

Mini SOARSUMMIT

AGENDA



TOURISM AND DOWNTOWN

Revitalization

Ashland, KY | March 7-8, 2022

MONDAY, MARCH 7, 2022

11 a.m. to 4 p.m.

Registration at the Paramount Arts Center

2 p.m. | Day 1 Session | Delta Hotel

To Be Announced

Moderator and Panelists To Be Announced

6 p.m. | SOAR Mini Summit Welcome Reception

(Included with Registration)

Ashland Train Depot

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.

8 p.m. | Country Music Highway Tribute Show

(Included with Registration)

Paramount Arts Center

Country Music's roots run deep in Eastern Kentucky. This is the home of artists such as The Judd's and Billy Ray Cyrus. Just down the road is where Ricky Skaggs, Keith Whitley, Loretta Lynn, Patty Loveless, and Dwight Yoakum called home. This has also influenced a new generation of stars from the Highway, including Chris Stapleton and Tyler Childers. Experience a tribute to the Country Music Highway featuring local artists. Concessions and a cash bar will be available.

TUESDAY, MARCH 8, 2022

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

Registration at the Paramount Arts Center

BREAKOUT SESSIONS

8:00 a.m. to 9:30 a.m. | Breakout Session 1

Locations to be announced

No Hotel? No Problem!

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

Destinations Begin With A Downtown

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

10:00 a.m. to 11:30 a.m. | Breakout Session 2

Locations to be announced

Tell Your Story in the Digital Space

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

Small Towns Making a Big Impact

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

11:30 a.m. to 1 p.m. | Lunch

Enjoy the unique restaurants and food trucks in downtown Ashland.

1 p.m. | Plenary Session

WELCOMING REMARKS

KEYNOTE SPEAKER

To Be Announced

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.

Moderator and Panelists To Be Announced

Break

PANEL DISCUSSION

Tourism and Entrepreneurship

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

Moderator and Panelists To Be Announced

CLOSING REMARKS

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