

COOPERATIVE  
EXTENSION  
SERVICE



When you support  
Extension, rural  
communities  
inventory assets  
and apply  
entrepreneurial  
skills to create  
value added  
products and  
promote tourism  
that strengthens  
the economy of the  
community.



Contact your Extension agent at  
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# EXTENDING KNOWLEDGE *Changing Lives*



*The Historic Stafford House built circa 1840 was preserved through Family and Consumer Sciences and Extension Leadership.*

## Extension Facilitates Community and Economic Development Through Tourism

*In Johnson County, Extension trains leaders to develop tourism opportunities while preserving culture and historical sites, developing local artists, and producing and marketing Kentucky crafted products.*



Asset Mapping is a tool used to identify strengths. These strengths can be individual, group or community. In the case of Johnson County Extension, it was used to map the tourism worthy sites throughout the county. A coordinated effort with the University of Kentucky, Extension and the Chamber of Commerce led to 85 citizens and existing leaders identifying the greatest community needs. New and existing leaders developed “Johnson County Visions” where 50 volunteers trained in nominal group technique gleaned information from over 500 citizens. The Johnson County Extension Homemakers Association and other community members an action plan for tourism and cultural preservation, and receiving grant funding to provide infrastructure, preservation and quality presentation to five of the 10 historical sites.

Leadership development, management tools, marketing tools and event management have taken place to build tourism and create jobs for sustainability of each site. Local artists have locations to develop their skills, produce and sell products, and capitalize on Kentucky Proud certification.

Education and career development play a role through performing arts, visual arts, historic preservation and culinary arts. Youth are encouraged to participate in extra-curricular activities and leadership opportunities to aspire to community and technical programs or university opportunities.

Nationally renowned speaker Dr. Vaughn Grisham said of the effort, “I have traveled across the nation and for a county of this size; Johnson County has as much potential to engage the tourist as any place I have been.” The quantity of developed locations with the history researched and leaders engaged is a result of the dedication of Extension to work with volunteers and other organizations to become their best. Marketing and coordinating the sites is a united team effort with Extension facilitating.



*Mountain Home Place, an 1850s working farm, hosts Heritage Days.*

**“Extension has served as a catalyst to coordinating our historic sites and developing unique and meaningful events, and giving tourists a reason to visit Johnson County. We are looking forward to developing the KY Proud program and the strategies that will help provide even more jobs to this area through this work.”**

**- Todd Meade**

**Chairman of Paintsville Tourism Commission**



*Johnson County Culinary Students hone their skills as they prepare and serve meals at historic sites.*

*Educational programs of Kentucky Cooperative Extension serve all people regardless of race, color, age, sex, religion, disability, or national origin.*