



TOURISM, ARTS AND
HERITAGE CABINET

**TOURISM REGIONAL MARKETING AND
MATCHING FUNDS PROGRAM SUMMARY
FY 2025**

REGION	REGIONAL TOTAL
Kentucky's Western Waterland Region	\$257,969
Green River Region	\$98,094
Kentucky's Cave Region	\$197,775
Louisville Lincoln Region	\$574,956
Southern Kentucky Region	\$96,675
Northern Kentucky Tourism Region	\$233,048
Kentucky's Bluegrass Region	\$361,123
Eastern Highlands North Region	\$76,019
Eastern Highlands South Region	\$104,341
TOTAL	\$2,000,000

KENTUCKY'S WESTERN WATERLAND REGION

TOURISM AGENCY	COUNTY	TOTAL
Kentucky Great River Road Organization	Ballard/Carlisle/Fulton/ Hickman	\$3,733
Princeton Tourism Commission	Caldwell	\$2,395
Calloway County Tourism Commission	Calloway	\$2,378
Murray Convention & Visitors Bureau		\$7,134
Hopkinsville/Christian Co CVB	Christian	\$15,160
Oak Grove Tourism & Convention Commission		\$13,995
City of Marion KY Tourism Commission	Crittenden	\$2,390
Mayfield Tourism Commission	Graves	\$4,643
Grand Rivers Tourism Commission	Livingston	\$11,232
Lake Barkley Tourist Commission/Lyon Co Fiscal Court	Lyon	\$21,551
Marshall Co Tourist & Convention Commission	Marshall	\$78,188
Paducah/McCracken Co. CVB	McCracken	\$41,528
Cadiz/Trigg Co Tourist & Convention Commission	Trigg	\$53,642
	TOTAL	\$257,969

GREEN RIVER REGION

TOURISM AGENCY	COUNTY	TOTAL
Owensboro/Daviess Co CVB	Daviess	\$46,839
Henderson Co Tourist Commission	Henderson	\$14,603
Hopkins Co Tourist & Convention Commission	Hopkins	\$11,889
Central City Tourist & Convention Commission	Muhlenberg	\$3,060
Greenville Tourism Commission		\$3,934
Muhlenberg County Tourism Commission		\$8,385
Ohio Co Tourism Commission	Ohio	\$8,884
Webster County Fiscal Court	Webster	\$500
TOTAL		\$98,094

KENTUCKY'S CAVE REGION

TOURISM AGENCY	COUNTY	TOTAL
Scottsville-Allen Co. Chamber of Commerce	Allen	\$2,950
Cave City Convention Center	Barren	\$25,801
Glasgow/Barren Co Tourist & Convention Commission		\$19,000
Park City Tourist & Convention Commission		\$12,624
Edmonson County Tourist & Convention Commission	Edmonson	\$2,700
Horse Cave/Hart Co Tourist Commission	Hart	\$9,789
Munfordville Tourism Commission		\$1,885
Logan Co Tourist & Convention Comm	Logan	\$6,528
Simpson Co Tourism Commission	Simpson	\$17,800
Bowling Green Area CVB	Warren	\$98,698
TOTAL		\$197,775

LOUISVILLE LINCOLN REGION

TOURISM AGENCY	COUNTY	TOTAL
Shepherdsville/Bullitt Co Tourist & Convention Commission	Bullitt	\$37,142
Grayson County Tourism Commission	Grayson	\$3,760
City of Leitchfield Tourism & Convention Commission		\$4,685
Elizabethtown CVB	Hardin	\$37,719
Radcliff Recreation, Convention & Tourist Commission		\$13,210
Louisville/Jefferson Co Visitors & Convention Commission	Jefferson	\$427,909
LaRue County Fiscal Court	Larue	\$555
Lebanon Tourism & Convention Commission/City of Lebanon	Marion	\$2,124
Bardstown/Nelson Co. Tourism	Nelson	\$21,307
Oldham County Tourist & Convention Commission	Oldham	\$9,683
Shelbyville/Shelby Co. Tourist & Convention Commission	Shelby	\$16,862
TOTAL		\$574,956

SOUTHERN KENTUCKY REGION

TOURISM AGENCY	COUNTY	TOTAL
Adair County Tourism & Convention Commission	Adair	\$2,307
Liberty Tourism Commission	Casey	\$6,638
Clinton Co Tourist & Convention Commission	Clinton	\$12,443
Cumberland Co Tourism Commission	Cumberland	\$10,412
McCreary County Tourist Commission	McCreary	\$2,085
Somerset/Pulaski Co CVB	Pulaski	\$23,638
Burnside Tourist Commission		\$7,879
Lake Cumberland Tourist Commission	Russell	\$24,208
Taylor Co Tourist Commission	Taylor	\$7,065
TOTAL		\$96,675

NORTHERN KENTUCKY REGION

TOURISM AGENCY	COUNTY	TOTAL
Northern Kentucky Convention & Visitors Commission	Boone/Campbell/Kenton	\$188,799
Augusta Tourism	Bracken	\$2,700
Carrollton/Carroll Co Recreation, Tourism & Convention Commission	Carroll	\$5,777
Gallatin County Tourism	Gallatin	\$4,486
Grant County Tourist & Convention Commission	Grant	\$18,527
Maysville/Mason Co CVB	Mason	\$10,874
Robertson Co Tourism	Robertson	\$1,885
TOTAL		\$233,048

KENTUCKY'S BLUEGRASS REGION

TOURISM AGENCY	COUNTY	TOTAL
Lawrenceburg/Anderson Co. Tourist Commission	Anderson	\$5,572
Paris/Bourbon Co Tourism Commission	Bourbon	\$4,155
Danville/Boyle Co CVB	Boyle	\$8,397
Winchester/Clark Co Recreation Convention & Tourism Commission	Clark	\$7,730
Greater Lexington Convention & Visitors Bureau	Fayette	\$205,420
Frankfort/Franklin Co Tourist & Convention Commission	Franklin	\$28,215
Cynthiana Tourism Commission	Harrison	\$2,519
Nicholasville, Wilmore, Jessamine County Joint Tourism Commission	Jessamine	\$7,218
Lincoln County Fiscal Court	Lincoln	\$859
Richmond Tourist Commission/City of Richmond	Madison	\$44,094
Harrodsburg/Mercer Co Tourist Commission	Mercer	\$6,187
Georgetown/Scott Co Tourism & Convention Commission	Scott	\$35,490
Woodford Co. Tourist Commission	Woodford	\$5,267
TOTAL		\$361,123

EASTERN HIGHLANDS NORTH REGION

TOURISM AGENCY	COUNTY	TOTAL
Ashland/Boyd Co Tourist Commission	Boyd	\$9,653
Boyd County Tourist Commission		\$10,046
Prestonsburg Tourism Commission	Floyd	\$13,424
Greenup Tourism Commission	Greenup	\$2,500
Paintsville Recreation & Tourism Commission	Johnson	\$6,285
Mt Sterling/Montgomery Co Tourist Commission	Montgomery	\$10,258
Morehead-Rowan Co. Tourism Commission	Rowan	\$23,853
TOTAL		\$76,019

EASTERN HIGHLANDS SOUTH REGION

TOURISM AGENCY	COUNTY	TOTAL
City of Manchester Tourism Commission	Clay	\$1,469
Irvine-Estill County Tourism Commission	Estill	\$854
City of Harlan Tourist & Convention Commission	Harlan	\$4,167
London/Laurel Co Tourist Commission	Laurel	\$30,322
Letcher County Tourism	Letcher	\$3,145
Powell Co. Tourism Commission	Powell	\$26,802
Mt Vernon/Rockcastle Co Tourist Commission	Rockcastle	\$23,188
Williamsburg Tourist & Convention Commission	Whitley	\$6,765
City of Corbin Tourist & Convention Commission		\$7,629
TOTAL		\$104,341

The Matching Funds Program provides local non-profit tourism organizations with financial assistance to promote tourism in their areas. The program is administered by KDT staff in accordance with 300 KAR 1:010, Regional Marketing and Matching Funds Program.

- Specific projects eligible for reimbursement include:
- Tourism publications, Videos, CDs and DVDs
- Media advertisements
- Billboards and Signage
- Brochure Distribution Services
- Consumer travel show expenses
- Group tour marketplace expenses
- Meeting/Convention & Sports marketing Trade Shows and Expo expenses
- Media Press Kits
- Sponsorship of Tourism Trade Shows and Events
- Bid Fees to Assist in Bringing Events to the State
- Web Site design expenses