



Calloway County Tourism Commission (CCTC) Highlights – Fiscal Year 2023 – 2024

Personnel

*Jeremy Whitmore participated in *Leadership Kentucky* presented by Leadership Kentucky. The class consisted of 3-day sessions every month, June - December, 2023, in various cities across Kentucky. This highly selective program is considered the premier networking and leadership development program in the Commonwealth. The class consisted of 52 individuals from across Kentucky with Jeremy being one of only two participants from western Kentucky.

*Jeremy Whitmore participated in the annual KTIA conference in Bowling Green in November, 2023. He also participated in “Destination Frankfort” presented by KTIA held March 5-6 to promote tourism efforts to Kentucky legislators. He also participated in the meetings of the KACVB held in Winchester (September) and Mt. Sterling (March).

Administration

*Hailey Anderson and Dennis Helmuth were reappointed to new 3-year terms to serve on the CCTC Board.

*Developed and approved our first “Application for Funding” to streamline and better understand requests made of the CCTC to support special events, capital projects, etc.

Operations / Program

*Sponsorships were requested from and granted to: Hazel Days, \$5,000 lead sponsorship for event held October 6 & 7; West Kentucky Chuck Wagon Races, \$1,500 sponsorship for the event held October 7 & 8; Kentucky Comedy Festival, \$5,000 presenting sponsor for event held October 19 - 21; Murray Main Street, \$2,000, towards two downtown billboards; Rotary Summer Concert Series, \$600.

*CCTC made its second payment of \$40,000 to the Murray Pickleball Association towards the construction of the Murray Pickleball Complex at Central Park, bringing our total support of this project to \$80,000.

*CCTC continues to sponsor the Froggy Summer Concert Series taking place monthly during June, July, August and September, 2024, with specific emphasis and financial support of the July event held at Stewart Stadium and the August event on the Murray State campus.

*In conjunction with the 18 tourism agencies forming the “Western Waterlands” region within the Kentucky Department of Tourism, Calloway County was represented at the 2023 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.

*CCTC had a booth at Hazel Days and Murray State Family Weekend promoting the county. The CCTC is also a member of Murray State’s Town & Gown program and Murray - Calloway County Chamber of Commerce.

*CCTC applied for and was accepted into the Tennessee RiverTowns program. While the CCTC will remain a supporter of this effort, a “Local Leadership Team” has been recruited to manage and lead this multi-year program.

*CCTC entered into a new three year marketing contract with Murray State Athletics. Through this partnership our 30 second commercial produced by Jeremy McKeel runs on all Murray State athletic events broadcast on ESPN+. In addition, we have a “rotating banner ad” on the www.GoRacers.com website linking people to our website.

*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.

*Executive Director participated in four regional “boat shows” in January & February with a booth promoting Calloway County. These were in: Murray (3 days); Columbus, OH (8 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 2024 – 2025, approved by the CCTC Board at their July 16, 2024, meeting is attached for your review.

*Sponsorships of upcoming events including the Top Gun Car Show (September), KY Comedy Festival (July & November series) and MLF Tournaments (2025) in partnership with the Kentucky Lake CVB of Marshall County.

*A 12 month contract with Abanathy Photography to provide the CCTC with high quality photos of events and locations throughout Calloway County to be utilized for marketing efforts.

*Kentucky Antique Trail partnership to highlight Hazel.

*Fishing University (2025).

*Kentucky Lake fish habitat enhancement.

*CCTC Board Training and Strategic Plan development.

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 July 17, 2024, by:

Jeremy D. Whitmore
Executive Director

Attachments: 2024 KY Visitor’s Guide
2023 Economic Impact of Tourism - Calloway County
CCTC 2024 - 2025 Budget report
CCTC decals