

Mini SOARSUMMIT

Presented
by



**TOURISM AND DOWNTOWN
Revitalization**
Ashland, KY | March 7-8, 2022

DAYONE
PRESENTED BY



AGENDA DAYONE

MONDAY, MARCH 7, 2022

11 a.m. to 4 p.m.

Registration at the **Paramount Arts Center**

**2 p.m. to 2:45 p.m. | Day 1 Session | Delta Hotel
AML Economic Revitalization Grant Presentation**

Officials with the AMLER program will provide an overview of their grant program and share best practices and examples of how their efforts have supported projects related to tourism and downtown revitalization in Eastern Kentucky.

**3 p.m. to 4 p.m. | Day 1 Session | Delta Hotel
KSBDC: Supporting Kentucky's Creative and
Tourism Economies**

Join members of the Kentucky Small Business Development Center's Creative Economy and Tourism Team (CETT) as they detail their work with creative and tourism-centered small businesses around the Commonwealth. Learn about CETT programming, KSBDC services, and how we can all work together to uplift, support, and grow our creative industries. Their services are ready to be deployed in your community!

**6 p.m. | SOAR Mini Summit Welcome Reception
Ashland Train Depot**

(Included with Registration)

Take this opportunity to network, continue conversations, spark interest, and build on the great work happening across the region. Heavy hors d'oeuvres and refreshments will be served, and a cash bar will be available.

Reception Sponsored By:



VAN ANTWERP
ATTORNEYS, LLP

**8 p.m. | Country Music Highway Tribute Show
Paramount Arts Center**

(Included with Registration)

Country Music's roots run deep in Eastern Kentucky. Artists from across the region will pay homage to the stars - both past and present - of the Country Music Highway. All proceeds will go towards the restoration of the iconic Paramount Arts Center marquee. Concessions and a cash bar will be available.

Tribute Show Sponsored By:



AGENDA DAY TWO

TUESDAY, MARCH 8, 2022

6:30 a.m. to 8 a.m.

Breakfast at the Ashland Train Depot.

Breakfast Sponsored By:

**KING'S
DAUGHTERS**
KingsDaughtersHealth.com

7:30 a.m. to 9 a.m.

Registration at the Paramount Arts Center

BREAKOUT SESSIONS

8 a.m. to 9:15 a.m. | Breakout Session 1

No Hotel? No Problem!

The Delta Hotel

Learn how communities are leveraging Airbnb and other platforms to create unique and destination-driven lodging.

Facilitated by:

- Zuojoy Johnson from The Mountain Association

Destinations Begin With Your Downtown Paramount Arts Center

Positioning your downtown to welcome tourists is critical to creating a thriving tourism-based economy. Learn how other communities are finding success.

Facilitated by:

- Les Stapleton, Mayor of Prestonsburg

Panelists:

- Bailey Richards, City of Hazard Downtown Coordinator
- Ameet Patel, President and CEO of Thoroughbred Hospitality Group
- Maggy Monhollen, Executive Director of the Corbin Tourism and Convention Commission

9:45 a.m. to 11 a.m. | Breakout Session 2

Locations to be announced

Tell Your Story in the Digital Space

The Delta Hotel

The digital space is changing the way people live, work, and travel. Learn how to successfully market your unique story and experiences.

Facilitated by:

- Farrah Dobbs of The Kentucky Wildlands

Panelists:

- JC Phelps, Business Coach at the Kentucky Small Business Development Center
- Samantha Johnson, Executive Director of Prestonsburg Tourism
- Natalie Detherage, Business Development Manager at The Holler Creative and Explore Appalachia.



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Breakout Sessions Sponsored By:



Small Towns Making A Big Impact The Paramount Arts Center

Learn how small communities are attracting visitors and money to their respective communities through creative branding and marketing.

Facilitated by:

- Brandy Clark, Executive Director of Visit AKY

Panelists:

- Tony Tackett, Executive Director of Pike County Tourism
- Joy Brown, Executive Director of the Morehead-Rowan County Tourism Commission
- Missy Matthews, Chair of the Letcher County Tourism Commission

11 a.m. to 1 p.m. | Lunch

Enjoy the unique restaurants and
food trucks in downtown Ashland.

Lunch
Sponsored
By:



**BOYD COUNTY
GOVERNMENT**



AGENDA DAY TWO

TUESDAY, MARCH 8, 2022

1 p.m.
Plenary Session at the Paramount Arts Center

Panel Discussions
Powered By:



**Marathon
Petroleum Company LP**

Welcoming Remarks

- Colby Hall, SOAR Executive Director
- Amanda Clark, Manager of External Affairs and Economic Development at Kentucky Power
- Kim McCann, SOAR Executive Board Chair
- Karen Kelly, District Director for Congressman Hal Rogers

Keynote Speaker

- Jim Host, Founder of Host Communications

Welcome to Ashland and Boyd County

- Matt Perkins, Mayor of Ashland
- Eric Chaney, Boyd County Judge-Executive

Special Remarks

- Mike Mangeot, Kentucky Tourism Commissioner
- Farrah Dobbs, Marketing Director of The Kentucky Wildlands

Panel Discussion

Trail Tourism

From hiking, biking, and horseback, Appalachia Kentucky is home to an expansive network of trails. Learn how communities are using trail systems to create successful adventure tourism destinations in eastern Kentucky and southern West Virginia.

Moderated by:

- Dave Adkisson, retired President and CEO of the Kentucky Chamber of Commerce

Panelists:

- Jeffrey Lusk, Executive Director of the Hatfield-McCoy Trails
- Scott Smith, Executive Director of the First Frontier Appalachian Trails
- Erik Hubbard, Founder and Director of



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Backroads of Appalachia

- Matthew Able, Trail Manager for the Daniel Boone National Forest

Panel Discussion

Tourism and Entrepreneurship

Learn how thriving small businesses can bring tourists to communities and give them a reason to come back.

Moderated by:

- Kristina Joyce, State Director for the Kentucky Small Business Development Center

Panelists:

- Jason Camp, Owner of the Camp Landing Entertainment District
- Tiffany Scott, Owner of The General Store at Pine Mountain Crossing
- Dustin Cornett, Owner of The Chocolat Inn and Cafe.

4 p.m. | Closing Remarks

