



Calloway County Tourism Commission (CCTC) Highlights – Fiscal Year 2021 – 2022

Personnel

- *Executive Committee of CCTC conducted interviews for Executive Director in July 2021.
- *Jeremy Whitmore hired and started as Executive Director effective August 1, 2021.
- *CCTC Board established a Simple IRA plan with Edward Jones for employee retirement benefit.
- *CCTC Board approved Jeremy Whitmore to participate in the 2021-2022 “Leadership Murray” program presented by the Murray-Calloway County Chamber of Commerce.
- *Jeremy Whitmore joined the Rotary Club of Murray to be an engaged and active member of the community.

Operations

- *CCTC engaged Keller CPA Group to handle the accounting services of the CCTC.
- *CCTC Board engaged in a lease with Weaks Community Center for office space for the CCTC.
- *CCTC purchased needed office computer hardware and engaged IC Technology Group to install and handle ongoing technology support.
- *CCTC Board contracted with Nextiva for telephone services for the CCTC.
- *CCTC Board approved the organization to join the Murray-Calloway County Chamber of Commerce, the Kentucky Travel Industry Association, the Kentucky Association of Convention & Visitors Bureaus and the Lakes Region Coalition with the Executive Director participating in meetings and conferences of these groups.

Program

- *CCTC website (www.experiencekylake.com), Facebook page and Instagram account established. In February 2022 contracted with Explorations Media Group to update website and provide ongoing management of the site and social media channels. This includes ongoing advertising investment on Facebook and Google. They provide monthly “digital marketing summary” reports for the CCTC Board to review.
- *Our first “rack card” (attached), banners and other promotional materials were purchased to use in various marketing opportunities.
- *Invested in a ½ page ad in the 2022 Kentucky Inspiration Guide. Monthly the CCTC receives a list of “leads” generated through this ad. The CCTC sends a direct-mail information packet to all these leads. Through five months (January – May) a total of 540 letters have been mailed to potential visitors from across the country.
- *Executive Director participated in four regional “boat shows” with a booth promoting Calloway County. These were in: Murray (3 days); Cincinnati, OH (8 days); Little Rock, AR (3 days); Indianapolis, IN (8 days).
- *CCTC hosted two gatherings (December & April) of our lodging partners that collect the transient room tax. The purpose of the gatherings is for fellowship among the CCTC Board and lodging partners; to share insight on the work of the CCTC; and to gather feedback on how the CCTC can best support our lodging partners.
- *CCTC is supporting the Calloway County Bicentennial efforts with the Executive Director serving on the official Bicentennial Committee.

Looking ahead...

*A copy of the CCTC budget for fiscal year 2022 – 2023, approved by the CCTC Board at their May 17, 2022, meeting is attached for your review.

*With the support of Murray State University, the CCTC will present a new event during FreedomFest called “15th & Olive LIVE!”. Flyer attached. It will take place on Saturday, July 2, from 5pm – 9pm.

*CCTC has contracted with AirDNA effective July 1, 2022. This service will help the CCTC measure marketing campaign effectiveness; assist in driving more tourism to Kentucky Lake; identify the full breadth of the short-term rental market in our area.

*In the final stages of creating a “locator map” that will be printed and distributed to lodging partners for them to share with visitors on what is available and where across Calloway County. Restaurants, things to do, boat ramps, etc.

*Working on the development and installation of “tourism / wayfinding” signage in the county to direct visitors to resorts, campgrounds and boat ramps in Calloway County.

*Working with Jeremy McKeel to take photos and video of events and locations across Calloway County this summer to be available to use in marketing activities in 2023.

*Exploring the process and potential for Murray / Calloway County to become an official “Kentucky Trail Town”, a program of the Kentucky Department of Tourism.

*Continuing to explore potential opportunities for new special events and/or public / private developments to promote tourism in Calloway County.

NOTE: CCTC Board meetings are held on the third Tuesday of each month, 1:00 p.m., at the CCTC office in the Weeks Community Center.

Respectfully submitted on June 10, 2022, by:

Jeremy D. Whitmore
Executive Director

Attachments: First “rack card” of the CCTC
2022 – 2023 CCTC Budget report
“15th & Olive LIVE!” flyer