



Calloway County Tourism Commission (CCTC) Highlights – Fiscal Year 2022 – 2023

Personnel

- *Jeremy Whitmore participated in *New Executives to Kentucky* presented by Leadership Kentucky and the Kentucky Cabinet for Economic Development. This invitation-only event took place September 27, 2022.
- *Jeremy Whitmore participated in the annual KTIA conference in Lexington in November, 2022. He also participated in “Destination Frankfort” presented by KTIA held February 27-28 to promote tourism efforts to Kentucky legislators. He also participated in the quarterly meetings of the KACVB held in Murray, Corbin, Oak Grove and Somerset.

Administration

- *Developed and approved the CCTC Board of Director’s Handbook, including the first set of CCTC Bylaws.
- *Adam Carver and Lauren Kelly were reappointed to new 3-year terms to serve on the CCTC Board.
- *Kristin Taylor resigned from the CCTC Board and Pamela Kilnapp-Guy was appointed to fill out her term.
- *Supported the implementation of HB 8. On January 1, 2023 online lodging services such as AirB&B and VRBO were required to collect and transmit the 3% transient tax. AirB&B is currently not in compliance; various entities are currently working to resolve the issue.

Operations / Program

- *With the support of Murray State University, the CCTC presented a new event during FreedomFest called “15th & Olive LIVE!”. It was held on Saturday, July 2, from 5pm – 9pm.
- *CCTC contracted with AirDNA effective July 1, 2022. This service helps the CCTC measure marketing campaign effectiveness; assists in driving more tourism to Kentucky Lake; and identifies the full breadth of the short-term rental market in our area.
- *CCTC contracted with Granicus / Host Compliance in March, 2023. This “address identification” service will allow the CCTC to know all of the short-term-rental (STR) properties and who owns the property. This will allow the CCTC to better communicate with these lodging partners regarding the transient tax and work of the CCTC.
- *Developed and printed our first “locator map”. One side is Calloway County; the other side has breakout maps of Murray, Hazel and New Concord. 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.
- *Developed and printed our first “What’s Happening / Attractions & Activities” business card. This double sided business card has QR Codes that when scanned will take a visitor to the CCTC website pages informing them of events, activities and attractions they can visit in Calloway County, Land Between the Lakes and in our region. The cards and holders were provided to our lodging partners for distribution.
- *Installed a “Welcome to Calloway County” sign at Kyle-Oakley Field.
- *CCTC supported the Calloway County Bicentennial efforts with the Executive Director serving on the official Bicentennial Committee. Support included the creation and purchasing of promotional banners and posters. In addition mailing promotional postcards about Founders Day and sponsoring the Founders Day event program and luncheon. Total financial investment of \$3,131.

- *Produced a 2022 Holiday Ornament and presented to all Calloway County employees for their part in making Calloway County a great place to live, work and visit. Ornaments also presented to members of the Calloway County Historical / Genealogical Society and members of the county's Bicentennial Committee.
- *CCTC provided one-time unrestricted contributions of \$2,500.00 each to four community entities for the services and benefits they provide to the community and visitors: Murray Main Street, Murray Art Guild, Playhouse in the Park and The Arboretum at MSU.
- *Sponsorships were requested from and granted to: Hazel Days, \$5,000 lead sponsorship for event held September 30th & October 1st; Leadership Kentucky, \$1,000 as host for a reception for the 2022 class and alumni visit to Murray October 12-14; West Kentucky Boat and Outdoor Show in Murray February 3-5, \$1,000 sponsorship; Playhouse in the Park, \$4,000 towards the campaign to replace all of the seating in the theater; May Day Music Mash-Up at Kenlake SRP May 26-27, \$5,000 as Fireworks Co-Sponsor; Murray Pickleball Association, \$80,000 (\$40,000 in '22-'23 fiscal year, \$40,000 in '23 - '24 fiscal year) towards the construction of the Murray Pickleball Complex at Chestnut Park; Kentucky Comedy Festival at Murray State October 19-23, 2023, \$5,000 as Presenting Sponsor.
- *CCTC had a booth at Hazel Days promoting the county and with the support of the Calloway County Historical & Genealogical Society promoted the Founders Day event and Calloway County Bicentennial History book sales.
- *CCTC is actively supporting the new Murray Summer Concert Series taking place monthly during May, June, July and August, 2023, with specific emphasis and financial support of the July 1st held in downtown Murray. This day included three musical acts, Cruise-In, Food Trucks, Inflatables, and Petting Zoo. In addition, the CCTC invested in the June 2023 Kentucky Department of Tourism "email blast" to approximately 100,000 people promoting our website and the concert series.
- *In conjunction with the 18 tourism agencies forming the "Western Waterlands" region within the Kentucky Department of Tourism, the CCTC was represented at the 2022 Kentucky State Fair as part of the "Pride of the Counties" area. Executive Director Jeremy Whitmore participated for three days of the fair at the "Western Waterlands" booth.
- *Supported the updating of the Calloway County Transient Tax ordinance to align with Kentucky Legislature HB8 that took effect January 1, 2023.
- *CCTC continues to partner with Explorations Media Group to maintain, update and promote Calloway County through our website, Facebook, Instagram and Google ads. They provide monthly "digital marketing summary" reports for the CCTC Board to review.
- *A new marketing effort included advertising in *GuestQuest*, a newspaper insert and website. We were included in the Summer 2023 Illinois / Indiana edition (Chicago Tribune and Indianapolis Star) and the Kentucky / Tennessee edition (Lexington-Herald Leader and The Tennessean).
- *Our first 30 second video promoting Calloway County was produced by Jeremy McKeel.
- *Invested in a ½ page ad in the 2023 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. In 2022 a total of 1,202 letters were mailed to potential visitors from across the country. From January - May of 2023, 447 letters have been mailed.
- *Executive Director participated in four regional "boat shows" in January & February with a booth promoting Calloway County. These were in: Murray (3 days); Huntsville, AL (4 days); Chicago, IL (4 days); Indianapolis, IN (8 days).
- *CCTC hosted three gatherings (August, 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.

Looking ahead...

*A copy of the CCTC budget for fiscal year 2023 – 2024, approved by the CCTC Board at their June 20, 2023, meeting is attached for your review.

*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. The signs are currently in the process of being produced by the Kentucky Department of Transportation.

*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 Weaks Community Center.

Respectfully submitted on July 19, 2023, by:

Jeremy D. Whitmore
Executive Director

Attachments: 2023 KY Visitor’s Guide
CCTC “rack card”
CCTC map
CCTC 2023 - 2024 Budget report