

## Tranche 4 Multi-jurisdictional

Project	Participating Jurisdictions
<p><b>West Kentucky Brew Hop:</b> A marketing campaign project for a trail connecting 11 craft breweries throughout Western Kentucky. Project will involve digital marketing, travel to craft beer festivals, social media influencers, content creation, and a digital passport program for visitors on the trail.</p>	<p>Henderson, Daviess, Christian, McCracken, Warren, Barren, Kentucky Lake/Marshall, Calloway</p>
<p><b>Kentucky's Cave Country Inc:</b> A media campaign featuring Kentucky "spokespersons" highlighting what makes Kentucky's Cave Country region a great tourist destination. In these ads, spokespersons may be found taking part in some of the region's famed activities - think Corvettes, canoeing, cave tours, etc.</p>	<p>Allen, Cave City Convention Center, Glasgow/Barren, Park City, Edmonson, Horse Cave/Hart, Munfordville, Logan, Monroe, Simpson, Bowling Green, Butler, Metcalfe</p>
<p><b>Kentucky Music Trail:</b> A trail project focusing on multiple tourism regions throughout the Commonwealth, focusing on Kentucky's rich musical history. The project will feature a digital passport program, logo and brand creation, web site, kiosks at participating attractions, photography, press kits, and a marketing campaign.</p>	<p>Ashland, Prestonsburg, Paintsville, Mount Vernon/Rockcastle, Owensboro, Lexington, Muhlenberg, Central City, Hopkinsville, Ohio Co., Louisville</p>
<p><b>Capital Tour of Kentucky:</b> Kentucky has multiple "capitals," beyond the State Capitol in Frankfort. This trail will feature a variety of 11 capital attractions across the state - think "Batter Capital of the World" - and will likely feature a passport program and the chance to earn the title of Kentucky's Capital Ambassador.</p>	<p>Hopkinsville, Owensboro, Morehead/Rowan, Russell/Lake Cumberland, Lexington, London/Laurel, Oldham, Paducah, Frankfort, Bowling Green, Winchester</p>
<p><b>Cryptids Trail:</b> With a focus on Kentucky's supernatural and paranormal sites, this trail will market Kentucky's darker side. An app will be created as part of the trail campaign and it will also feature targeted advertising, content creation, paranormal influencers, website design, and sponsorships in podcasts.</p>	<p>Hopkinsville, Cadiz, Kentucky Lake/Marshall, Louisville, Mayfield/Graves, Henderson, Lawrenceburg, Simpson</p>
<p><b>Just Add Water:</b> Kentucky has an abundance of waterways often sought out by adventure travelers. This trail will market those water-based attractions, like Lost River Cave or one of Kentucky's many lakes. It will feature a digital passport program and visitors have the chance to earn prizes for trips to multiple locations.</p>	<p>Hopkinsville, Bowling Green, Frankfort, Kentucky Lake/Marshall, Morehead/Rowan, Winchester, Cadiz, Horse Cave/Hart, Edmonson, Henderson, Munfordville, Paducah, Georgetown, Prestonsburg</p>
<p><b>Larger Than Life:</b> Kentucky might not be the biggest state, but we have some "BIG" attractions - think Ark Encounter or a giant fork in the road - and this trail aims to highlight those through a brand and website, marketing campaign, influencers, targeted ads, content creation, other forms of marketing, and a digital guide for checking in at different stops along the trail. Visitors will also have the chance to earn prizes for stops at multiple attractions.</p>	<p>Hopkinsville, Muhlenberg, Simpson, Madisonville/Hopkins, Henderson, Munfordville, Shepherdsville/Bullitt, Frankfort, Louisville, Paducah, Grant, Cave City</p>

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<p><b>Team Kentucky:</b> This organization promotes sports tourism in Kentucky. It is made up of several member CVBs who plan to purchase a booth for use during tradeshows, marketing in sports tourism publications, website design, and sponsorships for conferences and working to attract events rights holders to KY.</p>	<p>Hopkinsville, Bowling Green, Corbin, Elizabethtown, Madisonville/Hopkins, London/Laurel, Louisville, Kentucky Lake/Marshall, Murray, Paducah, Frankfort, Lexington, Shelby</p>
<p><b>Red River Gorge Wayfinding:</b> This project will feature a joint wayfinding program for the Red River Gorge region with aims to promote attractions in each of the counties and improve aesthetics, visibility, and ease of access in the area, enhancing the overall visitor experience.</p>	<p>Stanton, Irvine/Estill, Beattyville/Lee, Powell, Wolfe</p>
<p><b>Garden &amp; Gun:</b> With a partnership between the applicants and Garden &amp; Gun magazine, this project will focus on an activation event experience highlighting Kentucky's bourbon country through multi day package across five jurisdictions, highlighting unique attraction while also developing promotional material for use in the publication.</p>	<p>Louisville, Bardstown, Shepherdsville/Bullitt, Oldham, Lexington</p>
<p><b>SOKY Film Commission:</b> This project aims to promote the Southern Kentucky region to filmmakers across the United States who may opt for Kentucky in their next production. With a goal of bringing more of these productions to the Commonwealth, this project will feature a marketing campaign to enhance the visibility of the region and in turn increase economic impact.</p>	<p>Munfordville, Horse Cave/Hart, Glasgow/Barren, Cave City, Shelby, Oak Grove, Bardstown, Simpson, Bowling Green</p>
<p><b>Kentucky Horsepower:</b> With a focus on various "horsepower" related attractions across the state - think automobiles, boats, and equestrian - this marketing campaign will involve promotion of these destinations through a website, social content, app development, art projects, branding material, itineraries, and other marketing strategies.</p>	<p>Kentucky Lake/Marshall, Mt. Sterling, Elizabethtown, Henderson, Bowling Green, Trigg, Oak Grove, Oldham, Somerset/Pulaski, Russell/Lake Cumberland, Central City, Georgetown, Lexington, Lawrenceburg, Lebanon, McCreary, Frankfort, Liberty, Lake Barkley, Horse Cave/Hart, Harrodsburg, Marion, Edmonson, Owen, Simpson</p>
<p><b>West Kentucky Disc Golf:</b> This projects aims to create a regional disc golf experience by promoting courses located across participating jurisdictions. The project will feature branding, logo design, website design, and content creation. Targeted ads, email marketing, and advertising on disc golf websites and other related publications will also occur.</p>	<p>Kentucky Lake/Marshall, Paducah, Mayfield/Graves, Marion, Hopkinsville, Oak Grove, Bowling Green, Hopkins County</p>
<p><b>Kentucky Black History Trail:</b> This trail will highlight locations that are connected to Kentucky's black history. Rather than reading from a sign, visitors will have the opportunity to connect with these sites in unique ways, specifically an augmented reality experience that will allow history to come to life through QR codes.</p>	<p>Shelby, Louisville, Elizabethtown, Shepherdsville/Bullitt, Oldham, Bardstown</p>

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<p><b>Green River:</b> This project aims to promote the Green River and the activities it offers visitors, such as canoeing, paddling, kayaking, and trails. Several participating jurisdictions are certified as trail towns and the project plans to tap into this as it promotes to adventure tourists. Features of the project include signage, branding, marketing, website development, developing a virtual map, content creation, and marketing through influencers.</p>	<p>Horse Cave/Hart, Munfordville, Liberty, Edmonson, Taylor</p>
<p><b>Kentucky Faith Trail:</b> Kentucky offers many sites that are popular with faith-based travel. This trail campaign is a collaborative marketing effort between several counties in Kentucky with faith-related attractions. It will involve a website, passport and wayfinding system.</p>	<p>Northern Kentucky CVB, Logan, Mercer, Grant, Monroe, Nelson, Wayne</p>
<p><b>Joy Ride Campaign:</b> This project is a joint tourism initiative between the Bluegrass region. Drawing on nostalgic road-trip themes, the project will market Central Kentucky and its tourist destinations through posters, video content, merchandise, mail, marketing pop ups, and other forms of advertising.</p>	<p>Lexington, Richmond, Georgetown, Frankfort, Danville, Harrodsburg, Carlisle, Cynthiana, Lawrenceburg, Nicholasville, Paris/Bourbon, Berea, Winchester, Versailles, Stanford</p>
<p><b>Caveland Marketing Association:</b> This project will feature a marketing campaign with a focus on streamlining messaging, branding, and visibility. It will feature marketing strategies such as targeted ads, promotion through influencers, video and photo production, creation of itineraries and trails, the hosting of micro-influencers, and digital marketing.</p>	<p>Glasgow/Barren, Edmonson, Munfordville, Horse Cave/Hart, Cave City, Park City</p>
<p><b>Appalachian Triangle of Kentucky:</b> This project is a joint initiative between eight commissions and seven counties with a focus on promoting the unique attractions and activities found in the Appalachian Triangle region of Kentucky located off of I-75, US-25, and HWY 80, and further positioning the area as a tourist destination. The project will feature the creation and distribution of printed brochures and rack card materials, website development, branding, video production, social media marketing, digital marketing, and other marketing strategies.</p>	<p>Corbin, Harlan, London/Laurel, Manchester, Mt. Vernon/Rockcastle, Whitley, Bell, Barbourville</p>
<p><b>Lake Cumberland Wayfinding Signage:</b> This project will involve the creation of wayfinding signage, at least 50 signs, placed in various location around Lake Cumberland in coordination with the Army Corps of Engineers, allowing vacationers to better navigate to other marinas and destinations around the lake.</p>	<p>Somerset/Pulaski, Russell/Lake Cumberland, McCreary, Clinton, City of Somerset, Burnside, Wayne</p>

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<p><b>Moonshine Trail:</b> In conjunction with visitor interest in bourbon and distilling, nine tourism commissions in eastern and central Kentucky have developed the Moonshine Trail, which will highlight Kentucky's moonshine distilling, past and present. With aims to market the spirits, food, entertainment, heritage, recreation, and lodging opportunities along the trail, funding for this project will be used to develop a branded website featuring an itinerary, map, experiences, lodging options, events and more. Funding will also be used to develop a booklet that may be stamped at various distilleries on the trail. When completed, visitors will have the opportunity to earn a prize.</p>	<p>Pikeville, Paris/Bourbon, Winchester, Irvine/Estill, Lexington, Floyd, Beattyville/Lee, Pike County, Letcher</p>
<p><b>Cave Country Trails:</b> This project will focus on developing content for regional and national advertising markets and will feature social media marketing, search engine marketing, influencer campaigns, targeted audiences, creation and distribution of a informational booklet with trail info, website development and project coordination.</p>	<p>Bowling Green, Butler, Cave City, Edmonson, Simpson, Glasgow/Barren, Horse Cave/Hart, Munfordville, Park City</p>
<p><b>KY Americana Triangle:</b> With five participating jurisdictions, this project aims to tap into heritage tourism interest coinciding with America250 kicking off in the next few years. The Americana Triangle focuses on several United States heritage-based attractions mostly in Central and Western KY. The project has a marketing plan that features a website component, photography of attractions, digital and print advertising, videos, billboards, and a map. The project will feature a variety of significant museum artifacts that are tied to American culture.</p>	<p>Bowling Green, Edmonson, Owensboro, Paducah, Henderson</p>
<p><b>Trains Trail:</b> With a focus on engaging and increasing visitor interest in the history and relevance of trains throughout five counties of Kentucky, six train-focused attractions will be featured and promoted on a multi-day trail. There will be a website component, logo and branding, a passport program, and an advertising/marketing campaign for promotion. Various dining and shopping opportunities for visitors will also be “integrated with the trail,” allowing for communities along the trail to benefit from its economic impact.</p>	<p>Bowling Green, Bardstown, Oldham, Woodford, McCreary</p>
<p><b>Western KY Winery Trail:</b> This is a trail project based around wineries throughout Western KY along the HWY 68-80 corridor. Wine tastings will be promoted at stops along the trail (described as off the beaten path). There will be a website component, passport program, advertising/marketing, branding creation and printed material.</p>	<p>Bowling Green, Mayfield/Graves, Kentucky Lake/Marshall, Paducah, Hopkinsville, Logan</p>