



## Calloway County Tourism Commission (CCTC) Highlights – Fiscal Year 2024 – 2025

### Personnel

- \*Jeremy Whitmore will begin his 5th year as Executive Director on August 1, 2025.
- \*Jeremy participated in the meetings of the KACVB held in Richmond (September), Franklin (December) and Georgetown (March). Jeremy also participated in the Tennessee RiverLine Summit Conference in Knoxville in February where he was presented the “Extra Mile Award” for his service with the Calloway County Tennessee RiverTown Leadership Team.
- \*Jeremy continues to be of service to the community as a member of the Rotary Club of Murray, serving as Club Service Director for the 2024-2025 year. He is also active with the Knights of Columbus and an Usher at St. Leo Catholic Church. In October Jeremy was invited and accepted to serve as a “Men in Pink” in the annual fundraiser for the Regional Cancer Center at M-CC Hospital, raising over \$5,500 for this cause.

### Administration

- \*Pamela Kilnapp-Guy and Paul Rister were reappointed to new 3-year terms to serve on the CCTC Board.
- \*Hailey Anderson, Jodi Hanneman and Barbara Paschall resigned during the year from the CCTC Board.
- \*New appointees to the CCTC Board were Glenn Fritts and Cheryl Roberts.
- \*The entire CCTC Board and Executive Director participated in a full day of training and strategic planning in September led by Dawn Przystal with Blue Elephant DMO Solutions.

### Operations / Program

- \*Sponsorships were requested from and granted to: Top Gun Car Show, \$5,000 sponsor for event held August 30 - September 1; Hazel Days, \$5,000 lead sponsor for event held October 11 & 12; West Kentucky Chuck Wagon Races, \$3,000 sponsor for the event held October 2-6; Kentucky Comedy Festival, \$5,000 presenting sponsor for event held November 1-2; Murray Paddle Mania Pickleball Tournament, \$2,500 sponsor for event held April 25-27; Kentucky Lake CVB, \$20,000 sponsor for Major League Fishing Bass Pro Tournament held June 5-8; Rotary Summer Concert Series, \$600 sponsor. In addition, a \$10,000 grant was given to the Murray Art Guild towards their capital campaign to construct a new facility.
- \*In conjunction with the 18 tourism agencies forming the “Western Waterlands” region within the Kentucky Department of Tourism, Calloway County was represented at the 2024 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. The CCTC also had a booth at Hazel Days.
- \*The CCTC is an active member of Murray State’s Town & Gown program and Murray - Calloway County Chamber of Commerce.
- \*A 12 month contract with Abanathy Photography to provide the CCTC with high quality photos of events and locations throughout Calloway County was completed. This resulted in thousands of photos available to use in marketing efforts.
- \*The CCTC remains the lead supporter of the Tennessee RiverLine’s RiverTowns program locally. The Calloway County Leadership Team, made up of volunteers different from the CCTC Board, led two public kayaking events and a community engagement event among other activities to complete “Stage 1” of this program.
- \*Introduced a new monthly “events calendar” that is emailed to all lodging partners so they may share with their guests on events happening across Murray / Calloway County.

\*CCTC completed year two of a 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](http://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.

\*The CCTC invested \$2,800 to have Hazel featured with [www.antiquetrail.com](http://www.antiquetrail.com) on both their website and brochures that are distributed across Kentucky and the region.

\*In partnership with Kentucky Fish & Wildlife, the CCTC invested \$10,000 towards new “fish habitat attractors” for Kentucky Lake. They were installed in July at five different locations in Kentucky Lake.

\*“Fishing University”, a 30 minute television program that airs on the Outdoor Channel and other outlets, filmed on Kentucky Lake in June, 2024. Premiering February 19, 2025, the show highlighted fishing in the Blood River portion of Kentucky Lake. As part of the contract, a one minute commercial was filmed highlighting Murray / Calloway County and aired during the broadcast of the show.

\*Executive Director participated in five regional “boat shows” in January & February with a booth promoting Calloway County. These were in: Murray (3 days); Cleveland, OH (4 days); Chicago, IL (4 days); Lexington, KY (4 days); Indianapolis, IN (3 days).

\*CCTC hosted the annual “Holiday Luncheon” in December of our lodging partners that collect the transient room tax. The purpose of this Luncheon 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.

\*In conjunction with the Calloway County Fiscal Court, the CCTC is engaged with the TVA regarding improvements at “Boatwright Landing” and “Chandler Park”.

\*CCTC participated in the “groundbreaking” (December) and “ribbon cutting” (April) of the Randolph Pickleball Complex at Central Park in Murray. The CCTC has the 20 year sponsor naming rights for “center court” and has two large windbreak banners displayed on the court.

\*The CCTC contracted with Chandlerthinks out of Nashville, TN in March to lead a comprehensive research and rebranding project. This project, which will take approximately six months to complete, will be the most significant undertaking of its kind since the inception of the CCTC in 2021.

Looking ahead...

\*A copy of the CCTC budget for fiscal year 2025 – 2026, approved by the CCTC Board at their June 17, 2025 meeting is attached for your review.

\*Sponsorships of upcoming events including the KY Comedy Festival (July & November series) and Murray State University / Belize Educators Conference (July).

\*Boatwright Landing & Chandler Park improvements.

\*Fishing University (2026).

\*Chandlerthinks research and rebranding reveal.

*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 16, 2025 by:

Jeremy D. Whitmore  
Executive Director

Attachments: 2025 Kentucky Visitor's Guide  
Kentucky Antique Trail brochure  
2024 Economic Impact of Tourism - Calloway County  
CCTC 2025 - 2026 Budget report