

## PARK CITY TOURISM POSITIVE IMPACT 2021

July 2020 - Dec 2021

- Building excellent relationships with tourism partners.
- Secured Tourism PO Box
- Partnering / Networking with Tourism Organizations: KTIA, KACVB, CCT, Caves Lakes & Corvettes (Cave Region) & Mammoth Cave Biosphere Council
- Joined Cave City Chamber
- Welcome Signs erected at several Park City boundaries
- Grateful Hearts Boutique opened
- Created Tourism Website, Social Media platforms established
- Created Park City's Tourism's first brochure (15,000)
- Full page ad in Mammoth Cave Fun Visitors Guide (200,000 distributed)
- April - Official KY Trail town certification
- Video Fam Tour of Park City created for CMA/ Mammoth Cave Fun
- Miss Betty's Diner distributes tourism information
- Sidewalks along the Mammoth Cave Railroad Hike & Bike Trail completed by the city.
- Established Lodging Packets for distribution at our three B&B's
- July 2020- June 2021 Matching Funds Secured \$3386.50
- July 2021 - June 2022 Matching Funds Secured total of \$6,122.00 (current)
- Donated the highest value CCT Gift Basket for Cave Country Trails Challenge
- September - Continuing Education KACVB
- October - KY Trail Town Photo shoot for KY State Tourism
- October - Halloween candy donations for City Trick or Treating downtown
- International Dark-Sky Association - partnered with Mammoth Cave National Park for Dark Sky certification, working on community status.
- November - KTIA - Continuing Education
- December - Christmas Tree Lighting Event, Santa, Christmas Cartoons, Volunteers. Partnered with City, & PCE PTO. donated hot chocolate / cups left to PCE PTO
- December - assisted with Christmas Parade
- December - KACVB - Continuing Education

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- Creating invaluable networking partners across KY with Tourism Directors (ex; franklin)
- Secured a spot on the KY Dept of Tourism pull-out map in the Official Visitors Guide
- Attended information webinars & seminars on Tourism Industry status during the pandemic. Longwoods research and Social Media webinars.
- Enrolled in KTIA CKTP (Certified KY Tourism Professional) training for certification