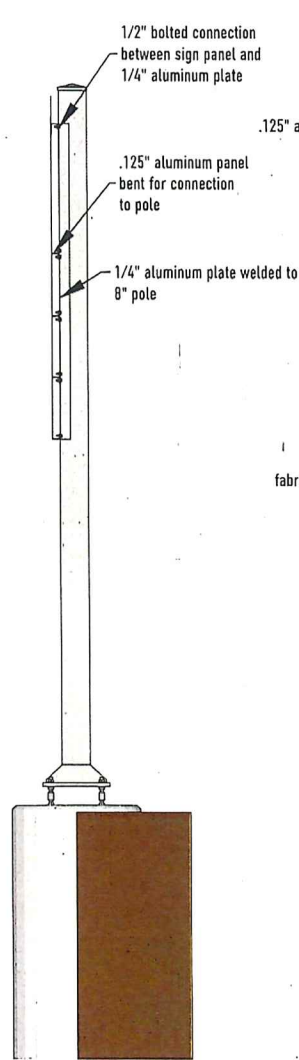
J:\Branish Library\The Gorge\2024\07\08\Shop Drawings\The Gorge Shop Drawings

**Final Message Schedule and Layouts TBD**

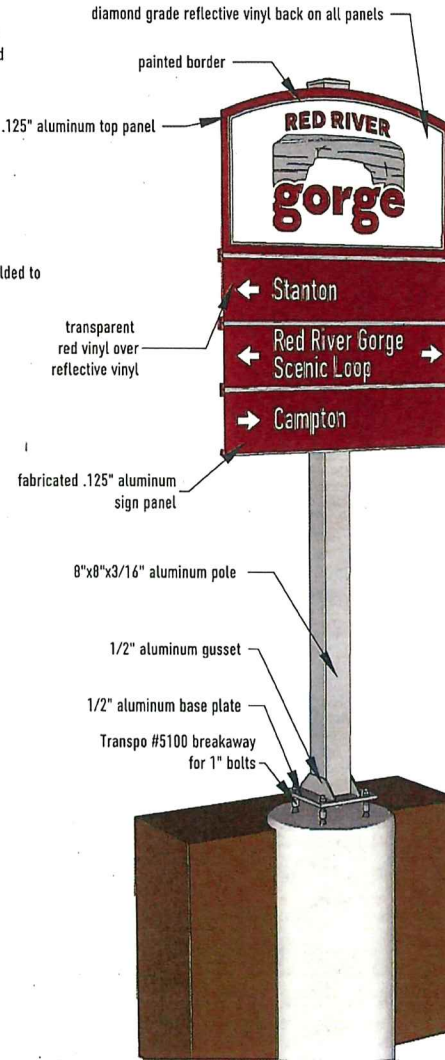




**01** Front View  
Scale: 3/8" = 1'-0"



**02** Side View  
Scale: 3/8" = 1'-0"



**03** Perspective View  
Scale: N.T.S.



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Property Owner

Name of Project  
**The Gorge Wayfinding**

Project Address  
Robbie Ridge Rd.  
Stanton, KY 40380

ISG Project Number  
024043

Drawn By  
CR

Original Drawing Date  
07.08.24

**Issue/Revisions**

|  |
|--|
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|  |
|  |

Drawing Title

Sign Type 1

J:\Drawings\Library\The Gorge\2024\07 CAD\013 Drawings\Drawings\The Gorge Sign 013 Drawings

Final Message Schedule and Layouts TBD



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Property Owner

Name of Project

The Gorge  
 Wayfinding

Project Address

Robbie Ridge Rd.  
 Stanton, KY 40380

ISG Project Number

024043

Drawn By

CR

Quantity

Original Drawing Date

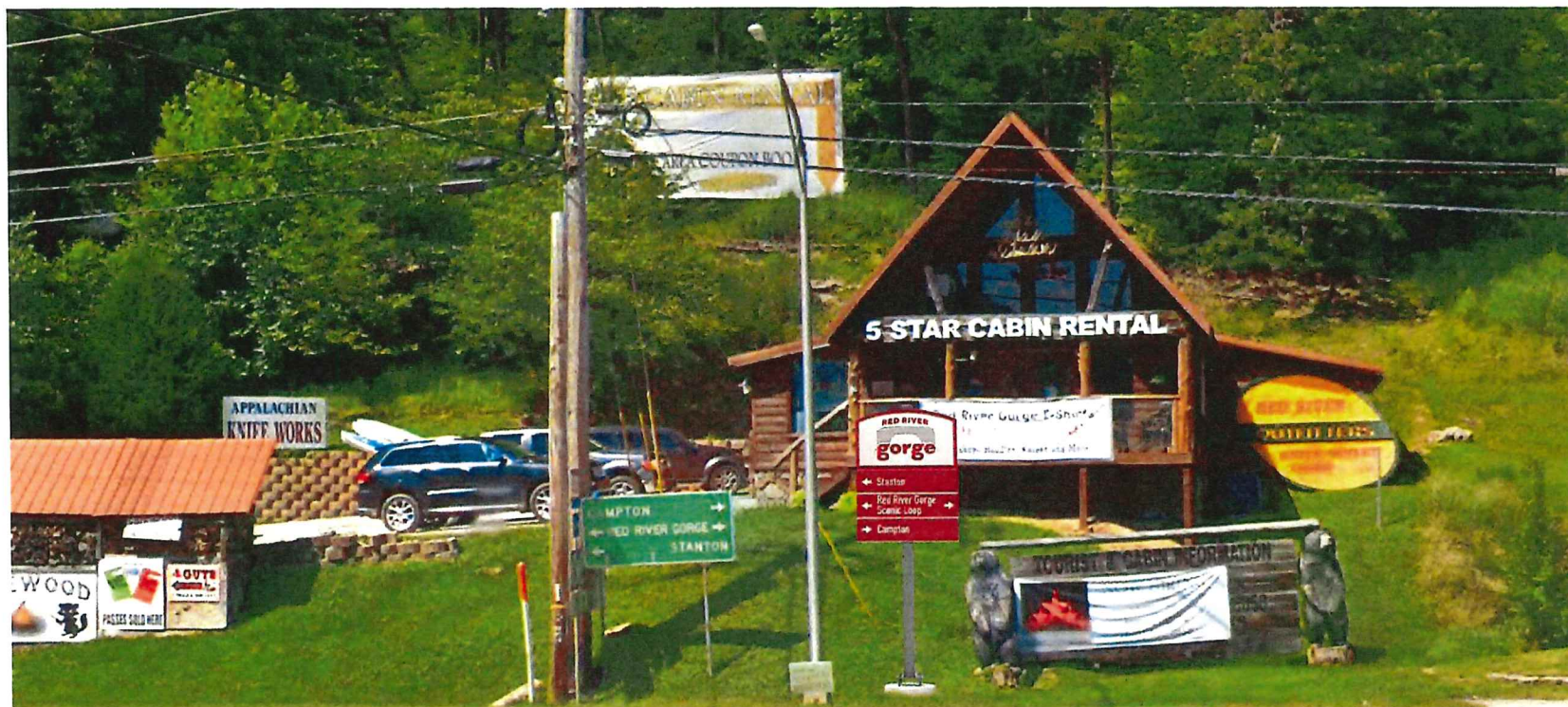
07.08.24

Issued Revisions

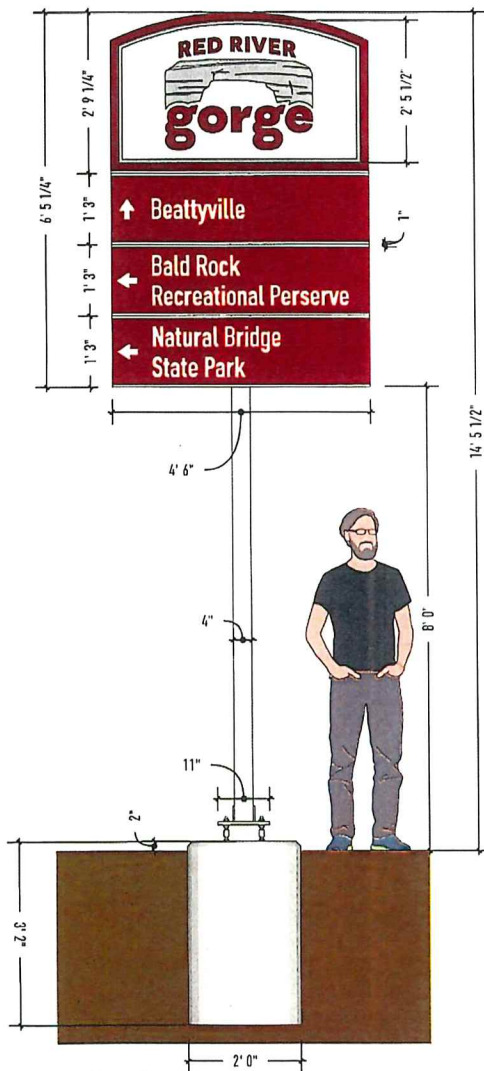


Drawing Title

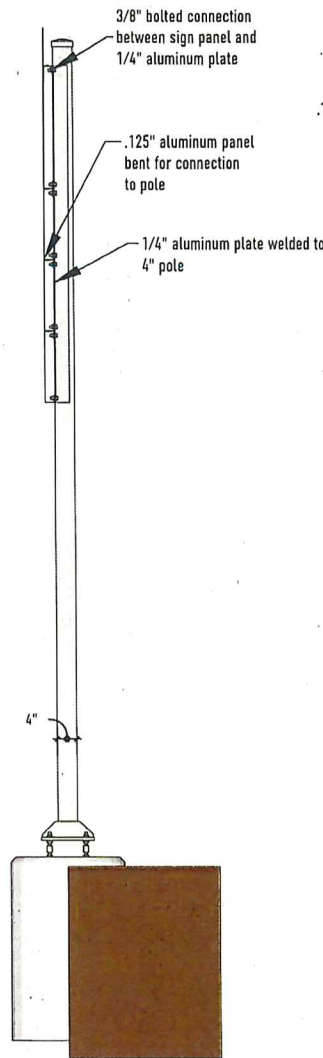
Sign Type 1  
 Rendered View



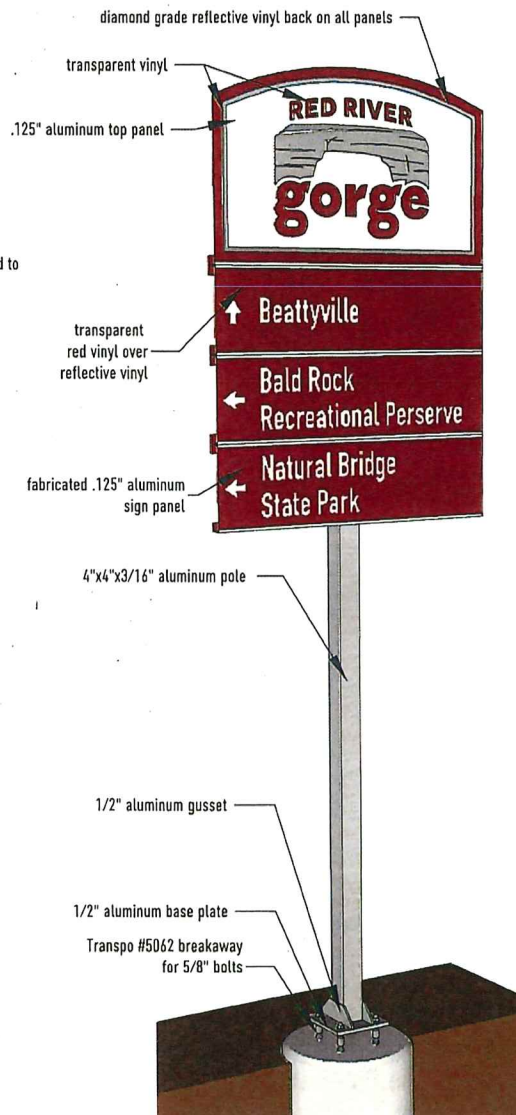




**01** Front View  
Scale: 3/8" = 1'-0"



**02** Side View  
Scale: 3/8" = 1'-0"



**03** Perspective View  
Scale: N.T.S.



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Property Owner

Name of Project

The Gorge  
Wayfinding

Project Address

Robbie Ridge Rd.  
Stanton, KY 40380

ISG Project Number

024043

| Drawn By | Quantity |
|----------|----------|
| CR       |          |

Original Drawing Date

07.08.24

Issued Revisions

- △
- △
- △
- △
- △
- △

Drawing Title

Sign Type 2

# TEAM KENTUCKY

## ARPA/SLFRF TRANCHE 4 GRANT – MULTIJURISDICTIONAL PROJECTS

### LEGISLATIVE REPORT

Multijurisdictional Project Name: Kentucky Horsepower  
Primary Grantee's Tourism Commission: Marshall County Tourist Commission d.b.a. Kentucky Lake CVB  
Primary Grantee Directors Name: Elena Blevins  
Phone Number: 270-527-3128 Email: elblevins@kentuckylake.org

#### Jurisdictions Involved in Project (type in alphabetical order):

Anderson County, Casey County, Christian County, Crittenden County, Edmonson County, Fayette County, Franklin County, Hart County, Henderson County, Lyon County, Marshall County, McCreary County, Mercer County, Montgomery County, Muhlenburg County, Oldham County,

Owen County, Pulaski County, Russell County, Scott County, Simpson County, Trigg County, Warren County

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 180,172.78

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

1. Markets used to advertise - Indianapolis, Chicago, St Louis, Columbus, Nashville, Atlanta, etc. Indicate if this was a new market for your organization. If not, how was the advertising enhanced to attract new visitors? List if you used digital marketing (location), publications (list a sample of publications), TV, radio, or billboards and dates of advertising.
2. New or upgraded web sites that includes new content, photos, and tools to assist the visitor in navigating the site. List how the site is being promoted by the organization.
3. New brochures that include 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. List events advertised, marketed, or being planned using ARPA Tranche 4 funding and the related project expenses.
6. New "trails" created and counties involved on the trails.
7. Research projects.
8. Way-finding signage and how you have utilized the signage. List how many signs you have developed and installed.
9. List project cost and the ROI (return on investment, which could be from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, request for brochures, Google analytics or compare to pre-covid numbers (2019).

|                               |  |
|-------------------------------|--|
| Description of Project        | Visit Kentucky through our lens of horsepower. A marketing campaign dedicated to sharing and highlighting Kentucky horsepower on the track, on the water, and on the road. |
| Date of Project               | Ongoing  |
| Cost of Project               | \$275,000  |
| ROI<br>(Return on Investment) | To generate online interest to visit the State of Kentucky.  |

# TEAM KENTUCKY

## ARPA/SLFRF TRANCHE 4 GRANT – MULTIJURISDICTIONAL PROJECTS

### LEGISLATIVE REPORT

Multijurisdictional Project Name: West Kentucky Disc Golf Trail  
Primary Grantee's Tourism Commission: Marshall County Tourist Commission d.b.a. Kentucky Lake CVB  
Primary Grantee Directors Name: Elena Blevins  
Phone Number: 270-527-3128 Email: eblevins@kentuckylake.org

Jurisdictions Involved in Project (type in alphabetical order):  
Bowling Green Area CVB - City of Manon Tourism Commission -  
Hopkins Co. Tourist & Convention Commission - Hopkinsville - Christian Co.  
CVB - Mayfield - Graves Co. Tourist Commission - Oak Grove  
Tourism Commission - Paducah CVB

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 58,845.00

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

1. Markets used to advertise - Indianapolis, Chicago, St Louis, Columbus, Nashville, Atlanta, etc. Indicate if this was a new market for your organization. If not, how was the advertising enhanced to attract new visitors? List if you used digital marketing (location), publications (list a sample of publications), TV, radio, or billboards and dates of advertising.
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|                               |  |
|-------------------------------|--|
| Description of Project        | Develop a regional Disc Golf experience through promotion and tournament play. This project included branding, web design, email marketing, and other marketing efforts. |
| Date of Project               | Ongoing  |
| Cost of Project               | \$69,600   |
| ROI<br>(Return on Investment) | We have seen lots of growth and interest in our regional disc golf courses.  |

# TEAM KENTUCKY

## ARPA/SLFRF TRANCHE 4 GRANT – MULTIJURISDICTIONAL PROJECTS

### LEGISLATIVE REPORT

Multijurisdictional Project Name: Kentucky Black Trailblazers  
Primary Grantee's Tourism Commission: Shelby County Tourism Commission  
Primary Grantee Directors Name: Janette Marson  
Phone Number: 502-633-6388 Email: janette@visitshelbyky.com

Jurisdictions Involved in Project (type in alphabetical order):  
Bardstown - Nelson County  
Elizabethtown Tourism and Convention Comm.  
Louisville & Jefferson Co. Visitors & Convention Comm.  
Shelby Co. Tourism Commission  
Shelby Co. Tourism Commission  
Shepherdsville - Bullitt Co. Tourist Comm.

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 1,154,677.00

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

1. Markets used to advertise - Indianapolis, Chicago, St Louis, Columbus, Nashville, Atlanta, etc. Indicate if this was a new market for your organization. If not, how was the advertising enhanced to attract new visitors? List if you used digital marketing (location), publications (list a sample of publications), TV, radio, or billboards and dates of advertising.
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|                               |   |
|-------------------------------|---|
| Description of Project        | Kentucky Black Trailblazers Augmented Reality experience is an "only-one-of-its-kind" project that uses cutting edge AR technology to bring black history to life in a brand new way. |
| Date of Project               | Launched July 16, 2024 After 2 years work   |
| Cost of Project               | After all bills paid - \$1,188,000. <sup>00</sup>   |
| ROI<br>(Return on Investment) | We have over 4 BILLION Impressions from<br>Radio, TV, Magazines & newspapers all across<br>the U.S. !!  |



**ARPA/SLFRF TRANCHE 4 GRANT – MULTIJURISDICTIONAL PROJECTS**

**LEGISLATIVE REPORT**

**Multijurisdictional Project Name:** \_\_\_\_\_ Moonshine Trail \_\_\_\_\_

**Primary Grantee's Tourism Commission:** \_\_\_\_\_ City of Pikeville Tourism \_\_\_\_\_

**Primary Grantee Directors Name:** \_\_\_\_\_ Jill Dotson \_\_\_\_\_

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

**Jurisdictions Involved in Project (type in alphabetical order):**

Clark County, Estill County, Fayette County, Letcher County, Pike County, Powell County, Wolfe County \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**List the total amount of funding you have spent or in the process of spending as of June 30, 2024:** \$ \_\_\_\_\_ 133,535.19 \_\_\_\_\_

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

1. Markets used to advertise - Indianapolis, Chicago, St Louis, Columbus, Nashville, Atlanta, etc. Indicate if this was a new market for your organization. If not, how was the advertising enhanced to attract new visitors? List if you used digital marketing (location), publications (list a sample of publications), TV, radio, or billboards and dates of advertising.
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|                                       |   |
|---------------------------------------|---|
| <b>Description of Project</b>         | Moonshine trail ads, streaming tv, cable tv, radio, tourism magazine, billboards, print media, apple maps |
| <b>Date of Project</b>                | May 2024  |
| <b>Cost of Project</b>                | \$133,535.19  |
| <b>ROI<br/>(Return on Investment)</b> | \$0   |

|                                       |  |
|---------------------------------------|--|
| <b>Description of Project</b>         |  |
| <b>Date of Project</b>                |  |
| <b>Cost of Project</b>                |  |
| <b>ROI<br/>(Return on Investment)</b> |  |



**ARPA/SLFRF TRANCHE 4 GRANT – MULTIJURISDICTIONAL PROJECTS**

**LEGISLATIVE REPORT**

**Multijurisdictional Project Name:** Licking Valley Adventures Photography Storytelling Marketing Project

**Primary Grantee's Tourism Commission:** Morehead-Rowan County Recreational, Tourist and Convention Commission

**Primary Grantee Directors Name:** Joy C. Brown

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

**Jurisdictions Involved in Project (type in alphabetical order):**

Augusta-Bracken County Tourism, Carlisle-Nicholas County Tourism, Cynthiana Tourism, Flemingsburg Tourism, Maysville-Mason County Convention and Visitors Bureau, Menifee County Tourism, Morehead-Rowan County Tourist and Convention Commission, Mt. Sterling – Montgomery County Tourist and Convention Commission, Owingsville/Bath County Recreation and Tourism Commission and Paris-Bourbon County Tourism Commission

**List the total amount of funding you have spent or in the process of spending as of June 30, 2024:** \$ 0.00

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

1. **Markets used to advertise - Indianapolis, Chicago, St Louis, Columbus, Nashville, Atlanta, etc. Indicate if this was a new market for your organization. If not, how was the advertising enhanced to attract new visitors? List if you used digital marketing (location), publications (list a sample of publications), TV, radio, or billboards and dates of advertising.**
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5. **List events advertised, marketed, or being planned using ARPA Tranche 4 funding and the related project expenses.**
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9. **List project cost and the ROI (return on investment, which could be from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, request for brochures, Google analytics or compare to pre-covid numbers (2019)).**

|                                       |  |
|---------------------------------------|--|
| <b>Description of Project</b>         | This project will enhance visitation to Kentucky by featuring communities that have never had funding to tell their story. With a 10-12 county approach from the north to the south, we have a unique driving tour, small town tour, unique historical story tour and most importantly we have the story of the Licking River Valley to recreate, enjoy and tell the story of how it flows north instead of south. The small businesses in each of these communities will feel the long-term transformational change as they adapt to more traffic, more education of their area so they can help visitors, increase their merchandise and if telling our story through photos works, an evolution of more businesses may make their way to our communities. |
| <b>Date of Project</b>                | The photographer with the winning bid started touring counties taking photos and videos on June 15.  |
| <b>Cost of Project</b>                | \$14,300   |
| <b>ROI<br/>(Return on Investment)</b> |  |

|                                       |  |
|---------------------------------------|--|
| <b>Description of Project</b>         |  |
| <b>Date of Project</b>                |  |
| <b>Cost of Project</b>                |  |
| <b>ROI<br/>(Return on Investment)</b> |  |



**ARPA/SLFRF TRANCHE 4 GRANT – MULTIJURISDICTIONAL PROJECTS**

**LEGISLATIVE REPORT**

**Multijurisdictional Project Name:** Gateways to the Green

**Primary Grantee's Tourism Commission:** Taylor County Tourist Commission

**Primary Grantee Directors Name:** Greg Gribbins

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

**Jurisdictions Involved in Project (type in alphabetical order):**

Edmonson County Tourism, Hart County Tourism, Liberty Tourism and Convention Commission, Munfordville Tourism, and Taylor County Tourist Commission

**List the total amount of funding you have spent or in the process of spending as of June 30, 2024:** \$23,565.00

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

- 1. Markets used to advertise - Indianapolis, Chicago, St Louis, Columbus, Nashville, Atlanta, etc. Indicate if this was a new market for your organization. If not, how was the advertising enhanced to attract new visitors? List if you used digital marketing (location), publications (list a sample of publications), TV, radio, or billboards and dates of advertising.**
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|                                       |  |
|---------------------------------------|--|
| <b>Description of Project</b>         | Website Design and photos and video footage contracted through MakeSpace |
| <b>Date of Project</b>                | June 2024 - current  |
| <b>Cost of Project</b>                | \$70,695.00  |
| <b>ROI<br/>(Return on Investment)</b> | Projected to be \$500,000.00   |

|                                       |  |
|---------------------------------------|--|
| <b>Description of Project</b>         | Project Management and social media presence |
| <b>Date of Project</b>                | June 2024 - current                          |
| <b>Cost of Project</b>                | \$11,000.00                                  |
| <b>ROI<br/>(Return on Investment)</b> | \$100,000.00                                 |





**ARPA/SLFRF TRANCHE 4 GRANT – MULTIJURISDICTIONAL PROJECTS**

**LEGISLATIVE REPORT**

**Multijurisdictional Project Name:** Kentucky Faith Trail

**Primary Grantee’s Tourism Commission:** meetNKY | Northern Kentucky CVB

**Primary Grantee Directors Name:** Julie Kirkpatrick

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

**Jurisdictions Involved in Project (type in alphabetical order):**

Grant County, Logan County, Mercer County/Harrodsburg, Nelson County/Bardstown, Northern Kentucky, Wayne County

**List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$305,000**

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

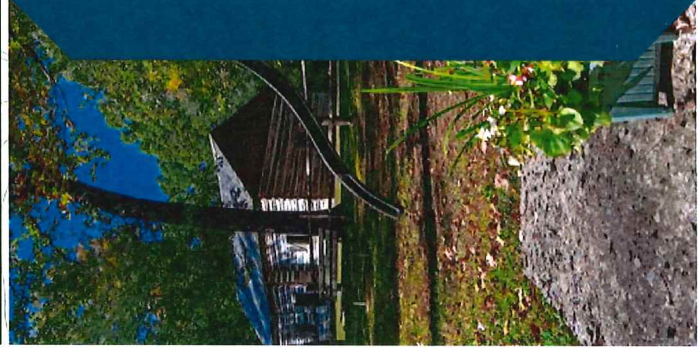
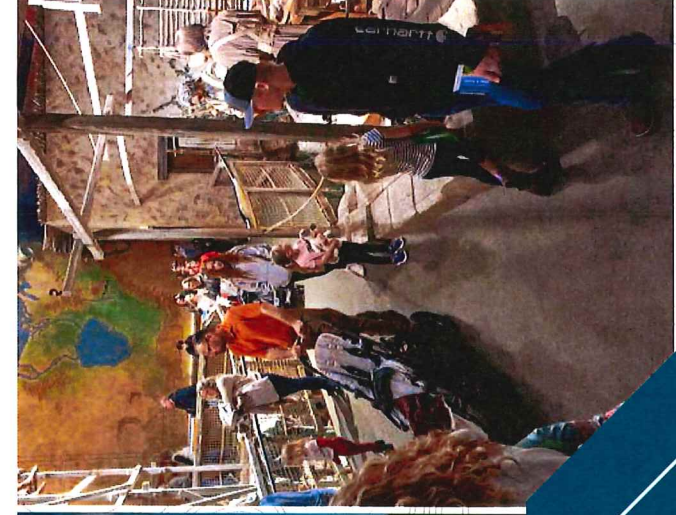
- 1. Markets used to advertise - Indianapolis, Chicago, St Louis, Columbus, Nashville, Atlanta, etc. Indicate if this was a new market for your organization. If not, how was the advertising enhanced to attract new visitors? List if you used digital marketing (location), publications (list a sample of publications), TV, radio, or billboards and dates of advertising.**
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|                               |   |
|-------------------------------|---|
| <b>Description of Project</b> | Kentucky Faith Trail Website and Media Plan |
|-------------------------------|---|

|                                       |   |
|---------------------------------------|---|
|                                       |   |
| <b>Date of Project</b>                | 2023 and 2024   |
| <b>Cost of Project</b>                | \$305,000   |
| <b>ROI<br/>(Return on Investment)</b> | The website <a href="https://www.kentuckyfaithtrail.com/">https://www.kentuckyfaithtrail.com/</a> is live and the media plan has been sending dedicated traffic to the site since late 2023. Current Google results are attached. |

|                                       |  |
|---------------------------------------|--|
| <b>Description of Project</b>         |  |
| <b>Date of Project</b>                |  |
| <b>Cost of Project</b>                |  |
| <b>ROI<br/>(Return on Investment)</b> |  |





**KENTUCKY**  
♦ FAITH TRAIL ♦

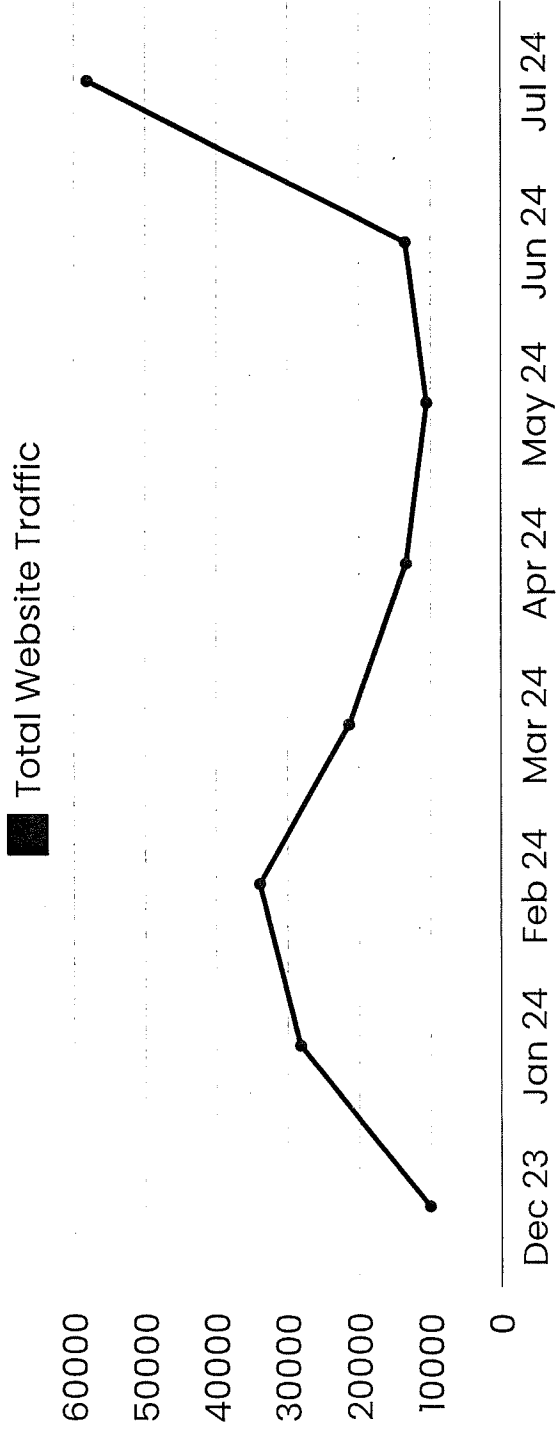
Campaign Update





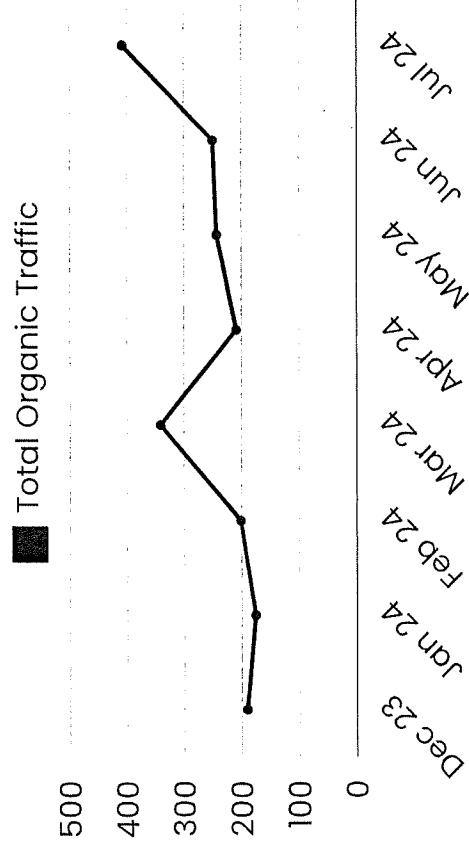
## TOTAL WEBSITE TRAFFIC

- Sweepstakes launch significantly increased traffic starting July 2024.
- Sweepstakes ends August 31, 2024 and there are currently over 22,000 entries.



## ORGANIC WEBSITE TRAFFIC

- Organic traffic is when a user visits a website through an unpaid channel, such as a search engine result. For example, if a user types a query into Google and then clicks on a link to a website in the search results, that traffic is considered organic traffic.
- Organic searches for “Kentucky Faith Trail” and similar keyword phrases are an indication that **brand recognition is increasing**.
  - Since the website launched there have been **1,327 impressions** from branded keyword phrases which resulted in **607 clicks to the website**.



# 115% ↑

**INCREASE IN ORGANIC TRAFFIC  
SINCE WEBSITE LAUNCHED**

## OUTBOUND LINKS

### What does the data mean?

- An outbound link is a link from a page on one website to a webpage on another website.
- KY Faith Trail has links to local business websites in an effort to drive traffic and awareness to help the local community.
- MediaOne.digital is able to track those links through GA4 and report click numbers for individual businesses and points of interest.

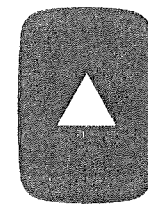
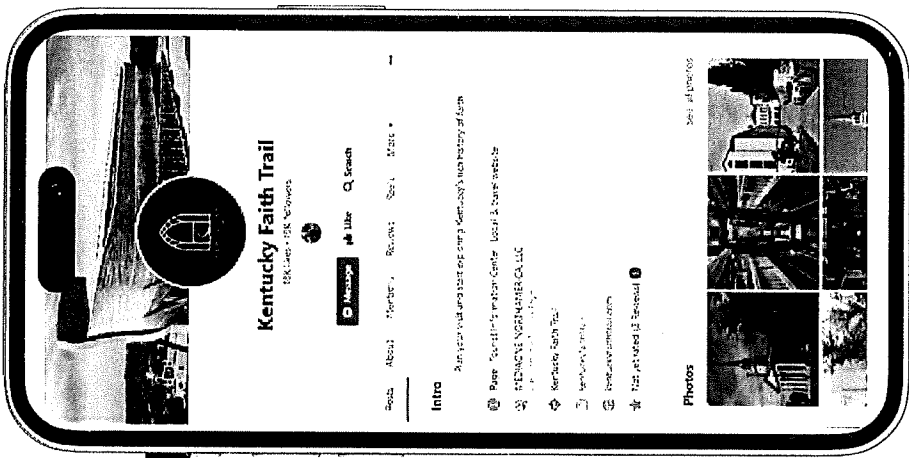
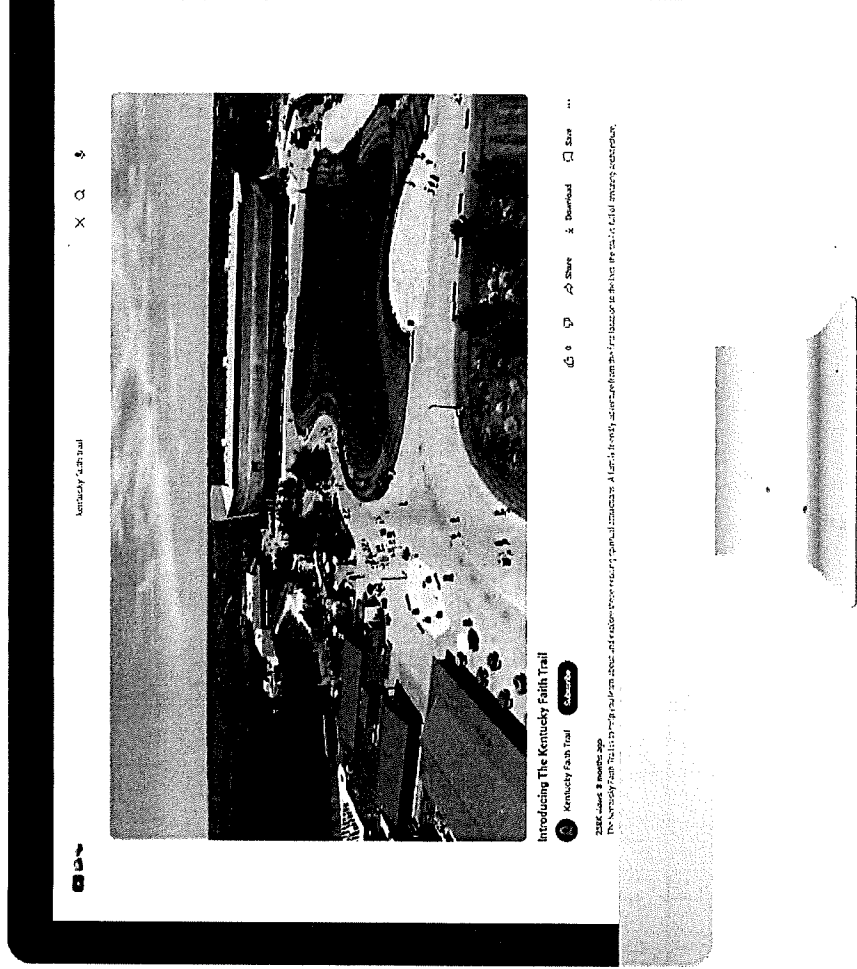
# 48,517



**TOTAL OUTBOUND  
LINKS TRACKED TO  
LOCAL BUSINESSES**

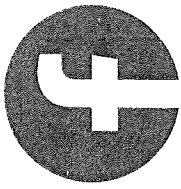
| Business/Attraction/website            | Outbound Links Tracked |
|--|------------------------|
| Ark Encounter                          | 12,479                 |
| Creation Museum                        | 955                    |
| Abbey of Gethsemani                    | 678                    |
| Cathedral Basilica of the Assumption   | 300                    |
| South Union Shaker Village             | 199                    |
| Basilica of St. Joseph Proto-Cathedral | 124                    |
| Old Mud Meeting House                  | 122                    |
| Mother of God Church                   | 120                    |
| Red River Meeting House                | 93                     |
| Old Mulkey Meeting House               | 73                     |
| FCC Monticello                         | 48                     |
| Sweepstakes                            | 33,045                 |
| KY Faith Trail Social                  | 118                    |

# SOCIAL



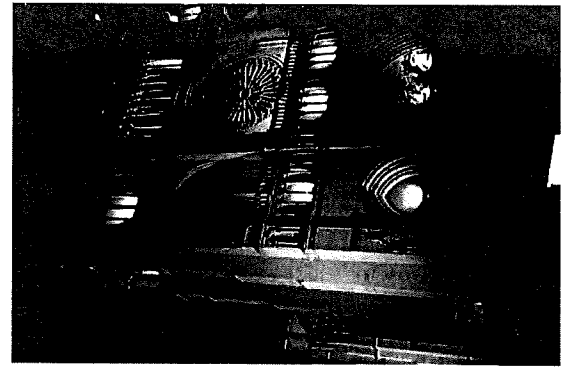
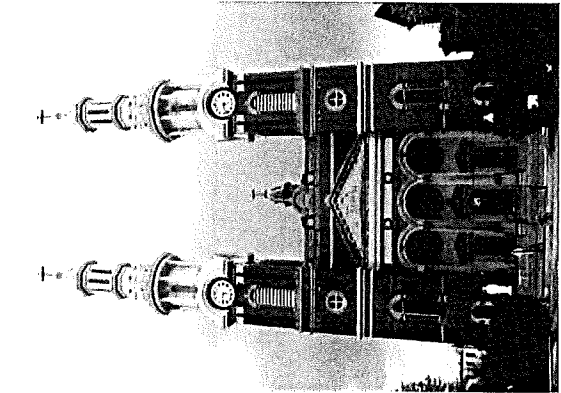
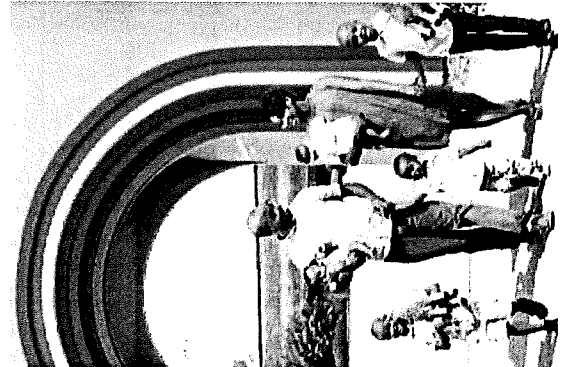
# 285K

## YOUTUBE VIEWS



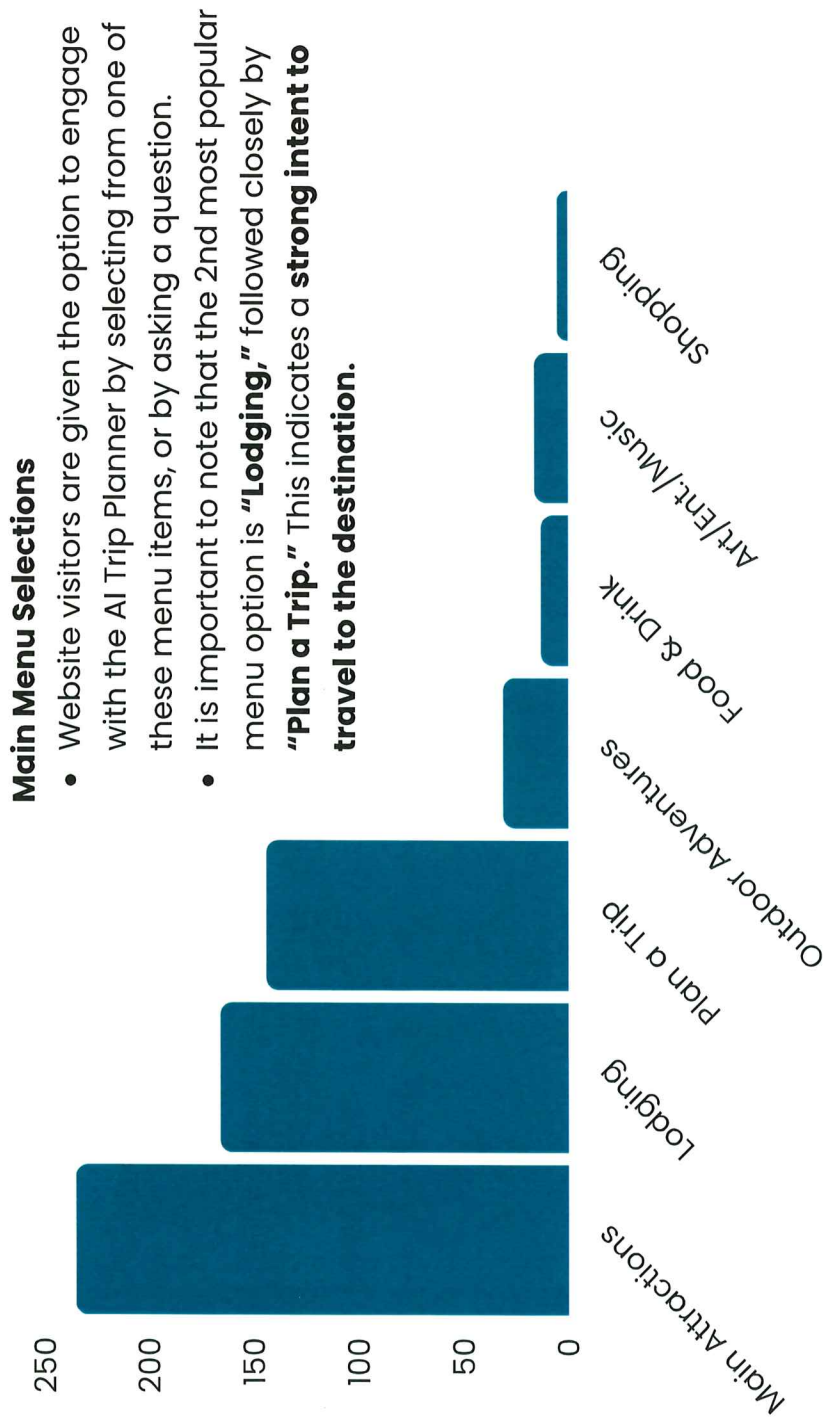
# 18K

## FOLLOWERS





# AI TRIP PLANNER



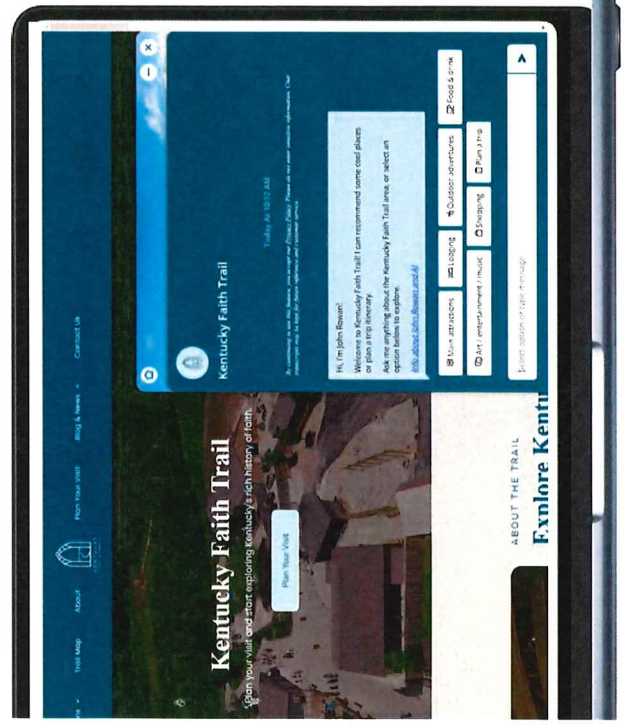
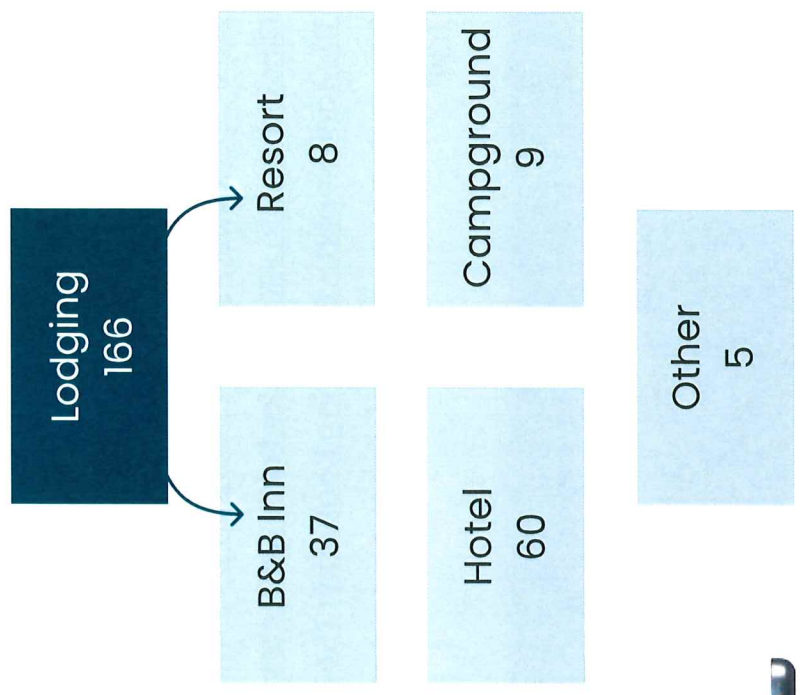
## Main Menu Selections

- Website visitors are given the option to engage with the AI Trip Planner by selecting from one of these menu items, or by asking a question.
- It is important to note that the 2nd most popular menu option is **“Lodging,”** followed closely by **“Plan a Trip.”** This indicates a **strong intent to travel to the destination.**



**1,815**  
TOTAL SESSIONS

## AI USERS RESEARCHING LOCAL LODGING



## IN THE NEWS



- [Local 12 – Highlighting Faith: 4 NKY spots listed as Kentucky initiates new faith trail to boost local tourism](#)
- [Local 12 – New trail highlights Kentucky faith-based attractions, includes NKY stops](#)
- [Link NKY – New Kentucky Faith Trail leads visitors to NKY](#)
- [WBKR – Kentucky’s Got a Bourbon Trail and Now It’s Home to a Faith Trail Too](#)
- [Cincinnati.com – Kentucky Faith Trail latest addition to religious tourism in the state](#)
- [The Lane Report – Exploring Kentucky: The Kentucky Faith Trail](#)
- [Spectrum News 1 – The Ark Encounter named as one of 11 stops on new Kentucky Faith Trail](#)

### Trail



MediaOne.digital



**ARPA/SLFRF TRANCHE 4 GRANT – MULTIJURISDICTIONAL PROJECTS**

**LEGISLATIVE REPORT**

**Multijurisdictional Project Name:** Bourbon and Belonging

**Primary Grantee’s Tourism Commission:** meetNKY | Northern Kentucky CVB

**Primary Grantee Directors Name:** Julie Kirkpatrick

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

**Jurisdictions Involved in Project (type in alphabetical order):**

Bulleit County, Clark County/Winchester, Louisville Tourism, Visit Lex, Nelson County/Bardstown Northern Kentucky, Paducah Tourism

**List the total amount of funding you have spent or in the process of spending as of June 30, 2024:** \$80,401.33 ({\$892.50} was paid to Shepherdsville/Bullitt County for over payment as well as Franklin/Frankfort {\$892.50})

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

1. **Markets used to advertise - Indianapolis, Chicago, St Louis, Columbus, Nashville, Atlanta, etc. Indicate if this was a new market for your organization. If not, how was the advertising enhanced to attract new visitors? List if you used digital marketing (location), publications (list a sample of publications), TV, radio, or billboards and dates of advertising.**
2. **New or upgraded web sites that includes 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 brochures that include 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. **List events advertised, marketed, or being planned using ARPA Tranche 4 funding and the related project expenses.**
6. **New “trails” created and counties involved on the trails.**
7. **Research projects.**
8. **Way-finding signage and how you have utilized the signage. List how many signs you have developed and installed.**
9. **List project cost and the ROI (return on investment, which could be from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, request for brochures, Google analytics or compare to pre-covid numbers (2019)).**

|                               |   |
|-------------------------------|---|
| <b>Description of Project</b> | Man About World Incorporated – IGLTA Sponsorship, Creative Design for Bourbon and Belonging Logo and Consulting Fee |
|-------------------------------|---|

|                                       |  |
|---------------------------------------|--|
|                                       |  |
| <b>Date of Project</b>                | Ongoing  |
| <b>Cost of Project</b>                | \$56,971.00  |
| <b>ROI<br/>(Return on Investment)</b> | ROI will be calculated after the event happens October 2 – 6, 2024 |

|                                       |   |
|---------------------------------------|---|
| <b>Description of Project</b>         | Queen Kentucky Incorporated – website development ( <a href="https://www.bourbonandbelonging.com/">https://www.bourbonandbelonging.com/</a> ); pr activities through Boxcar; marketing activities |
| <b>Date of Project</b>                | Ongoing   |
| <b>Cost of Project</b>                | \$23,430.33   |
| <b>ROI<br/>(Return on Investment)</b> | ROI to be calculated after the October event and includes new visitation to Kentucky as well as AVE of story placement.   |





**ARPA/SLFRF TRANCHE 4 GRANT – MULTIJURISDICTIONAL PROJECTS**

**LEGISLATIVE REPORT**

**Multijurisdictional Project Name:** Wildlands Waterfall Trail

**Primary Grantee's Tourism Commission:** London-Laurel County Tourist & Convention Commission

**Primary Grantee Directors Name:** Kimberly Collier

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

**Jurisdictions Involved in Project (type in alphabetical order):**

City of London Tourism, Clinton County Tourism, Corbin Tourism, Johnson County Tourism, Letcher County Tourism, London-Laurel County Tourism, McCreary County Tourism, Rockcastle Tourism

**List the total amount of funding you have spent or in the process of spending as of June 30, 2024:** \$ 4,092.80

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

1. **Markets used to advertise - Indianapolis, Chicago, St Louis, Columbus, Nashville, Atlanta, etc. Indicate if this was a new market for your organization. If not, how was the advertising enhanced to attract new visitors? List if you used digital marketing (location), publications (list a sample of publications), TV, radio, or billboards and dates of advertising.**
2. **New or upgraded web sites that includes new content, photos, and tools to assist the visitor in navigating the site. List how the site is being promoted by the organization.**
3. **New brochures that include 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. **List events advertised, marketed, or being planned using ARPA Tranche 4 funding and the related project expenses.**
6. **New "trails" created and counties involved on the trails.**
7. **Research projects.**
8. **Way-finding signage and how you have utilized the signage. List how many signs you have developed and installed.**
9. **List project cost and the ROI (return on investment, which could be from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, request for brochures, Google analytics or compare to pre-covid numbers (2019)).**

|                                       |  |
|---------------------------------------|--|
| <b>Description of Project</b>         | Hired a videographer/photographer to get video shots at the falls we didn't already have and photos at the falls we didn't already have. These will be used in the promotion of the Waterfalls Trail in various marketing efforts. |
| <b>Date of Project</b>                | May and June, 2024   |
| <b>Cost of Project</b>                | Two invoices totalling \$4,092.80  |
| <b>ROI<br/>(Return on Investment)</b> | Not known at this time.  |



|                                       |  |
|---------------------------------------|--|
| <b>Description of Project</b>         |  |
| <b>Date of Project</b>                |  |
| <b>Cost of Project</b>                |  |
| <b>ROI<br/>(Return on Investment)</b> |  |



**ARPA/SLFRF TRANCHE 4 GRANT – MULTIJURISDICTIONAL PROJECTS**

**LEGISLATIVE REPORT**

**Multijurisdictional Project Name:**  Kentucky Garden Trail

**Primary Grantee's Tourism Commission:**  Oldham County Tourist & Convention Commission

**Primary Grantee Directors Name:**  Kim Hydes

**Phone Number:**  (502) 222-0056 **Email:**  Director@TourOldham.com

**Jurisdictions Involved in Project (type in alphabetical order):**

Bowling Green, Bullitt County, Frankfort, Lexington, Louisville, Madisonville, Murray, Oldham, Owensboro

**List the total amount of funding you have spent or in the process of spending as of June 30, 2024:**  \$ 114,600

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

**1. Markets used to advertise - Indianapolis, Chicago, St Louis, Columbus, Nashville, Atlanta, etc. Indicate if this was a new market for your organization. If not, how was the advertising enhanced to attract new visitors? List if you used digital marketing (location), publications (list a sample of publications), TV, radio, or billboards and dates of advertising. HAVEN'T STARTED ADVERTISING YET**

**2. New or upgraded web sites that includes new content, photos, and tools to assist the visitor in navigating the site. List how the site is being promoted by the organization.**

**Garden Trail Website:** We have gone through MANY revisions and updates to the Garden Trail website and we continue to tweak the site based on needs that arise. Because there is not another state Garden Trail in the country, I am adding to the site as ideas and needs arise. We are in the process of adding a "Learn" section to the website that will showcase the Workshops & Classes at each garden, as well as any Research Projects that the gardens have been/are part of. We are also adding a photo gallery to each garden page to allow more photos to be shown, and adding a Signature Events section on each garden page. Here is a link to the development site still in process: <https://kentucky-garden-trail.hatfield.marketing/>

**3. New brochures that include new content and photos. List how the brochures are being distributed. NONE YET**

4. **List any photography or video projects that will entice the visitor to seek further information. Video & Phtography** production have been completed for all 12 gardens. Hatfield Media is in the process of editing and uploading all to a Dropbox folder for each garden, to be turned over to the tourism partners later.
5. **List events advertised, marketed, or being planned using ARPA Tranche 4 funding and the related project expenses. NONE YET**
6. **New “trails” created and counties involved on the trails. Kentucky Garden Trail partners:** Bowling Green, Bullitt County, Frankfort, Lexington, Louisville, Madisonville, Murray, Oldham, Owensboro
7. **Research projects. NONE**
8. **Way-finding signage and how you have utilized the signage. List how many signs you have developed and installed. NONE**
9. **List project cost and the ROI (return on investment, which could be from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, request for brochures, Google analytics or compare to pre-covid numbers (2019)).**

|                                   |   |
|-----------------------------------|---|
| <b>Description of Project</b>     | Kentucky Garden Trail consists of 12 botanical gardens and arboretums located in 9 communities in Kentucky. The project includes a state-of-the-art website, passports, passport stickers, rack cards, and garden maps. The Trail will encourage visitors to Kentucky to visit 12 gardens and arboreta and nine communities to take advantage of other attractions and lodging while there. |
| <b>Date of Project</b>            | January 1, 2024   |
| <b>Cost of Project</b>            | \$114,600 to this point. \$275,000 when completed by December.  |
| <b>ROI (Return on Investment)</b> | NONE YET  |



ARPA/SLFRF TRANCHE 4 GRANT – MULTIJURISDICTIONAL PROJECTS

LEGISLATIVE REPORT

Multijurisdictional Project Name: Bluegrass Joy Ride

Primary Grantee's Tourism Commission: Richmond Tourism / Bluegrass Region

Primary Grantee Directors Name: Lori Murphy Tatum

Phone Number: 859-661-1824 Email: lmurphy@richmond.ky.us

Jurisdictions Involved in Project (type in alphabetical order):

Lexington, Georgetown, Richmond, Danville, Berea, Lawrenceburg, Paris, Frankfort, Carlisle, Cynthiana, Harrodsburg, Lancaster, Stanford, Nicholasville, Winchester, Versailles

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 833,998.42

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

1. Markets used to advertise - Indianapolis, Chicago, St Louis, Columbus, Nashville, Atlanta, etc. Indicate if this was a new market for your organization. If not, how was the advertising enhanced to attract new visitors? List if you used digital marketing (location), publications (list a sample of publications), TV, radio, or billboards and dates of advertising.
2. New or upgraded web sites that includes new content, photos, and tools to assist the visitor in navigating the site. List how the site is being promoted by the organization.
3. New brochures that include 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. List events advertised, marketed, or being planned using ARPA Tranche 4 funding and the related project expenses.
6. New "trails" created and counties involved on the trails.
7. Research projects.
8. Way-finding signage and how you have utilized the signage. List how many signs you have developed and installed.
9. List project cost and the ROI (return on investment, which could be from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, request for brochures, Google analytics or compare to pre-covid numbers (2019).

**Description of Project**

The Bluegrass Region has designed a new custom website with new photography featuring the images of vintage cars in strategic locations. This goes along with the concept of "Memories are made on the backroads" All new content was written for this site by acclaimed travel writer Patti Nickel.

New rack cards and brochures have been designed to match the theme of JOY RIDE. These are being distributed to all region visitor centers, AD Rack, and mailed to leads from KY Tourism.

Google AdWords / Promoted Social

Seasonal campaign with the following deliverables: 4 social templates/borders that create 64 social graphics (4 per county) using UGC images provided by the region (with @ credits), (1) Joy Ride rack card, social / digital ad copy, webpage graphic, 32 social graphics utilizing 16 poster illustrations (1 per county)

Film with Mike Wolfe to promote the Bluegrass Region. This has been viewed over 8 million times on YouTube

PR campaign featuring 3 Billboards placed in 3 strategic locations. Includes postcard-style graphics for social media & print postcard usage.

Seasonal paid media to target the weather and events across the Bluegrass Region.

Kentucky Tourism's Joy Ride campaign, which encourages out-of-state travelers to explore the backroads and visit the small towns in Kentucky's Bluegrass Region, has won a Silver ADDY on the national level in the American Advertising Federation's ADDY Awards for its illustrated poster campaign. The awards are the advertising industry's largest and most representative competition, attracting more than 35,000 entries every year. Kentucky advertising agency COOMER created the Joy Ride campaign, including the illustrated posters. Each county had its own unique poster designed as part of this campaign

**Several media strategy sessions were paid for to recultivate social media presence to attract the region's primary target audience, while gathering analytic numbers from outskirt groups.**

**Rebranding efforts across the region were implemented with the intent to reach a greater number of interactions with the Joy Ride campaign and garner more interest in the region.**

|                                   |   |
|-----------------------------------|---|
|                                   | <p>Photography and videography were paid for through the guerrilla campaign to keep the mini campaign within the Joy Ride campaign on track to align with the region's objectives and exceed the goals for the Bluegrass Region. This specific action would create more questions for visitors; their questions would be answered by a trip to our region, or requesting a brochure with information to plan a trip to the Bluegrass Region.</p> <p>Media buys were included in the campaign to continuously monitor and manage the analytics of the ads which were strategically placed for the Joy Ride campaign.</p> <p>A marketing toolkit was designed and dispersed for local teams to access. This toolkit allowed each of the regions within the Bluegrass to pull files necessary for their respective audience(s), thus providing a greater opportunity for the efforts of the Joy Ride campaign to become evident through analyzing the numbers within each region's tourism industry and analytics.</p> |
| <b>Date of Project</b>            | July 2023 – December 31, 2024   |
| <b>Cost of Project</b>            | \$1, 100,000.00 total - \$ 833,998.42 spent so far  |
| <b>ROI (Return on Investment)</b> | <p>Kentucky hosted 79.3 million visitors in 2023. Those visitors spent \$9.7 billion, setting a new record. Our region was responsible for 2.5 billion in economic expenditures. The 8 million views of our Mike Wolfe video are absolutely amazing.</p> <p>The return on investment would be an increase in interest of the Bluegrass Region, and the ROI would prompt more visitors to come to the regions which comprise the Bluegrass. Individually, regions local businesses and accommodations benefit because they are seeing higher revenue monthly.</p> <p>This increase in monthly income for accommodations could create a continuous cycle for the Bluegrass Region because individual regions could have more funding to target visitors and the Bluegrass Region, which in turn would create more opportunities for visitors to turn their trip into an overnight stay.</p>   |





**ARPA/SLFRF TRANCHE 4 GRANT – MULTIJURISDICTIONAL PROJECTS**

**LEGISLATIVE REPORT**

**Multijurisdictional Project Name:** Major Media Promotion Blitz and & Caves in the Digital Age

**Primary Grantee's Tourism Commission:** Glasgow-Barren County KY Tourism

**Primary Grantee Directors Name:** MacLean Lessenberry

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

**Jurisdictions Involved in Project (type in alphabetical order):**

Cave City Tourism, Edmonson Co. Tourism, Glasgow-Barren Co. Tourism, Hart Co. Tourism, and Munfordville Tourism

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**List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$55,183**

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

- 1. Markets used to advertise - Indianapolis, Chicago, St Louis, Columbus, Nashville, Atlanta, etc. Indicate if this was a new market for your organization. If not, how was the advertising enhanced to attract new visitors? List if you used digital marketing (location), publications (list a sample of publications), TV, radio, or billboards and dates of advertising.**
- 2. New or upgraded web sites that includes 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 brochures that include 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. List events advertised, marketed, or being planned using ARPA Tranche 4 funding and the related project expenses.**
- 6. New "trails" created and counties involved on the trails.**
- 7. Research projects.**
- 8. Way-finding signage and how you have utilized the signage. List how many signs you have developed and installed.**



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

|                                   |  |
|-----------------------------------|--|
| <b>Description of Project</b>     | Expanding visibility with fresh branding, PR initiatives, and pushes with content creators/ influencers/media/etc. in order to increase visitation to Mammoth Cave National Park and the surround tri-county area. We also aim to drive in our footprint in to the current day, digitally, with real-time data, increasing engagement on social media platforms, and freshening content through creator driven curation! |
| <b>Date of Project</b>            | Running the full tranche - in progress and will end Dec. 2024  |
| <b>Cost of Project</b>            | \$220,000  |
| <b>ROI (Return on Investment)</b> | We have gotten great feedback on all branding done, especially vibrant colors. Implemented in the event fully and on social media and we have used that within PR events that has resulted in GREAT earned media and feedback across the board! We are currently in the depths of partnerships that began from these efforts to continue the highlight of our area and Mammoth Cave National Park!                       |

**Description of Project**

**Date of Project**

**Cost of Project**

**ROI  
(Return on Investment)**



**ARPA/SLFRF TRANCHE 4 GRANT – MULTIJURISDICTIONAL PROJECTS**

**LEGISLATIVE REPORT**

**Multijurisdictional Project Name:** Kentucky Bourbon Trail® 25th Anniversary Brand Refresh & Digital Experience Rollout & Marketing Campaigns

**Primary Grantee's Tourism Commission:** VisitLex

**Primary Grantee Directors Name:** Mary Quinn Ramer

**Phone Number:** 859-244-7704 **Email:** Mramer@visitlex.com

**Jurisdictions Involved in Project (type in alphabetical order):**

Bardstown Nelson County Tourism Commission; Danville-Boyle County Convention & Visitors Bureau; Lebanon Tourist & Convention Commission; Louisville Tourism; Northern Kentucky Convention & Visitors Bureau; VisitLex

**List the total amount of funding you have spent or in the process of spending as of June 30, 2024:** \$ 241,402.34

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

1. Markets used to advertise - Indianapolis, Chicago, St Louis, Columbus, Nashville, Atlanta, etc. Indicate if this was a new market for your organization. If not, how was the advertising enhanced to attract new visitors? List if you used digital marketing (location), publications (list a sample of publications), TV, radio, or billboards and dates of advertising.
2. New or upgraded web sites that includes new content, photos, and tools to assist the visitor in navigating the site. List how the site is being promoted by the organization.
3. New brochures that include 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. List events advertised, marketed, or being planned using ARPA Tranche 4 funding and the related project expenses.
6. New "trails" created and counties involved on the trails.
7. Research projects.
8. Way-finding signage and how you have utilized the signage. List how many signs you have developed and installed.
9. List project cost and the ROI (return on investment, which could be from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, request for brochures, Google analytics or compare to pre-covid numbers (2019).

|                                       |  |
|---------------------------------------|--|
| <b>Description of Project</b>         | <p><b>Kentucky Bourbon Trail® 25th Anniversary Celebration &amp; Worldwide Bourbon Toast</b></p> <p>The Kentucky Bourbon Trail® is hosting a live, global, 24-hour virtual event on September 17 and encouraging consumers, enthusiasts, industry professionals, celebrities and media to tune in from around the world and toast to the 25th anniversary of the Kentucky Bourbon Trail®. This worldwide event will take place in every time zone with the help of the ICOM Network and their global network of more than 80+ top independent advertising, digital, marketing communication and media agencies in more than 60 countries.</p> <p>To kick off the project, KBT™ organized a Bourbon tasting at ICOM’s annual meeting in Madrid in May, which was led by Spirits Educator and Content Creator Maria de la Peña and Ellen Praytor Faulkner, CEO of Lewis (KBT’s AOR).</p> |
| <b>Date of Project</b>                | <p>Planning began March, 2024; Madrid Tasting conducted May 23, 2024; Worldwide Toast will be held on September 17, 2024</p>   |
| <b>Cost of Project</b>                | <p>\$1,243.<sup>74</sup> (ongoing)</p>   |
| <b>ROI<br/>(Return on Investment)</b> | <p>There were 50 participants from 19 countries: USA + Puerto Rico, Spain, Portugal, Australia, France, Kenya, Malta, Canada, Philippines, Germany, Ireland, Great Britain, Estonia, Netherlands, Singapore, Japan, Argentina, Brazil, and Turkey. About 50% (maybe a little more) of participants had never tasted Bourbon before, very few of them had ever tried multiple brands of Kentucky Bourbon, and most didn’t know the history of Bourbon or anything about it.</p> <p>We just launched signups for the Worldwide Bourbon Toast on September 17th and already have over 100 organizations and businesses worldwide signed up to participate (30 of which are ICOM partners), and it’s growing every day.</p>  |

|                               |  |
|-------------------------------|--|
| <b>Description of Project</b> | <p><b>Kentucky Bourbon Trail® Brand Launch Video</b></p> <p>The Kentucky Bourbon Trail® produced a video announcing the launch of the new branding and program. The video spotlights all 18 Featured Level distilleries on the Kentucky Bourbon Trail®, as well as some stunning Kentucky landscapes, and several distillery hospitality staff members that make the visitor experience so meaningful. The video was shown at the press event announcing the KBT™ brand launch and was used in social media posts and ads.</p> |
|-------------------------------|--|

|                                       |  |
|---------------------------------------|--|
|                                       |  |
| <b>Date of Project</b>                | Launched June 20, 2024   |
| <b>Cost of Project</b>                | \$12,720. <sup>00</sup> (complete)   |
| <b>ROI<br/>(Return on Investment)</b> | <p>We ran this video on both paid and organic social channels for Kentucky Bourbon Trail®, which garnered great engagement and reach from Bourbon enthusiasts across our target geography:</p> <ul style="list-style-type: none"> <li>● Reach: 163,841</li> <li>● Plays: 212,133</li> <li>● Impressions: 214,400</li> <li>● Total engagements: 4,653</li> <li>● Shares: 819</li> <li>● Saves: 135</li> <li>● Comments: 278</li> </ul> <p>This video was part of the larger Kentucky Bourbon Trail® brand launch story, which was picked up by news outlets both regionally and nationally, including the Associated Press.</p> |

|                               |  |
|-------------------------------|--|
| <b>Description of Project</b> | <p><b>Kentucky Bourbon Trail® Brand Launch Press Event</b></p> <p>We hosted a press event announcing the launch of the new Kentucky Bourbon Trail® branding and program on June 20, 2024. The event was hosted at the Frazier History Museum which serves as the official Kentucky Bourbon Trail Welcome Center®. We had 220+ Bourbon industry members, tourism partners, and media in attendance.</p> <p>Guest groups:</p> <ul style="list-style-type: none"> <li>● Press/media</li> <li>● Bourbon Caucus members</li> <li>● KDA members, all levels [Heritage, Proof, Craft, Industry [Champion and Partner]</li> <li>● KBT Sponsors</li> </ul> <p>Distinguished guests:</p> <ul style="list-style-type: none"> <li>● Lt. Gov. Jacqueline Coleman</li> </ul> |
|-------------------------------|--|

|                                       |  |
|---------------------------------------|--|
|                                       | <ul style="list-style-type: none"> <li>• Rep. Andy Barr</li> <li>• Sen. David Yates [for Morgan McGarvey]</li> <li>• Louisville Mayo, Craig Greenberg</li> <li>• Robbin Taylor, State Director to <b>Mitch McConnell</b></li> </ul> <p>Event features:</p> <ul style="list-style-type: none"> <li>• Presentation of Congressional Record</li> <li>• Presentation of Gov Proclamation</li> <li>• Kentucky Bourbon Toast</li> <li>• KBT Retail vignette</li> </ul> |
| <b>Date of Project</b>                | Event held June 20, 2024   |
| <b>Cost of Project</b>                | \$13,408. <sup>60</sup>  |
| <b>ROI<br/>(Return on Investment)</b> | The press event reached an estimated audience of 276 million and garnered an estimated broadcast value of \$618,000. The event amassed 82 print and online articles, 92 social media posts, and 1 radio broadcast piece.   |

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| <b>Description of Project</b> | <p><b>Kentucky Bourbon Trail® Brand Launch Strategy &amp; Digital Marketing Campaign</b></p> <p>The first step of the Kentucky Bourbon Trail® Brand Launch project was to conduct a strategic business and competitor analysis. This work allowed us to develop the business, marketing and channel strategies for the Kentucky Bourbon Trail® brand launch and user experience rollout project and helped us set consumer engagement goals.</p> <p>The project includes paid media costs for the KBT™ Brand Launch campaign including paid Google search and paid social ads through Meta on Facebook and Instagram. This campaign is ongoing and is slated to run through September of 2024. The goal of the campaign is to drive traffic to the new Kentucky Bourbon Trail® website which has been designed to promote tourism to the six distilling regions that include all participating DMOs.</p> |
| <b>Date of Project</b>        | Analysis began in January, 2024; ongoing launch/rollout June - September, 2024   |



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| <b>Cost of Project</b>                | \$214,030. <sup>00</sup> (ongoing)   |
| <b>ROI<br/>(Return on Investment)</b> | <p>Encouraging results and metrics are already emerging. Our digital campaign launched with a revamped Paid Search plan that included expanded keywords that better aligned with search trends, new competitor campaigns to intercept audiences, and increased budgets to best support our expansions.</p> <ul style="list-style-type: none"> <li>• With the higher budget, impressions have improved +96.7% year over year resulting in higher visibility against relevant searches.</li> <li>• Clicks on ads grew +32% year over year, with website visitors from paid search ads spending +21% longer on the new site compared to previous year.</li> <li>• Tracking has shown that of users that have clicked through a paid search ad to the website, almost 28,000 clicks have occurred on website Distillery listings (conversion) for an efficient \$0.30 cost per conversion.</li> <li>• We are beginning to create consideration among younger audiences, age 25-34, as this audience engages with search ads at a higher rate year over year than older audiences.</li> </ul> <p>We have recently launched Paid Social and anticipate this addition to our campaign will build upon the notable results we've already seen.</p> |



**ARPA/SLFRF TRANCHE 4 GRANT – MULTIJURISDICTIONAL PROJECTS**

**LEGISLATIVE REPORT**

**Multijurisdictional Project Name:** You Belong Here

**Primary Grantee's Tourism Commission:** Greater Lexington Convention and Visitors Bureau (VisitLEX)

**Primary Grantee Directors Name:** Mary Quinn K. Ramer

**Phone Number:** (859) 244-7704 **Email:** mraramer@visitlex.com

**Jurisdictions Involved in Project (type in alphabetical order):**

Bowling Green Convention and Visitors Bureau, Corbin Tourism and Convention Commission, Louisville Convention and Visitors Bureau, MeetNKY, Paducah Convention and Visitors Bureau, Somerset-Pulaski County Convention and Visitors Bureau and VisitLEX

**List the total amount of funding you have spent or in the process of spending as of June 30, 2024:** \$ 550,000.00 total (\$500,000.00 ARPA)

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

1. **Markets used to advertise - Indianapolis, Chicago, St Louis, Columbus, Nashville, Atlanta, etc. Indicate if this was a new market for your organization. If not, how was the advertising enhanced to attract new visitors? List if you used digital marketing (location), publications (list a sample of publications), TV, radio, or billboards and dates of advertising.**
2. **New or upgraded web sites that includes new content, photos, and tools to assist the visitor in navigating the site. List how the site is being promoted by the organization.**
3. **New brochures that include 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. **List events advertised, marketed, or being planned using ARPA Tranche 4 funding and the related project expenses.**
6. **New "trails" created and counties involved on the trails.**
7. **Research projects.**
8. **Way-finding signage and how you have utilized the signage. List how many signs you have developed and installed.**
9. **List project cost and the ROI (return on investment, which could be from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, request for brochures, Google analytics or compare to pre-covid numbers (2019)).**

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| <p><b>Description of Project</b></p>         | <p>"You Belong Here" is an original episodic series, hosted by the esteemed Chef Ouita Michel, celebrating front-and-center her most cherished, personal stories of chefs across the Commonwealth and their connection to food, culture, traditions, and expressions. Macaroni Art Productions, headquartered in Midway, is responsible for all production, editing and post-production.</p> <p>Over the last 10 months, Macaroni Art Productions has criss-crossed the Commonwealth alongside Ouita Michel to tell Kentucky's culinary story. Complete with filming in Paducah, Bowling Green, Owensboro, Louisville, Lexington/Midway, Somerset and Corbin, Ouita and team have unpacked the diversity and abundance of Kentucky's agricultural production--and the people who make it happen day in and day out. The cinematography showcases the beauty of Kentucky, from rolling hills and riverfronts to bustling cities and endless acres of farmland. And the deeply personal conversations and commentary with and from Ouita have captured the hearts and imaginations of everyone engaged.</p> <p>The nine half-hour episodes will showcase first-rate cinematography, emotional storytelling, and, of course, delicious food. Promotional cut-downs will also be created for use online and social media.</p> |
| <p><b>Date of Project</b></p>                | <p>October 2023-July 2024</p>   |
| <p><b>Cost of Project</b></p>                | <p>\$500,000.00</p>   |
| <p><b>ROI<br/>(Return on Investment)</b></p> | <p>In July 2024, the Macaroni Art production team worked with their media distribution partner, IAG, to create a 7 minute sizzle reel for You Belong Here that showcased the core ideas of the series. Once all parties approved, IAG then distributed the sizzle reel to their contacts at 12-15 prominent streaming platforms, including Hulu, HBO Max, Disney, Apple, Amazon, Roku, PBS, Higher Ground, CNN, and Lifetime/A&amp;E. They also shared it with prominent connectors within the media industry. To date, they're in multiple active discussions with interested parties, in hopes of generating 2-3 good offers by the end of September.</p>   |



**ARPA/SLFRF TRANCHE 4 GRANT – MULTIJURISDICTIONAL PROJECTS**

**LEGISLATIVE REPORT**

**Multijurisdictional Project Name:**    Lake Cumberland Wayfinding Signage   

**Primary Grantee’s Tourism Commission:** Somerset-Pulaski CVB

**Primary Grantee Directors Name:**           Michelle Allen          

**Phone Number:**           606-679-6394           **Email:**           Mallen@lctourism.com          

**Jurisdictions Involved in Project (type in alphabetical order):**

- City of Burnside
- City of Somerset
- Clinton County
- Lake Cumberland Tourism Commission
- McCreary County
- Somerset-Pulaski CVB
- Wayne County Tourist Commission

**List the total amount of funding you have spent or in the process of spending as of June 30, 2024:** \$    \$130,097.28   

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

1. **Markets used to advertise - Indianapolis, Chicago, St Louis, Columbus, Nashville, Atlanta, etc. Indicate if this was a new market for your organization. If not, how was the advertising enhanced to attract new visitors? List if you used digital marketing (location), publications (list a sample of publications), TV, radio, or billboards and dates of advertising.**
2. **New or upgraded web sites that includes new content, photos, and tools to assist the visitor in navigating the site. List how the site is being promoted by the organization.**
3. **New brochures that include 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. **List events advertised, marketed, or being planned using ARPA Tranche 4 funding and the related project expenses.**
6. **New “trails” created and counties involved on the trails.**
7. **Research projects.**

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

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| <b>Description of Project</b>     | <p>Lake Cumberland has over 1,200 miles of shoreline with very little, old, and faded signage or simply non-existent signage for visitors when experiencing Lake Cumberland. In collaboration with the Army Corp of Engineers, we hope to create much needed directional signage for our over 4 million visitors a year. Each of our visitor's centers get asked often, "Where is this tributary?" or "Where is this cove?" and although we have maps, and we can explain to them how to get there, but, without signage on the Lake for them, what good is our maps or directions? It simply isn't.</p> <p>Not only will this help our visitors discover the coves they've heard about for fishing, wakeboarding, or simply relaxing or trying to see a landmark, but it is also a safety issue for our first responders as well as vacationers. If a visitor were to be hurt while on the lake, someone that knows the name of their location will be pivotal for their recovery. With the help of the Army Corp, we hope to create at least 50 directional markers (all Corp approved and regulated by size/color) covering all 101 miles of Lake Cumberland. The Army Corp has accepted responsibility for placement and installation for the signage in their proper locations. They have also provided a detailed listing of all the signs that are needed. Our hope is with this new lake mapping and directional sense it will give vacationers by labeling the locations, it will make it easier to navigate and will also allow them to easily find the marinas, as well. Each marina (10) will benefit from the new signage tremendously. As most have restaurants, gas and rental units, the lake goers will be able to quickly and efficiently be able to know where they are and how to navigate the lake to get there. If ever in the middle of the lake you absolutely can get lost, and this signage will make for a much more pleasant visit for our tourist. Informational interactive kiosks are also available at the marinas and other lake related locations. These kiosks allow for more information about the area once visitors are off of the lake.</p> <p>A pivotal opportunity is in front of all of us here on Lake Cumberland and this change will only better the travel experience for all vacationers that are coming to our area, as the amount of time spent by them on the lake increases annually, we have to change with that and improve the experience we create for them so that we can be a destination they want to come back to because they see that change as well.</p> |
| <b>Date of Project</b>            | 5-12-2023 This is ongoing. We have all the signs completed but they have not all been placed yet.  |
| <b>Cost of Project</b>            | \$192,500  |
| <b>ROI (Return on Investment)</b> | To continue the growth of the Lake Cumberland region we must also continue to enhance the outdoor adventure opportunities we all share on Lake Cumberland. More and more visitors are looking to create an experience outdoors. With loyal and new boaters visiting the lake having new signage shows them we appreciate their time to visit our region. The economic impact of increasing and maintaining our tourists  |

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|  | <p>increases our overall tourism dollars for each county surrounding Lake Cumberland. Not only does it put people in our hotels and short-term rentals; they also purchase groceries for their houseboats, purchase gas, rent watercrafts from the marinas and eat at the restaurants on and off the lake. Lake Cumberland is known as the "Houseboat Capital of the World", and this includes having the largest rental fleet in the United States. Therefore, adding an additional touch to our beautiful waterway will allow our visitors to feel more welcome.</p> |
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| <b>Description of Project</b>         |  |
| <b>Date of Project</b>                |  |
| <b>Cost of Project</b>                |  |
| <b>ROI<br/>(Return on Investment)</b> |  |



# TEAM KENTUCKY

## ARPA/SLFRF TRANCHE 4 GRANT – MULTIJURISDICTIONAL PROJECTS

### LEGISLATIVE REPORT

Multijurisdictional Project Name: Appalachian Triangle of Kentucky  
Primary Grantee's Tourism Commission: Corbin Tourism and Convention Commission  
Primary Grantee Directors Name: Nancy Conley  
Phone Number: 606-528-8860 Email: nancy@corbinkytourism.com

Jurisdictions Involved in Project (type in alphabetical order):

Barbourville Tourist Commission, Bell County Tourism, City of Harlan Tourist Commission, Corbin Tourism and Convention Commission, London-Laurel County Tourist Commission, Manchester Tourism Commission, Mt. Vernon - Rockcastle County Tourist Commission, and Whitley County Tourism

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 384,700

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

1. Markets used to advertise - Indianapolis, Chicago, St Louis, Columbus, Nashville, Atlanta, etc. Indicate if this was a new market for your organization. If not, how was the advertising enhanced to attract new visitors? List if you used digital marketing (location), publications (list a sample of publications), TV, radio, or billboards and dates of advertising.
2. New or upgraded web sites that includes new content, photos, and tools to assist the visitor in navigating the site. List how the site is being promoted by the organization.
3. New brochures that include 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. List events advertised, marketed, or being planned using ARPA Tranche 4 funding and the related project expenses.
6. New "trails" created and counties involved on the trails.
7. Research projects.
8. Way-finding signage and how you have utilized the signage. List how many signs you have developed and installed.
9. List project cost and the ROI (return on investment, which could be from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, request for brochures, Google analytics or compare to pre-covid numbers (2019)).

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| <b>Description of Project</b>         | Video Production: Video/photography   |
| <b>Date of Project</b>                | March 2, 2023 - February 26, 2024   |
| <b>Cost of Project</b>                | \$ 137,000  |
| <b>ROI<br/>(Return on Investment)</b> | Video and photography are being used in marketing efforts enticing visitors to seek more information as seen in social and website metrics. |

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| <b>Description of Project</b>         | Television Commercials<br>Ran on Huly, OTT and the Louisville Ky news Stations              |
| <b>Date of Project</b>                | march - August 2024   |
| <b>Cost of Project</b>                | \$15,100  |
| <b>ROI<br/>(Return on Investment)</b> | Increased traffic to website visitatky.com: increasing traffic at each destination website. |

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| <b>Description of Project</b>         | Social Media Advertising: Facebook, Instagram, and TikTok targeting under 60 yrs old. Target audiences include young explorers, weekenders, families with young kids, quirky adventurers, solitude seekers and return visitors. |
| <b>Date of Project</b>                | March 2024 - October 2024   |
| <b>Cost of Project</b>                | ₹ 61,500  |
| <b>ROI<br/>(Return on Investment)</b> | Campaign across social platforms has been successful in achieving high visibility and engagement across all platforms.  |

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| Description of Project        | Branding Services: Appalachian Triangle of Kentucky branding, website design, website development, web hosting, account management and creative direction - platform creative optimization |
| Date of Project               | October 2023 - August 2024   |
| Cost of Project               | \$ 103,700   |
| ROI<br>(Return on Investment) | Branding and website efforts have positioned this project for sustained success. Site is being promoted across all marketing items/platforms.  |

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| Description of Project        | Digital Advertising: Commercials streamed on Hulu, paid Google Ads and SEO. Key pillars: outdoors, culture and hospitality. Targeting young explorers, weekenders, families with young kids, quirky adventurers, solitude seekers and return visitors. |
| Date of Project               | March - October 2024   |
| Cost of Project               | \$67,400   |
| ROI<br>(Return on Investment) | Strong performance resulting in an impressive (CTR) on Google, increased web traffic to visitatky site as well as attraction sites   |



ARPA/SLFRF TRANCHE 4 GRANT – MULTIJURISDICTIONAL PROJECTS

LEGISLATIVE REPORT

Multijurisdictional Project Name: Distilled in Kentucky

Primary Grantee's Tourism Commission: Lawrenceburg Anderson County Joint Tourism Commission

Primary Grantee Directors Name: Robbie Morgan

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

Jurisdictions Involved in Project (type in alphabetical order):

Anderson, Boone, Campbell, Christian, Clay, Fayette, Franklin, Graves, Harlan, Harrison, Henderson,  
Jefferson, Kenton, Lee, Madison, Marshall, Meade, Oldham, Powell, Pulaski, Scott, Simpson, Trigg.

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ \$387, 486

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

1. Markets used to advertise - Indianapolis, Chicago, St Louis, Columbus, Nashville, Atlanta, etc. Indicate if this was a new market for your organization. If not, how was the advertising enhanced to attract new visitors? List if you used digital marketing (location), publications (list a sample of publications), TV, radio, or billboards and dates of advertising.
2. New or upgraded web sites that includes new content, photos, and tools to assist the visitor in navigating the site. List how the site is being promoted by the organization.
3. New brochures that include 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. List events advertised, marketed, or being planned using ARPA Tranche 4 funding and the related project expenses.
6. New "trails" created and counties involved on the trails.
7. Research projects.
8. Way-finding signage and how you have utilized the signage. List how many signs you have developed and installed.
9. List project cost and the ROI (return on investment, which could be from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, request for brochures, Google analytics or compare to pre-covid numbers (2019).



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| <b>Description of Project</b>         | Distilled in Kentucky TV docu-series hosted by Silas House. 8 different counties, 8 different up and coming artists, guest cameo appearances by Tyler Childers, Jim James, Senora May, and others. One county per episode featuring local retailers, restaurants, attractions, cultural icons and distilleries. |
| <b>Date of Project</b>                | January 2024 - December 31, 2024  |
| <b>Cost of Project</b>                | \$387,486   |
| <b>ROI<br/>(Return on Investment)</b> | Nothing to report. Project completion after the date of this report.  |



**ARPA/SLFRF TRANCHE 4 GRANT – MULTIJURISDICTIONAL PROJECTS**

**LEGISLATIVE REPORT**

**Multijurisdictional Project Name:** Cave Country Trails

**Primary Grantee's Tourism Commission:** Horse Cave/Hart County Tourism

**Primary Grantee Directors Name:** Sandra T. Wilson

**Phone Number:** 270.218.0386 **Email:** sandra@kygetaway.com

**Jurisdictions Involved in Project (type in alphabetical order):**

Bowling Green Area Tourism, Butler County Tourism, Cave City Tourism, Edmonson County Tourism, Franklin/Simson County Tourism, Glasgow-Barren County Tourism, Horse Cave/Hart County Tourism, Munfordville Tourism, Park City Tourism

**List the total amount of funding you have spent or in the process of spending as of June 30, 2024:** \$ 150,000

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

1. **Markets used to advertise - Indianapolis, Chicago, St Louis, Columbus, Nashville, Atlanta, etc. Indicate if this was a new market for your organization. If not, how was the advertising enhanced to attract new visitors? List if you used digital marketing (location), publications (list a sample of publications), TV, radio, or billboards and dates of advertising.**
2. **New or upgraded web sites that includes 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 brochures that include 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. **List events advertised, marketed, or being planned using ARPA Tranche 4 funding and the related project expenses.**
6. **New "trails" created and counties involved on the trails.**
7. **Research projects.**
8. **Way-finding signage and how you have utilized the signage. List how many signs you have developed and installed.**
9. **List project cost and the ROI (return on investment, which could be from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, request for brochures, Google analytics or compare to pre-covid numbers (2019)).**

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| <b>Description of Project</b> | Progress so far: <ul style="list-style-type: none"><li>• Researching, identifying, documenting, curating, and loading all <b>179 trails</b> in all 9 partner areas;</li></ul> |
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|                                   | <ul style="list-style-type: none"> <li>• Photo/video content of trails in all 9 partner areas;</li> <li>• Logo design and branding;</li> <li>• Creation of <b>cavecountrypaths.com</b> with all the documented assets and interactive map;</li> <li>• Contract and training with Arrivalist to help identify/track our markets;</li> <li>• PR campaign has begun and has already included: <ul style="list-style-type: none"> <li>○ A presentation table at Curating Kentucky's Caveland that hosted 25 influencers and media reps;</li> <li>○ Promotional spots already completed on KET, WTVQ (Lexington), Spectrum News, Bowling Green Daily News, WNKY (Bowling Green), and WBKO (Bowling Green); The Lou Review Podcast</li> </ul> </li> <li>• SEM blast project is currently underway.</li> </ul> |
| <b>Date of Project</b>            | 2022-2024   |
| <b>Cost of Project</b>            | \$150,000 ARPA funds + \$15,000 match   |
| <b>ROI (Return on Investment)</b> | Behind-the-scenes work began in 2022. Since project exposure to the public began in June 2024, our initial ROI for the month looked promising. Our website analytics were not yet available as of June 30, but our social media numbers were impressive. Our Meta visits/reach are already up 21%!  |

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| <b>Description of Project</b>         |  |
| <b>Date of Project</b>                |  |
| <b>Cost of Project</b>                |  |
| <b>ROI<br/>(Return on Investment)</b> |  |



**ARPA/SLFRF TRANCHE 4 GRANT – MULTIJURISDICTIONAL PROJECTS**

**LEGISLATIVE REPORT**

**Multijurisdictional Project Name:** \_\_\_ Quilts, Cars & Guitars: Kentucky's Americana Triangle \_\_\_\_\_

**Primary Grantee's Tourism Commission:** \_\_\_ Bowling Green Area Convention & Visitors Bureau \_\_\_\_\_

**Primary Grantee Directors Name:** \_\_\_ Sherry Murphy \_\_\_\_\_

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

**Jurisdictions Involved in Project (type in alphabetical order):**

Bowling Green Area CVB, Edmonson County Tourism, Henderson Tourist Commission, Owensboro Daviess County CVB,  
and Paducah CVB

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

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

- 1. Markets used to advertise - Indianapolis, Chicago, St Louis, Columbus, Nashville, Atlanta, etc. Indicate if this was a new market for your organization. If not, how was the advertising enhanced to attract new visitors? List if you used digital marketing (location), publications (list a sample of publications), TV, radio, or billboards and dates of advertising.**
- 2. New or upgraded web sites that includes new content, photos, and tools to assist the visitor in navigating the site. List how the site is being promoted by the organization.**
- 3. New brochures that include 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. List events advertised, marketed, or being planned using ARPA Tranche 4 funding and the related project expenses.**
- 6. New "trails" created and counties involved on the trails.**
- 7. Research projects.**
- 8. Way-finding signage and how you have utilized the signage. List how many signs you have developed and installed.**
- 9. List project cost and the ROI (return on investment, which could be from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, request for brochures, Google analytics or compare to pre-covid numbers (2019)).**

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| <b>Description of Project</b>         | This project is currently in development with anticipated launch in November. No money has been spent on any of the project's components as of June 30, 2024, but plans were starting to take shape. |
| <b>Date of Project</b>                | TBD  |
| <b>Cost of Project</b>                | \$110,000 total  |
| <b>ROI<br/>(Return on Investment)</b> | TBD  |



ARPA/SLFRF TRANCHE 4 GRANT – MULTIJURISDICTIONAL PROJECTS

LEGISLATIVE REPORT

Multijurisdictional Project Name: Bluegrass Train Experience (aka Kentucky Train Trail)

Primary Grantee's Tourism Commission: Bowling Green Area Convention & Visitors Bureau

Primary Grantee Directors Name: Sherry Murphy

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

Jurisdictions Involved in Project (type in alphabetical order):

Bardstown Tourist & Convention Commission; Bowling Green Area Convention & Visitors Bureau; McCreary County Tourism Commission; Oldham County KY Tourism & Conventions; Woodford County Tourism Commission

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ \$105,865

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

1. Markets used to advertise - Indianapolis, Chicago, St Louis, Columbus, Nashville, Atlanta, etc. Indicate if this was a new market for your organization. If not, how was the advertising enhanced to attract new visitors? List if you used digital marketing (location), publications (list a sample of publications), TV, radio, or billboards and dates of advertising.
2. New or upgraded web sites that includes new content, photos, and tools to assist the visitor in navigating the site. List how the site is being promoted by the organization.
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4. List any photography or video projects that will entice the visitor to seek further information.
5. List events advertised, marketed, or being planned using ARPA Tranche 4 funding and the related project expenses.
6. New "trails" created and counties involved on the trails.
7. Research projects.
8. Way-finding signage and how you have utilized the signage. List how many signs you have developed and installed.
9. List project cost and the ROI (return on investment, which could be from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, request for brochures, Google analytics or compare to pre-covid numbers (2019).



|                                       |   |
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| <b>Description of Project</b>         | Hatfield Media - Agency of Record<br><br>They created, managed, and distributed the branding, logo, marketing print materials, videography, photography, digital media buying plan, advertising |
| <b>Date of Project</b>                | 3/1/2024 - present. Estimated launch of trail - End of August 2024  |
| <b>Cost of Project</b>                | \$94,600  |
| <b>ROI<br/>(Return on Investment)</b> | Increased overall awareness, visitation, overnights, to each CVB destination as well as each of the 13 train attractions that are located in the state of Kentucky.                             |

|                                       |   |
|---------------------------------------|---|
| <b>Description of Project</b>         | Printed Passport, Rack Card, Stickers for Passport stops                                    |
| <b>Date of Project</b>                | August 2024   |
| <b>Cost of Project</b>                | \$2,930   |
| <b>ROI<br/>(Return on Investment)</b> | Passport for visitors to make them eager to continue and finish the entire trail experience |

|                                       |   |
|---------------------------------------|---|
| <b>Description of Project</b>         | 1/2 Page Ad in Kentucky Visitors Guide  |
| <b>Date of Project</b>                | Dec 2024  |
| <b>Cost of Project</b>                | \$8,335   |
| <b>ROI<br/>(Return on Investment)</b> | Advertising capturing visitors who are actively seeking Kentucky as a destination and seeking experiences to do. Increased exposure for the trail |



## ARPA/SLFRF TRANCHE 4 GRANT – MULTIJURISDICTIONAL PROJECTS

### LEGISLATIVE REPORT

**Multijurisdictional Project Name:** Horses, Horsepower, and Hollers

**Primary Grantee's Tourism Commission:** Bowling Green Area Convention and Visitors Bureau

**Primary Grantee Directors Name:** Sherry Murphy

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

**Jurisdictions Involved in Project (type in alphabetical order):**

Bowling Green Area Convention and Visitors Bureau, Corbin Tourist Commission, Franklin-Simpson Co. Tourist Commission, City of Harlan Tourist and Convention Commission, Georgetown/Scott Co. Tourist Commission, and Shelby Co. Tourist Commission

**List the total amount of funding you have spent or in the process of spending as of June 30, 2024:** In the process of spending \$250,000

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

1. **Markets used to advertise - Indianapolis, Chicago, St Louis, Columbus, Nashville, Atlanta, etc. Indicate if this was a new market for your organization. If not, how was the advertising enhanced to attract new visitors? List if you used digital marketing (location), publications (list a sample of publications), TV, radio, or billboards and dates of advertising.**
2. **New or upgraded web sites that includes 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 brochures that include 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. **List events advertised, marketed, or being planned using ARPA Tranche 4 funding and the related project expenses.**
6. **New "trails" created and counties involved on the trails.**
7. **Research projects.**
8. **Way-finding signage and how you have utilized the signage. List how many signs you have developed and installed.**
9. **List project cost and the ROI (return on investment, which could be from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, request for brochures, Google analytics or compare to pre-covid numbers (2019)).**

|                                      |   |
|--------------------------------------|---|
| <p><b>Description of Project</b></p> | <p>Horses, Horsepower and Hollers</p> <ol style="list-style-type: none"> <li>1. We will be entering these markets: Indianapolis, Chicago, St Louis, Columbus, Nashville, Atlanta, etc. These will not be new, but we are using new assets, content, to grab visitors attention. Our digital advertising campaign has not began, but will be beginning soon.</li> <li>2. <a href="http://www.kytripleh.com">www.kytripleh.com</a> - is a brand new website. It includes all new content, photos and tools. We are currently promoting the site through our partnering CVBs, as well as Public Relations and Earned Media efforts. Our digital advertising campaign will begin this month.</li> <li>3. We created a new sales sheet that all of our participating CVBs are taking on the road to their travel, trade and tour operator shows. Distributing it to new and existing partnerships to encourage them to visit the Triple H Triangle.</li> <li>4. We have a new and ongoing photo/video partnership with Forerunner. The project is not completed yet but we have received the first cut to the video. We will be distributing and advertising this video to all of our selected drive markets to encourage visitors to take part in the trail.</li> <li>5. Our project is not focusing on any specific events.</li> <li>6. While our 'trail' pre-existed, it has changed, we now have Bowling Green, Corbin, Franklin, Harlan, Georgetown and Shelby Co. all participating in the new and improved Horses, Horsepower and Hollers.</li> <li>7. We are not conducting any research. All research and analytics used for this project to select our demographics came from pre-existing data from the Kentucky Department of Tourism as well as our CVB participating partners.</li> <li>8. We are not creating any way finding signage on our project.</li> <li>9. For our specific multi-jurisdiction project, we are tracking earned media placements, higher room occupancy in our markets, website visits to the new site, social media followers and engagement, request for sales sheets, Google analytics and comparison to 2019 (pre-pandemic numbers).</li> </ol> |
| <p><b>Date of Project</b></p>        | <p>August 2023 - ongoing; completion December 2024</p>  |

|                                       |   |
|---------------------------------------|---|
| <b>Cost of Project</b>                | \$250,000   |
| <b>ROI<br/>(Return on Investment)</b> | Currently tracking analytics; not finished.<br><br>So far, it is estimated our earned media generated 1084 news articles in 50 different states with a readership of 300,000. The sites were viewed by 151,330,713 unique visitors per month. |



ARPA/SLFRF TRANCHE 4 GRANT - MULTIJURISDICTIONAL PROJECTS

LEGISLATIVE REPORT

Multijurisdictional Project Name: Western Kentucky Wine Trail

Primary Grantee's Tourism Commission: Bowling Green Area Convention & Visitors Bureau

Primary Grantee Directors Name: Sherry Murphy

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

Jurisdictions Involved in Project (type in alphabetical order):

Bowling Green Area Convention & Visitors Bureau; Hopkinsville-Christian County Convention & Visitors Bureau;  
Kentucky Lake Convention & Visitors Bureau; Logan County Tourist & Convention Commission; Mayfield-Graves  
County Tourism Commission; Paducah Convention & Visitors Bureau

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ \$84,361.70

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

1. Markets used to advertise - Indianapolis, Chicago, St Louis, Columbus, Nashville, Atlanta, etc. Indicate if this was a new market for your organization. If not, how was the advertising enhanced to attract new visitors? List if you used digital marketing (location), publications (list a sample of publications), TV, radio, or billboards and dates of advertising.
2. New or upgraded web sites that includes new content, photos, and tools to assist the visitor in navigating the site. List how the site is being promoted by the organization.
3. New brochures that include 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. List events advertised, marketed, or being planned using ARPA Tranche 4 funding and the related project expenses.
6. New "trails" created and counties involved on the trails.
7. Research projects.
8. Way-finding signage and how you have utilized the signage. List how many signs you have developed and installed.
9. List project cost and the ROI (return on investment, which could be from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, request for brochures, Google analytics or compare to pre-covid numbers (2019).



|                                   |  |
|-----------------------------------|--|
| <b>Description of Project</b>     | MaeganMade Agency<br><br>They created, managed, and distributed the branding, logo, marketing print materials, website, social media, media buys,                        |
| <b>Date of Project</b>            | 3/1/2024 - present. Trail Launched June 2024   |
| <b>Cost of Project</b>            | \$20,871.70  |
| <b>ROI (Return on Investment)</b> | Increased overall awareness, visitation, overnights, to each CVB destination as well as each of the 9 wine attractions that are located in the Western part of Kentucky. |

Print Advertising

|                                   |   |
|-----------------------------------|---|
| <b>Description of Project</b>     | 2 Ads place in Evansville Living and 1 ad in Local Palate<br><br>Aug 2024 + Sept 2024 Issues  |
| <b>Date of Project</b>            |   |
| <b>Cost of Project</b>            | \$10,460  |
| <b>ROI (Return on Investment)</b> | Advertising exposure to the Evansville market who would be extremely likely to visit the western winery trail and complete the entire trail |

|                                   |   |
|-----------------------------------|---|
| <b>Description of Project</b>     | Kentucky Department of Tourism<br><br>1/2 page Visitor Guide Ad + Sponsored Email Blast   |
| <b>Date of Project</b>            | July 2024   |
| <b>Cost of Project</b>            | \$10,480  |
| <b>ROI (Return on Investment)</b> | Advertising capturing visitors who are actively seeking Kentucky as a destination and seeking experiences to do. Increased exposure for the trail |

|                                   |   |
|-----------------------------------|---|
| <b>Description of Project</b>     | Digital Marketing / Social Media Advertising<br><br>Compass Media   |
| <b>Date of Project</b>            | July 2024 - Nov 2024  |
| <b>Cost of Project</b>            | \$19,750  |
| <b>ROI (Return on Investment)</b> | Exposure to key drive markets of Evansville, Southern Ohio, Southern Indiana, Nashville, and Missouri to visit and complete the WKYWine Trail and stay / explore each CVB's destinations. |

|                                       |   |
|---------------------------------------|---|
| <b>Description of Project</b>         | <p>Photography + Videography</p> <p>Completed deliverables done by Dallas J Productions. Provided album for each of the 9 wineries plus a video for each to be used on website, advertising, social media, etc.</p> |
| <b>Date of Project</b>                | July 2024   |
| <b>Cost of Project</b>                | \$13,525  |
| <b>ROI<br/>(Return on Investment)</b> | Able to use collateral to market the trail in advertising efforts and increase exposure and traffic to the website, and overall trail participation   |

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| <b>Description of Project</b>         | <p>Printed Passport, Stamps, and Rack Cards</p> <p>Print Collateral to promote the wine trail</p> <p>Print Media (vendor)</p> |
| <b>Date of Project</b>                | May 2024  |
| <b>Cost of Project</b>                |   |
| <b>ROI<br/>(Return on Investment)</b> | \$9,275   |

Marketing collateral used to keep visitors active on the trail and motivated to collect stamps and visit every winery / destination on the trail

# TEAM KENTUCKY

## ARPA/SLFRF TRANCHE 4 GRANT – MULTIJURISDICTIONAL PROJECTS

### LEGISLATIVE REPORT

Multijurisdictional Project Name: International Travel Shows  
Primary Grantee's Tourism Commission: Bardstown - Nelson County Tourism  
Primary Grantee Directors Name: Stacey Phelps  
Phone Number: 502-348-4877 Email: Stacey@bardstowntourism.com

Jurisdictions Involved In Project (type in alphabetical order):  
Louisville Tourism, Visit Lex, Bardstown Tourism, Bowling Green CVB,  
Paducah Tourism, Northern Ky.

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$ 118,800

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

1. Markets used to advertise - Indianapolis, Chicago, St Louis, Columbus, Nashville, Atlanta, etc. Indicate if this was a new market for your organization. If not, how was the advertising enhanced to attract new visitors? List if you used digital marketing (location), publications (list a sample of publications), TV, radio, or billboards and dates of advertising.
2. New or upgraded web sites that includes new content, photos, and tools to assist the visitor in navigating the site. List how the site is being promoted by the organization.
3. New brochures that include 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. List events advertised, marketed, or being planned using ARPA Tranche 4 funding and the related project expenses.
6. New "trails" created and counties involved on the trails.
7. Research projects.
8. Way-finding signage and how you have utilized the signage. List how many signs you have developed and installed.
9. List project cost and the ROI (return on investment, which could be from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, request for brochures, Google analytics or compare to pre-covid numbers (2019).

|                                       |  |
|---------------------------------------|--|
| <b>Description of Project</b>         | IPW Registration for all delegates listed<br>Ya'll Ball Sponsorship, App Takeover<br>for IPW Los Angeles. Includes booth fees,<br>Island fees, Registration for 2 delegates per DMO,<br>Media Registration 1 per DMO, Hanging banner, Activation Zones |
| <b>Date of Project</b>                | May 2024   |
| <b>Cost of Project</b>                | 118,800  |
| <b>ROI<br/>(Return on Investment)</b> | Ongoing  |



**ARPA/SLFRF TRANCHE 4 GRANT – MULTIJURISDICTIONAL PROJECTS**

**LEGISLATIVE REPORT**

**Multijurisdictional Project Name:** Bluegrass, Blues & Barbecue Region Tune-In Campaign

**Primary Grantee's Tourism Commission:** Green River Tourism Region

**Primary Grantee Directors Name:** Tricia Noel - Treasurer

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

**Jurisdictions Involved in Project (type in alphabetical order):**

Beaver Dam, Central City, Greenville, Hancock County, Henderson County, Hopkins County, McLean County, Muhlenberg County, Ohio County, Owensboro – Daviess County, Union County, Webster County

**List the total amount of funding you have spent or in the process of spending as of June 30, 2024:** \$ 36153.70

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

- 1. Markets used to advertise - Indianapolis, Chicago, St Louis, Columbus, Nashville, Atlanta, etc. Indicate if this was a new market for your organization. If not, how was the advertising enhanced to attract new visitors? List if you used digital marketing (location), publications (list a sample of publications), TV, radio, or billboards and dates of advertising.**
- 2. New or upgraded web sites that includes new content, photos, and tools to assist the visitor in navigating the site. List how the site is being promoted by the organization.**
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- 4. List any photography or video projects that will entice the visitor to seek further information.**
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- 6. New "trails" created and counties involved on the trails.**
- 7. Research projects.**
- 8. Way-finding signage and how you have utilized the signage. List how many signs you have developed and installed.**
- 9. List project cost and the ROI (return on investment, which could be from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, request for brochures, Google analytics or compare to pre-covid numbers (2019)).**

|                                       |   |
|---------------------------------------|---|
| <b>Description of Project</b>         | Print ads in the Cincinnati/Dayton market, Louisville/Lexington market, and the Indianapolis market –<br>Good Housekeeping and Woman's Day<br>Extension of our Tune-In Campaign |
| <b>Date of Project</b>                | May 2024  |
| <b>Cost of Project</b>                | \$7173  |
| <b>ROI<br/>(Return on Investment)</b> | Circulation: 63,467 in those markets<br><br>With a readership of approximately 4.1 x the circulation, those ads generated 260,214 views.  |



|                                       |   |
|---------------------------------------|---|
| <b>Description of Project</b>         | Heartland Travel Showcase 2024  |
| <b>Date of Project</b>                | February 2024   |
| <b>Cost of Project</b>                | \$2100.00   |
| <b>ROI<br/>(Return on Investment)</b> | Partners met with numerous group tour operators and presented itineraries to visit the BBB region |

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|---------------------------------------|--|
| <b>Description of Project</b>         | Digital streaming on HULU, social media advertising and content creation, digital advertising, video assets to support the Tune In Campaign  |
| <b>Date of Project</b>                | February 2024 – June 2024  |
| <b>Cost of Project</b>                | \$18630.80   |
| <b>ROI<br/>(Return on Investment)</b> | Streaming top performing apps included Roku, Samsung TV Plus, and Firetv produced 79,801 impressions. Our new Instagram page generated 1.7K new followers and Facebook reached 192.8K followers with 660 new followers and 10.3K content interactions. HULU generated 265,740 impressions in our target markets. |



ARPA/SLFRF TRANCHE 4 GRANT – MULTIJURISDICTIONAL PROJECTS

LEGISLATIVE REPORT

Multijurisdictional Project Name: \_\_West Kentucky Bar-B-Que Belt\_\_\_\_\_

Primary Grantee’s Tourism Commission: \_\_Hopkins County Tourist & Convention Commission\_\_\_\_\_

Primary Grantee Directors Name: Tricia Noel\_\_\_\_\_

Phone Number: \_\_270-821-4171\_\_\_\_\_ Email: \_\_tnoel@visitmadisonvilleky.com\_\_\_\_\_

Jurisdictions Involved in Project (type in alphabetical order):

\_Bowling Green-Warren County, Cadiz-Trigg County, Franklin-Simpson County, Henderson County, Hopkins County, Hopkinsville-Christian County, Lake Barkley, Logan County, Marshall County, Mayfield-Graves County, Murray, Owensboro-Daviess County, Paducah-McCracken County,

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

List the total amount of funding you have spent or in the process of spending as of June 30, 2024: \$\_67125.00\_\_\_\_\_

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

1. Markets used to advertise - Indianapolis, Chicago, St Louis, Columbus, Nashville, Atlanta, etc. Indicate if this was a new market for your organization. If not, how was the advertising enhanced to attract new visitors? List if you used digital marketing (location), publications (list a sample of publications), TV, radio, or billboards and dates of advertising.
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9. List project cost and the ROI (return on investment, which could be from higher room occupancy, attraction ticket sales, restaurant receipts, campground stays, website visits, request for brochures, Google analytics or compare to pre-covid numbers (2019).

|                                   |   |
|-----------------------------------|---|
| <b>Description of Project</b>     | Thirteen partners in Western Kentucky banded together to create the West Kentucky Barbecue Belt/Trail with 40+ barbecue restaurants listed on the trail. The brand strategy included creation of website, out of home billboard placements in Memphis, Louisville and St. Louis, social media influencer content, creation of rack cards, boosted social media posts, and a digital pass through Bandwango to track visitation. The campaign launched during National Barbecue Week in May 2024 and is continuing to evolve through the next couple of months.<br>Key markets include Chicago, Louisville, Indianapolis, Nashville, and Bowling Green |
| <b>Date of Project</b>            | May 2024 - ongoing  |
| <b>Cost of Project</b>            | \$67125.00  |
| <b>ROI (Return on Investment)</b> | Campaign has had 1.2 M earned media impressions and 173K video plays. New website has had 8.2K views. FB has generated 181.9K impressions and 3.8K overall clicks. YouTube has generated 456K views.  |