

## PARK CITY TOURISM JAN-DEC 2022 POSITIVE IMPACT

Blue Ridge Outdoors magazine 2022 “Top 100 Adventure Towns” Recognition  
Park City, KY placed in the top 25 Adventure “Tiny Adventure Towns”  
category!!! \*\* We were the only KY Town that made it in that category\*\*

### Expanded Our Resources/Partners

- Multiple Projects with City of Park City underway. Partnering with City to expand, advertise & market upcoming events.
- Arbor Day Tree City USA application underway
- (IDA) International Dark-Sky Association application underway
- Working on edits of Mammoth Cave National Park MACA Hike & Bike Trail map
- Member of local Chambers of Commerce: Cave City, Edmonson County, & Barren Inc, Barren County Chamber
- Partnering with Barren Co Cooperative Extension office
- Created a Thank You Video for Ky State Tourism Office
- Community engagement: Park City Elementary Angel Tree adopted 2 angels
- Joined STS Southeast Tourism Society to broaden networking with tourism professionals
- Mammoth Cave Biosphere Region Council consultant
- Special Tourism Award presented at Summer Blowout Car Show Sept 17<sup>th</sup>.
- Fam Tour with 2 members of Glasgow-Barren Co Tourism staff
- Partnering with White Squirrel Striders: Mammoth Cave 50K/25K
- Friends of Mammoth Cave; Mammoth-On station setup at Bells Tavern Park

### Cave Country Trails CCT:

- Attended meetings & committee meetings
- Trail User of the Year Presentation, Harry Wilson
- Cave Country Trails- #cavecountrytrailchallenge prize package giveaway.
- Ribbon Cutting at Green River Ferry to celebrate Blue Ways designation.
- Work began on “John Muir Legacy Trail”. Application due March 2023

### Caves Lakes & Corvettes (Cave Region)

- Attended meetings & committee meetings

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Park City, City Council Meetings

- attended monthly meetings

CMA

- Tourism hosted August CMA Meeting at Park City Sr Center
- Attended monthly meetings, including committee meetings thru Nov 7<sup>th</sup>

*Continuing Education*

- KTIA Frankfort Legislative Event
- Attended KTIA Spring & Fall Tourism Conferences business meeting, training sessions & networking
- Participated in KTIA CTKP (Certified Ky Tourism Professional) Training Program for certification.
- Attended STS Certified Tourism Professional Marketing College in Georgia. 3-year program, year one completed.
- Attended Free Digital Marketing Training Session, JC Phelps
- Attended diversity training in Elizabethtown, “Hospitable Me” recommendations for marketing to diverse visitors’ seminar.
- Attended multiple Webinars: training, visitor profiles, Destination marketing, KY Dept Tourism updates, etc.
- Attended multiple KACVB Director Training sessions
- Attended Training Session on SPGE Website, Rules & regulations from DLG
- Attended Trail Town Summit in Morehead Ky

*Financials, Funding & Grant opportunities*

- City Ordinance; Restaurant tax increased from 1.5% to 3.0%
- Secured Tourism DUNS and UEI numbers
- Secured EDA Grant money
- Secured ARPA Funds, Grant Funds account opened
- Secured on-line banking & bank card.
- Legacy Fund established
- FY22 Matching Funds, Spring campaign reimbursed
- FY23 Matching Funds, Fall 2022 campaign completed

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*Expanded Marketing*

- Website pages added, expanding early 2023 to include guest bloggers
- Strong Social Media Presence

Facebook, Instagram, Twitter, Pinterest, TikTok

- Brochures; City Hall, stocked at 4 B&Bs, Miss Betty's & Grateful Hearts.
- Participating in the Cave City Chamber Brochure Distribution program

Brochure distribution: Cave City Brochure distribution route (Cave City to Bowling Green)

- Advertising continues for local B&Bs, Restaurants, & Boutique.
- Advertising Saturdays, May – October 2022:

advertise/market two Monthly City events at Bell's Tavern Park

*Print Marketing campaigns:*

- In-house Graphic Design for ads
- Expanded to new Advertising Markets: partnered with Diamond Caverns for full page in "In & Around Nashville" brochure
- Secured full page in KY Waterways & Adventure Trails Guide
- Indianapolis Monthly Magazine
- KY Monthly Magazine
- Blue Ridge Outdoors Magazine
- Nashville Lifestyle Magazine
- Barren County Progress Summer Newspaper Pullout "Road Tripping" ½ page ad
- Barren County Progress Summer Newspaper Pullout "Fall Festivals" ½ page ad
- KY Dept of Tourism 2 cycles of E-Newsletter Ads completed
- KY Dept of Tourism Visitors Guide – ¼ page ad for 2023

*2022 Events*

- Advertised City Monthly Events: Karaoke, Movie nights Karaoke: (6p-9p)  
May 21, June 18, July 23, Aug 20, Sept 17, Oct 22  
Movie Night: (dusk) May 28 June 25 July 30 Aug 27 Sept 24 Oct 29
- Partnered with City & Diamond Caverns for "First Responders Appreciation Day"

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- Scamper in the Park Festival at Bell's Tavern Park & Mammoth Cave 50K/25K.
- Participated in the Halloween candy giveaway, downtown Park City
- 2<sup>nd</sup> Annual Christmas Tree Lighting
- Participated in the Park City Christmas Parade
- Planted an evergreen tree at City Hall, Park City
- Planted a Maple Tree at Bells Tavern Park in honor of those lost in the Dec 11<sup>th</sup> 2021 tornado - "Tree of Hope"
- Tree of Hope dedication event held at Bell's Tavern Park, partnered with City, Diamond Caverns, BCHS ensemble Choir
- Santa at Miss Betty's Diner, provided free photos with Santa
- Partnered with Miss Betty's Diner for Children's Ornament decorating party