

## PARK CITY TOURISM JAN-DEC 2024 POSITIVE IMPACT

### *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.
- 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.
- Assisted at Bell's Tavern Park, Mammoth Cave 50K/25K. Oct 26, 2024.
- Participating in the Halloween candy giveaway 2024 downtown Park City
- 4<sup>th</sup> Annual Christmas Tree Lighting
- Assisted with Park City Christmas Parade
- Parade Day event: Christmas Street Market 9a-2p (secured vendors, etc)

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

### *Continuing Education & Tourism Representation*

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- Executive Director attends monthly Park City, City Council Meetings and sends monthly reports of Tourism activities.
- KTIA Frankfort 2024 Legislative Event
- Attended KTIA Spring & Fall Tourism Conferences business meeting, training sessions & networking.
- Attended STS Certified Tourism Professional Marketing College in Georgia. 3-year program, completed year 3, Graduated June 2024.
- 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
- MCNPA (Mammoth Cave National Park Association) Attended meetings & events.
- Friends of Mammoth Cave for additional exposure to Mammoth Cave events, projects.
- Attended 2024 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.
- FY24 Matching funds application, paperwork, Ad marketing completed. 5903.00 Reimbursement received
- 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 Vidmonster, and Joey Atchley

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- 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 20<sup>th</sup> 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 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
- 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 24” ½ page ad
- Ky Dept of Tourism Visitors Guide – 1/2 page ad for 2024, 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
- 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

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Cincinnati Magazine

Indianapolis Monthly

Hearst Media – secured spots in 3 magazine media packages:

Country Living Magazine

Good Housekeeping

Woman's Day