



CONVENTION & VISITORS BUREAU

Strategic Plan for the Kentucky Lake CVB

Marshall County's tourism industry is a critical economic driver, bringing outside dollars into the community through visitation and overnight stays. As we look ahead to the next ten years, it is essential to continue to leverage Kentucky Lake, our greatest asset, while addressing key challenges and capitalizing on emerging opportunities.

Our goal is to develop sustainable tourism strategies that increase economic impact, enhance visitor experiences, and position our destination as a premier outdoor recreation hub.

Key Focus Areas & Actionable Goals

1. Strengthening Our Tourism Infrastructure

- **Lodging Improvements:** Work with property owners and investors to encourage the renovation and modernization of outdated lodging facilities. Advocate for the development of modernized and/or luxury lodging options to attract a higher-spending demographic.
- **Conference & Event Space:** Explore opportunities to develop conference amenities, meeting spaces, and/or entertainment multi-use facilities to attract business and group travel, and sports tourism, especially in the shoulder seasons.
- **Transportation Solutions:** Develop and/or recruit shuttle services or ride-sharing partnerships to improve mobility for visitors and enhance access to key attractions.
- **Identify our next "anchor" tourism development project.** Work with our Economic Development partner to attract and recruit public-private partnerships for the construction and development of an a multi-use or entertainment venue.



CONVENTION & VISITORS BUREAU

2. Expanding Visitor Experiences

- Year-Round Activities: Leverage current and look into developing new land-based activities such as hiking/biking trails, cultural and heritage attractions, agri-tourism experiences, sports and adventure tourism options to complement the lake.
- Shoulder Season Events: Continue to leverage to rising tide of our fishery by sponsoring fishing tournaments. However, we could also look at attracting outdoor festivals, and themed events in the spring and fall to drive visitation beyond peak summer months.
- Retail & Entertainment Development: Work with our Chamber of Commerce and local businesses to enhance shopping, dining, and entertainment options that appeal to tourists and provide additional attractions beyond lake activities.

3. Marketing & Branding Enhancement

- Targeted Campaigns: Leverage digital marketing, social media, and strategic advertising in surrounding states and rising markets to attract visitors within a 4-6 hour drive radius or competing lake/ fishery destinations.
- Storytelling & Positioning: Highlight Marshall County's affordability, family-friendly environment, and outdoor recreation through compelling storytelling.
- Influencer & Ambassador Programs: Partner with outdoor influencers, travel bloggers, and regional ambassadors to showcase the unique experiences our destination offers.
- Create "packages" with discounted lodging, dining, and experiences to promote to our visitors for ease of planning. A pay to play concept for specific and participating businesses.
- Create a local Ambassador program in which serve as a welcoming committee, volunteer pool, and brand advocates for the CVB to help with events, projects, and advocacy of our local tourism industry needs.



CONVENTION & VISITORS BUREAU

4. Community Engagement & Workforce Development

- Public Awareness Campaigns: Educate the local community on the value of tourism and how it benefits the local economy to reduce resistance to change and negative visitor sentiment.
- Workforce Initiatives: Collaborate with local schools, colleges, and businesses to create training programs that prepare residents for careers in the tourism and hospitality industry.
- Business Incentives: Encourage local entrepreneurs to develop tourism-related businesses by providing grant opportunities and startup support.

5. Funding & Policy Advocacy

- Restaurant Tax Implementation: Educate local leadership and the general public on the benefits of a restaurant tax. Advocate for the introduction of a restaurant tax in both Benton and Calvert City to generate additional funding for tourism initiatives and infrastructure improvements for the respective cities.
- Public-Private Partnerships: Work with KLED, investors, developers, and community leaders to fund and execute major tourism and “anchor” projects.
- Grant & State Funding Opportunities: Pursue grants and state-level funding for tourism development projects, infrastructure improvements, and workforce training programs.
- Significantly grow our collective voice at the state level within our legislature and representatives to better lobby for our needs and interests.
- Advocate for short term rental compliance at the state and local level through education and coordination with the MC Treasurer’s office.

In conclusion, by implementing these strategic actions, Marshall County and the Kentucky Lake Convention & Visitors Bureau can strengthen its position as a premier outdoor and lake recreation and fishing destination. Through targeted investment, infrastructure development, community engagement, and marketing efforts, we will drive sustainable tourism growth, enhance visitor experiences, and generate long-term economic benefits for our local communities.