

KENTUCKY LAKE CVB

TOURISM REVIEW

MARCH 19TH, 2024



**CONVENTION &
VISITORS BUREAU**

TRANSIENT TAX UPDATE

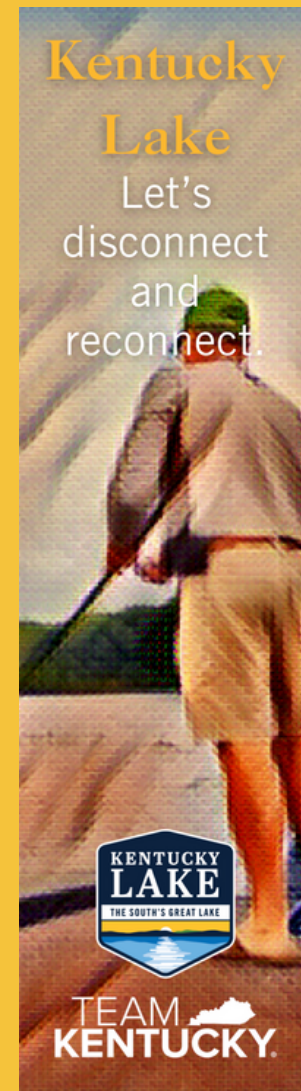
- Year to date, we have collected \$40,000 in STR transient tax that we would have otherwise not received.
- I believe we have 150 properties registered.
- One year into the new transient tax laws.
- Enforcement is extremely hard and time-consuming.
- AirBnB is non-compliant; KTIA/KLC has filed a lawsuit against them.
- VRBO does not provide with reporting which also causes issues.
- Getting monthly remittance from STR owners is difficult.
- We are monitoring the Kentucky Short-term regulation Act to see how that might impact registration and permitting..



Rental Unit ID	Parcel Number	Address	Unit Number	Time Period	Low Revenue Estimate: All Platforms (USD)	Mid Revenue Estimate: All Platforms (USD)	Max Revenue Estimate: All Platforms (USD)	Nights Occupied Low Estimate: All Platforms	Nights Occupied Mid Estimate: All Platform	Average Night Rate (USD)
				2023 Q4	\$2,970.00	\$4,950.00	\$15,180.00	18	30	\$165.00
				2023 Q3	\$4,527.00	\$7,243.00	\$20,823.00	20	32	\$226.33
				2023 Q2	\$4,821.00	\$7,079.00	\$21,415.00	24	35	\$200.89
				2023 Q1	\$776.00	\$776.00	\$17,460.00	4	4	\$194.00

2024 MARKETING CAMPAIGNS

- Digital Ad campaigns on Facebook and Google
- Print Ads
- Billboard Campaign
- iHeart Radio Streaming ad campaign
- Audience Retargeting and Extension
- Event focused Facebook campaigns
- Print Publications such as our travel guide
- branded solar sclipse wear





Try a different WATERFRONT VIEW



Scan the QR code to start planning!



Time slows down here, memories are made here, and the views happen no matter where you're standing. Visit Kentucky Lake, the South's Great Lake, for a chance to disconnect and reconnect with who matters most. Start online at www.visitkylake.com.



KENTUCKY LAKE

Get-a-ways never go out of style.



Scan the QR code to start planning!



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2024 EVENTS UPDATE:

- Last Fall/Winter, we sponsored: **Benton's Rodeo, Kentucky Lake Sailfest Regatta, Aurora's Chainsaw Carving Competition, Calvert City's River Folk Fest, USA Bassin Kayak series, and Marshall County Hoopfest.**
- This spring so far: Major League Fishing's **Toyota Series**
- We are also committed to sponsor: **National Crappie League Open, Cornfield Fishing's Demo Days (marketing only), KHSAA bass fishing state championship (marketing), the Benton Rodeo (in June this year), and the entertainment at the Jeep Jamboree in Aurora.**
- Our largest, most prominent tournament since 2018 happens in a couple of the weeks, the **Tackle Warehouse Circuit** at Kentucky Dam Marina. This event brings the pros, the press, and publicity that we need to get Kentucky Lake back on the bass fishing map.
- We have also recently signed a 2 year deal with **USA Bassin** to host their championship week in the spring for 2025 and 2026.
- We have purchased glasses for the **solar eclipse** happening on the 8th.
- Unfortunately, we will not be able to continue the **Mayday Music Festival** at Kenlake Amphitheater and are also putting hold on the **Old Beach Beer Bash** to re-evaluate the future of that event as well.
- **This board would like to focus on our messaging and marketing and promotion this year since we have to spend the ARPA allocations by the end of 2024.**

ARPA UPDATE

MARSHALL CO. ALLOCATION


- Downtown Master Plan with Benton.
- Event Sponsorship or marketing campaign with Calvert this year.
- Specific and targeted marketing campaigns through a variety of mediums and platforms.
- Research and/or project considerations.

Strategic Action Plan

Market Analysis + 4 Focus Areas

Our plan is structured around a market analysis using cutting-edge data and 4 key Focus Areas.

Successful downtowns need initiatives in all 4 Focus Areas.



market analysis



policy & administration

design

tourism & promotion

economic vitality



downtown strategies

Design

HIGHLIGHTS

1. **Downtown Streetscapes**

- Vibrancy
- Public infrastructure
- Private sector activation

2. **Activate Storefront Displays**

3. **Creative Business Signage**

4. **Lighting Project**

5. **Redesign Memorial Plaza**

6. **Public Art**



Drive **to**
or
drive **through?**

MEETINGS/ CONVENTIONS

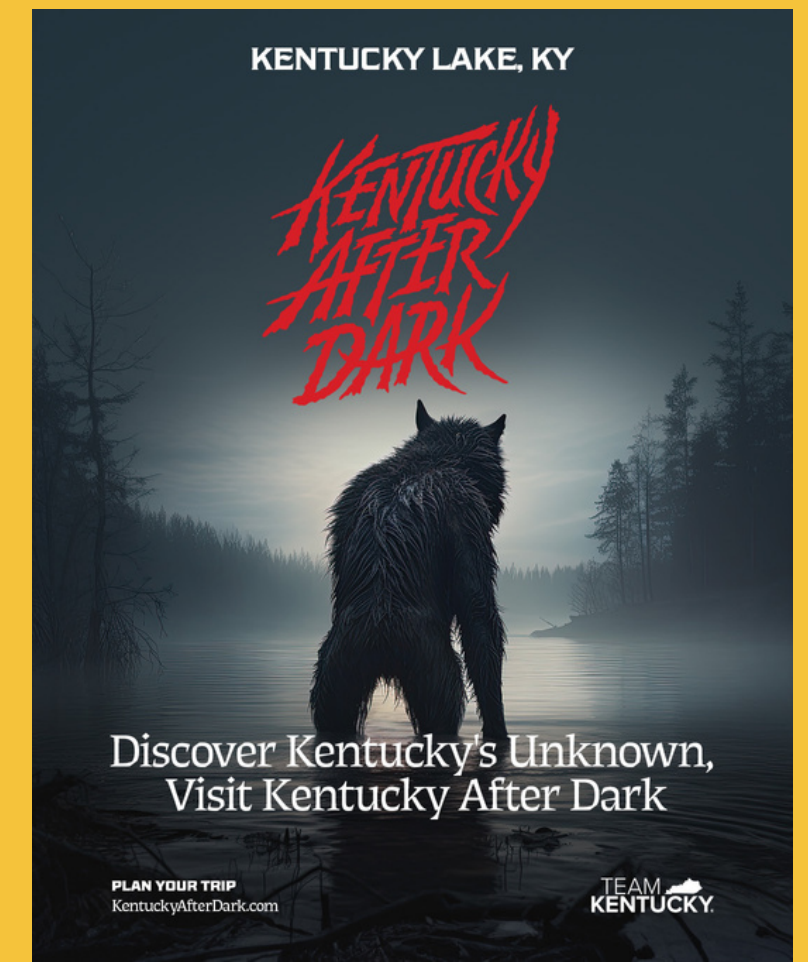
- Toyota Series event featured 159 anglers from several different states. Jake Lawrence was named champion and he caught fish all along Kentucky Lake which was great to see!
- The Tackle Warehouse is scheduled for April 19th - 21st.
- Set to host an outdoor media conference in 2024 - site visit with their board happening next week..



ARPA UPDATE:

MULTI-JURISDICTIONAL

- West Kentucky Disc Golf Trail
- West KY Brew Hop Trail
- Kentucky After Dark Campaign



ARPA UPDATE:

MULTI-JURISDICTIONAL

- Kentucky Horsepower Campaign- Launch May 1
- Just Add Water Campaign - photoshoot mid-May
- West Kentucky Winery Trail- photoshoot May
- West Kentucky BBQ Trail - Launch May 1



QUESTIONS?



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