

TOURISM IN SOUTH CENTRAL KENTUCKY

Understanding
Tourism
Commissions



KRS 91A.350 – 91A.400

- ❖ History 101
- ❖ Quasi-Government Organization
- ❖ County Only, City Only, or Joint City-County
- ❖ Governed by seven-member board
 - Three Lodging Representatives
 - One Restaurant Representative
 - One Chamber Representative
 - Two At-Large Representatives

Regulation / Oversight

- ❖ All Convention & Visitors Bureaus (CVBs) are Special Purpose Government Entities (SPGE) and must report to the Department of Local Government (DLG)
- ❖ Subject to Open Records and Open Meetings Laws
- ❖ Subject to Kentucky's State Auditor's Office
- ❖ Public Audits are Required (Annual or every four years)

Funding

- ❖ Up to 3% Lodging Tax, includes camp sites, campgrounds, & RV Parks
- ❖ If previous 4th or 5th class city, up to 3% Restaurant Tax
- ❖ Your local ordinance should outline who performs the collections and pursues delinquencies
- ❖ The Tourism Commission Board, with guidance from the Tourism Director, should determine what is tourism in your community

Tourism Works

- ❖ Tourism should be the defining image of your community. Tourism is the front door of your community. What image do you want to project?
- ❖ Tourism partners are Hotels, Restaurants, & Attractions.
- ❖ Tourism Commissions should work with the City, County, Main Street Program, Event Organizers, Small Business Owners, Economic Development Office, and Chamber of Commerce.

Resources For Training

- ❖ Caves, Lakes, and Corvette's Regional Committee
- ❖ Kentucky Department of Tourism (KDT) under Tourism, Arts & Heritage Cabinet (TAH)
- ❖ Kentucky Association of CVBs (KACVB - Exec. Directors only)
- ❖ Kentucky Travel Industry Association (KTIA)
- ❖ Kentucky League of Cities (KLC)
- ❖ Kentucky Association of Counties (KACo)

Contact Info

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