

PARK CITY TOURISM JAN-DEC 2023 POSITIVE IMPACT

Blue Ridge Outdoors magazine announced the Top 100 Adventure Towns in the United States! Park City, KY placed in the top 20 “Tiny Adventure Towns” category!!! We were the only City in Kentucky mentioned in that category!!

Expanding Our Resources, Partners & Events

- Multiple Projects with City of Park City. Partnering with City to expand, advertise & market upcoming Park City Events. Beautification projects: seasonal décor for gazebo.
- Meetings & field visits with National Corvette Museum tourism officials, working on partnering with NCM for additional NCM Car Club Itineraries. Partnered with National Corvette Museum, May 27th, we hosted NCM National Park Corvette Club Tour of Park City.
- Meeting & field visit with local Distillery, potential future partner
- Work continues on editing Mammoth Cave National Park MACA Hike & Bike Trail map.
- Member of local Chambers of Commerce: Cave City & Barren Inc, Barren County Chamber. Attending meetings, events when possible.
- Community engagement continues
- STS Southeast Tourism Society, broaden networking with tourism professionals
- Mammoth Cave Biosphere Region Council consultant, attend meetings
- Partnering with White Squirrel Striders to continue the Mammoth Cave 50K/25K annual event.
- Attended meeting with Barren Co Judge Byrd for county event promotions. Requested to be involved in “beautification” committee projects
- Hosted 3rd annual Scamper in the Park Festival at Bell’s Tavern Park & Mammoth Cave 50K/25K. Oct 28, 2023. Added Kids “Scurry in the Park Race”
- Participating in the Halloween candy giveaway 2023 downtown Park City
- 3rd Annual Christmas Tree Lighting
- Assisted with Park City Christmas Parade
- Created New Parade Day event: Christmas Street Market 9a-2p (secured vendors, etc)
- Partnered with Miss Betty’s Diner for December 19th Children’s Ornament decorating party

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Cave Country Trails CCT:

- Attend quarterly meetings & committee meetings
- Continuing as CCT Secretary
- Multi-jurisdictional ARPA grant secured, work underway \$100,000.
- Cave Country Trails – Barren County sponsors October. #cavecountrytrailchallenge prize package giveaway.
- Work continues on “John Muir Legacy Trail”. Application submitted
- Secured CCT meeting in Park City for August 2023
- WBKO interview promoting October CCT Challenge for Barren County

Caves Lakes & Corvettes (Cave Region)

- Attend meetings & committee meetings
- Multi-jurisdictional ARPA grant committee, funding secured, \$100,000.

Continuing Education & Tourism Representation

- Executive Director attends monthly Park City, City Council Meetings and sends monthly reports of Tourism activities.
- KTIA Frankfort 2023 Legislative Event
- Attended KTIA Spring & Fall Tourism Conferences business meeting, training sessions & networking. Graduated from KTIA CTKP (Certified Ky Tourism Professional) Training Program for state certification. Course is complete. Graduation ceremony held Nov2023 at KTIA Fall Travel Forum.
- Attended STS Certified Tourism Professional Marketing College in Georgia. 3-year program, completed year two, June 2023. (TMP certification will be completed June 2024)
- Attended AI CHATgtp Digital Marketing Training Session
- Attended multiple Webinars: training, visitor profiles, Destination marketing, KY Dept of Tourism.
- Attended multiple KACVB Director Training sessions
- KY Dept of Tourism Extranet Training Sessions
- Attended Training Session on SPGE Website, Rules & regulations from DLG
- Joined MCNPA (Mammoth Cave National Park Association) Attended meetings & events.
- Joined Friends of Mammoth Cave for additional exposure to Mammoth Cave events, projects.

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- Attended KLC June 20 Summit re: Alcohol Beverage Control issues. Thank you City of Park City.
- Attended 2023 ESTO conference in August. (Educational Seminar for Tourism Organizations)

Financials, Funding & Grant opportunities

- Recertification of Tourism DUNS and UEI numbers
- Secured EDA Grant money \$10,860.
- Secured ARPA Marketing Funds, round 1 and 2 for \$60, 694.
Attended Check presentation event by Governor Beshear.
- FY23 Matching funds application, paperwork, Ad marketing completed.
Reimbursement received (June 23)
- FY24 Matching Funds, application and paperwork submitted. Advertising Blitz; From the “Great Lakes to the Gulf”
- SPGE compliant; Updates, documents, reports & financial Audit/Attestation completed and upload to DLG site.

Advertising & Marketing & Expanded Digital Marketing & Print Marketing campaigns:

- Tourism Website expanding (pages added)
- Digital assets are growing, photographs, video and drone footage
- Marketing Strategy meetings (QR codes, markets expanded)
- Strong Social Media Presence Facebook, Instagram, Twitter, Pinterest, TikTok
- 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, local businesses
- Advertising City Events: Designed flyer for Old Junction Car Shows, Designed July 20th County Concert Flyer, Met with Exec Director Team for Event meetings, advertising series of Car Shows, karaoke, & Summer Blow-out Car Show. Designed Flyer and registration forms for City Quasi 5K. Southern Ky Highland Games, Park City. Creating event website, started

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advertising & marketing 2024 event. Park City Bigfoot Festival, began teaser ads for marketing Oct 12,2024 event

- In-house Graphic Design for events, holidays, & print & digital ad placement. Inclusive Social Media campaign on 4 platforms.
- Expanded to new Advertising Markets: partnered with local businesses for print ads and new media markets
- Updated Tourism Brochure under development
- Secured full page in KY Waterways & Adventure Trails Guide
- Secured half page in Bowling Green Ky Brochure
- Secured advertisement for In & Around Nashville Brochure
- Participated in County Wide advertising for Special Deals offered during the YoYo Ma/Louisville Orchestra Mammoth Cave Weekend Event.
- Barren County Progress Summer Newspaper Pullout “Road Tripping 23” ½ page ad
- Barren County Progress Summer Newspaper Pullout “Festivals” ½ page ad
- Barren County Progress Newspaper Pullout “Spring 23” ½ page ad
- Ky Dept of Tourism Visitors Guide – ¼ page ad for 2023, e-Newsletter ads, ad banners,
- Secured spot for Ky Dept of Tourism 2024 Visitor’s Guide – ½ page, e-Newsletter ads, ad banners, digital marketing
- 2023/2024 ADVERTISING BLITZ: From the Great Lakes to the Gulf (OH, MI, IN, IL, WI, TN, AL, MS, KY)
KY Monthly
Blue Ridge Outdoors Magazine
Columbus Monthly
Cincinnati Magazine
Indianapolis Monthly
Hearst Media – secured spots in 3 magazine media packages:
Country Living Magazine
Good Housekeeping
Woman’s Day