

KENTUCKY TOURISM

RECOVERY & INVESTMENT PLAN

FUNDING APPROVED: \$75 MILLION

MARKETING KENTUCKY *(KENTUCKY DEPARTMENT OF TOURISM, KDT)*

AMOUNT – \$15 Million

DESCRIPTION – Appropriation to KDT for marketing Kentucky. Allowable uses of funds consistent with those for which KDT's current marketing funds can be used.

MARKETING COMMUNITIES *(TOURISM COMMISSIONS)*

AMOUNT – \$25 Million

DESCRIPTION – To be allocated to all local DMOs (tourism commissions) for destination marketing, with allowable uses to be the same or similar to uses allowed under the current matching funds program, Allocation to be administered by KDT. (Legislature added a 10% match requirement.)

ATTRACTING MEETINGS & CONVENTIONS *(TOURISM COMMISSIONS)*

AMOUNT – \$25 Million

DESCRIPTION – Competitive grants to DMOs for marketing to the meetings & convention sector. Grant program to be developed and administered by KDT.

MULTI-COUNTY REGIONAL TOURISM MARKETING *(TOURISM COMMISSIONS)*

AMOUNT – \$10 Million

DESCRIPTION – Competitive multi-county/regional tourism marketing grants for collaborative initiatives involving multiple DMOs. Grant program to be developed and administered by KDT. (Legislature added a 10% match requirement.)