

Powell County Tourism Commission



Red River Gorge Visitor Center at Slade:

30 L&E Railroad Place
Slade, KY 40376

Hello!

My name is Pete Fingerson and I am the Executive Director for the Powell County Tourism Commission. You are receiving this packet of information from the PCTC because you either have, or are in the process of having, a Short Term Rental Property (STRP) in Powell County.

Within Powell County, there is an ordinance (Ordinance No. 20-08-11) for lodging owners to pay a 3% accommodation (transient room) tax to the local tourism authority (this tax is in addition to the 1% KY state tax and 6% KY state sales tax). This tax is based on the gross total of room rentals (before state sales tax, and including pet/cleaning/service fees). The tax is due by the 20th of the FOLLOWING month. For example, the tax for the total sales in the month of January 202x will be due by February 20 of the same year. Checks will be made payable to "Powell County Tourism Commission" and sent to:

Powell County Tourism Commission
PO Box 1028
Stanton, KY 40380

Or dropped off in person at:

Slade Welcome Center
30 L&E Railroad Place
Slade, KY 40376

There is a form that needs to accompany your monthly payment, and it is included in this packet. Additional printable forms can be found by going to GOPOCO.ORG, scrolling to the bottom, and clicking on "Tax and Grant Forms". That form can be scanned and emailed to: INFO@GOPOCO.ORG, or mailed along with your check to the PO Box listed above. Each month the ENTIRE form should be filled out and returned. I have also included a sample form with guidance on how to fill it out. If you have ANY questions at all, please don't hesitate to reach out to the email listed above, or by calling (606)-663-1161.

*****PLEASE NOTE: If you have been in operation as a rental company and NOT paying the transient taxes, YOU ARE STILL RESPONSIBLE FOR PAYING PAST OWED TAXES. Please reach out to our office to help set up a payment schedule if needed.*****

The Tourism Commission is solely funded by this transient tax. With those dollars, we operate the Red River Gorge Visitor Center at Slade (by the rest area off of exit 33, behind the red caboose), which is now open 7 days a week, year-round. Our current hours are 9am-2pm December-February, 9am-3pm March-

April, and 9am-5pm May-November. We also advertise our local businesses on our website (GOPOCO.ORG), social media, and on the Kentuckytourism.com website.

If you are new and are not currently on our website, please reach out and we will make sure to add your listing. In the peak season, we are seeing well over 1000 people per week. If you have never visited the Center, we highly encourage you to do so. Inside we provide wayfinding information, as well as trail maps and other RRG info. We also strongly encourage folks to provide us with rack cards or pamphlets for their cabin or business since we see so many tourists in person at the Center year-round. We can attest to the fact that folks still love physical handouts to take in hand with them. We try our best to stay stocked with information so that cabin/business owners can stock their rentals with local information as well.

GOPOCO.ORG has an online business portal that you can create an account with. On our website, scroll to the bottom and click on "Registration" under Business Account. From there you will have the ability to create and maintain your listing. Please reach out if you need help setting up your business listing.

The PCTC also has an EVENTS CALENDAR that we keep as up to date as possible. This calendar can be found on our website at GOPOCO.ORG/EVENTS-CALENDAR. We have a laminated flier that we offer to cabin and business owners as well, along with a newly designed 5"x5" fridge magnet. If you would like one, please reach out or swing by the Slade Welcome Center during our hours of operation. These are free of charge. You can also submit an event to be included on the calendar. This portion of our website gets more traction than any other page on the site.

Thank you for being a business in Powell County and for helping us continue to grow! We welcome you and are here to help however we can!

If you could also please fill out the attached New Registration Form and get it back to us, we will get your account set up. You can scan and email, or mail it to us.

Sincerely,

Pete Fingerson
Executive Director
Powell County Tourism Commission
606-663-1161
pete@gopoco.org

