



TOURISM, ARTS AND
HERITAGE CABINET

TOURISM REGIONAL MARKETING AND MATCHING FUNDS PROGRAM SUMMARY FY 2026

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

REGION	REGIONAL TOTAL
Kentucky's Western Waterland Region	\$256,335
Green River Region	\$95,151
Kentucky's Cave Region	\$194,768
Louisville Lincoln Region	\$559,733
Southern Kentucky Region	\$111,663
Northern Kentucky Tourism Region	\$248,057
Kentucky's Bluegrass Region	\$334,036
Eastern Highlands North Region	\$85,119
Eastern Highlands South Region	\$115,138
TOTAL	\$2,000,000

KENTUCKY'S WESTERN WATERLAND REGION

TOURISM AGENCY	COUNTY	TOTAL
Kentucky Great River Road Organization	Ballard/Carlisle/Fulton/ Hickman	\$3,400
Princeton Tourism Commission	Caldwell	\$2,126
Calloway County Tourism Commission	Calloway	\$2,113
Murray Convention & Visitors Bureau		\$6,340
Hopkinsville/Christian Co CVB	Christian	\$13,049
Oak Grove Tourism & Convention Commission		\$12,047
City of Marion KY Tourism Commission	Crittenden	\$1,983
Mayfield Tourism Commission	Graves	\$4,452
Grand Rivers Tourism Commission	Livingston	\$14,007
Kuttawa Tourism Commission	Lyon	\$4,766
Lake Barkley Tourist Commission/Lyon Co Fiscal Court		\$14,295
Marshall Co Tourist & Convention Commission	Marshall	\$73,774
Paducah/McCracken Co. CVB	McCracken	\$50,489
Cadiz/Trigg Co Tourist & Convention Commission	Trigg	\$53,494
TOTAL		\$256,335

GREEN RIVER REGION

TOURISM AGENCY	COUNTY	TOTAL
Owensboro/Daviess Co CVB	Daviess	\$41,866
Henderson Co Tourist Commission	Henderson	\$12,526
Hopkins Co Tourist & Convention Commission	Hopkins	\$10,927
Central City Tourist & Convention Commission	Muhlenberg	\$3,226
Greenville Tourism Commission		\$8,800
Muhlenberg County Tourism Commission		\$8,385
Ohio Co Tourism Commission	Ohio	\$8,921
Webster County Fiscal Court	Webster	\$500
TOTAL		\$95,151

KENTUCKY'S CAVE REGION

TOURISM AGENCY	COUNTY	TOTAL
Scottsville-Allen Co. Chamber of Commerce	Allen	\$2,980
Cave City Convention Center	Barren	\$17,815
Glasgow/Barren Co Tourist & Convention Commission		\$30,542
Park City Tourist & Convention Commission		\$12,725
Edmonson County Tourist & Convention Commission	Edmonson	\$8,478
Horse Cave/Hart Co Tourist Commission	Hart	\$6,466
Munfordville Tourism Commission		\$1,926
Logan Co Tourist & Convention Comm	Logan	\$5,531
Simpson Co Tourism Commission	Simpson	\$17,538
Bowling Green Area CVB	Warren	\$90,767
TOTAL		\$194,768

LOUISVILLE LINCOLN REGION

TOURISM AGENCY	COUNTY	TOTAL
Shepherdsville/Bullitt Co Tourist & Convention Commission	Bullitt	\$33,929
Grayson County Tourism Commission	Grayson	\$4,646
City of Leitchfield Tourism & Convention Commission		\$7,524
Elizabethtown CVB	Hardin	\$36,052
Radcliff Recreation, Convention & Tourist Commission		\$12,017
Louisville/Jefferson Co Visitors & Convention Commission	Jefferson	\$407,081
LaRue County Fiscal Court	Larue	\$1,439
Lebanon Tourism & Convention Commission/City of Lebanon	Marion	\$1,752
Bardstown/Nelson Co. Tourism	Nelson	\$19,068
Oldham County Tourist & Convention Commission	Oldham	\$11,015
Shelbyville/Shelby Co. Tourist & Convention Commission	Shelby	\$16,999
Taylorsville/Spencer Co Recreation Tourist & Conv. Commission	Spencer	\$6,957
Springfield Tourism Commission		\$1,254
TOTAL		\$559,733

SOUTHERN KENTUCKY REGION

TOURISM AGENCY	COUNTY	TOTAL
Liberty Tourism Commission	Casey	\$7,287
Clinton Co Tourist & Convention Commission	Clinton	\$18,395
Cumberland Co Tourism Commission	Cumberland	\$15,211
McCreary County Tourist Commission	McCreary	\$2,179
Somerset/Pulaski Co CVB	Pulaski	\$23,138
Burnside Tourist Commission		\$7,712
Lake Cumberland Tourist Commission	Russell	\$20,658
Taylor Co Tourist Commission	Taylor	\$7,933
Monticello - Wayne Co Tourist Commission	Wayne	\$9,150
TOTAL		\$111,663

NORTHERN KENTUCKY REGION

TOURISM AGENCY	COUNTY	TOTAL
Northern Kentucky Convention & Visitors Commission	Boone/Campbell/Kenton	\$188,400
Augusta Tourism	Bracken	\$4,068
Carrollton/Carroll Co Recreation, Tourism & Convention Commission	Carroll	\$13,444
Gallatin County Tourism	Gallatin	\$4,520
Grant County Tourist & Convention Commission	Grant	\$17,401
Maysville/Mason Co CVB	Mason	\$9,799
Pendleton County Fiscal Court	Pendleton	\$10,425
TOTAL		\$248,057

KENTUCKY'S BLUEGRASS REGION

TOURISM AGENCY	COUNTY	TOTAL
Lawrenceburg/Anderson Co. Tourist Commission	Anderson	\$2,979
Paris/Bourbon Co Tourism Commission	Bourbon	\$2,597
Danville/Boyle Co CVB	Boyle	\$8,448
Winchester/Clark Co Recreation Convention & Tourism Commission	Clark	\$7,007
Greater Lexington Convention & Visitors Bureau	Fayette	\$187,065
Frankfort/Franklin Co Tourist & Convention Commission	Franklin	\$27,630
Cynthiana Tourism Commission	Harrison	\$2,076
Nicholasville, Wilmore, Jessamine County Joint Tourism Commission	Jessamine	\$7,147
Lincoln County Fiscal Court	Lincoln	\$1,362

KENTUCKY'S BLUEGRASS REGION CONTINUED

TOURISM AGENCY	COUNTY	TOTAL
City of Berea Tourism & Convention Commission	Madison	\$17,678
Richmond Tourist Commission/City of Richmond		\$27,180
Harrodsburg/Mercer Co Tourist Commission	Mercer	\$5,780
Georgetown/Scott Co Tourism & Convention Commission	Scott	\$32,471
Woodford Co. Tourist Commission	Woodford	\$4,616
TOTAL		\$334,036

EASTERN HIGHLANDS NORTH REGION

TOURISM AGENCY	COUNTY	TOTAL
Ashland/Boyd Co Tourist Commission	Boyd	\$7,034
Boyd County Tourist Commission		\$10,550
Prestonsburg Tourism Commission	Floyd	\$9,911
Floyd Co Recreation Tourist & Conv Commission		\$3,303
Greenup Tourism Commission	Greenup	\$8,057
Paintsville Recreation & Tourism Commission	Johnson	\$6,274
Lawrence Co Tourism & Conv Commission	Lawrence	\$13,881
Menifee Co Tourism	Menifee	\$749
Mt Sterling/Montgomery Co Tourist Commission	Montgomery	\$9,304
Morehead-Rowan Co. Tourism Commission	Rowan	\$16,056
TOTAL		\$85,119

EASTERN HIGHLANDS SOUTH REGION

TOURISM AGENCY	COUNTY	TOTAL
Middlesborough/Pineville/Bell Co Tourism Commission	Bell	\$5,634
City of Manchester Tourism Commission	Clay	\$1,324
City of Harlan Tourist & Convention Commission	Harlan	\$4,061
London/Laurel Co Tourist Commission	Laurel	\$27,826
Lee County Tourism	Lee	\$1,088
Letcher County Tourism	Letcher	\$2,626
Powell Co. Tourism Commission	Powell	\$31,105
Mt Vernon/Rockcastle Co Tourist Commission	Rockcastle	\$21,599
Williamsburg Tourist & Convention Commission	Whitley	\$11,534
City of Corbin Tourist & Convention Commission		\$9,341
TOTAL		\$115,138