Beattyville/Lee County Tourism Commission

P.O. Box 738● Beattyville, KY 41311● Phone: (606) 464-5038
www.visitleecountyky.com

Dear Short Term Rental Owner/Manager,

In the fall of 2011, it was recognized by all governing bodies that surrounding communities were outperforming Lee County in tourism development. As a result, the City Council of Beattyville and the Lee County Fiscal Court unanimously approved the establishment of a joint city-county tourism commission, which began operations in January 2012.
The purpose of the Lee County Tourism Commission is to increase economic development through the promotion of recreation and tourist activity throughout the area.

To fund these efforts, both governing bodies approved a three percent transient room tax, effective January 1, 2012. This tax applies to every person, company, corporation, or organization operating motor courts, motels, hotels, lodges, inns, cabin rentals, or similar businesses within the City of Beattyville (Ordinance No. 0711201) and Lee County (Ordinance No. 12-001).

Effective January 1, 2023, the ordinance was updated to also include all campgrounds, RV parks, and van camping operations.

The transient room tax is recorded in 30-day cycles ending on the 30th of each month and is due on or before the 20th of the following month. To remain compliant with local ordinance, three percent of gross sales for every room, suite, campground, and RV booking must be remitted to the Lee County Tourism Commission. Payments should be mailed to:

Lee County Tourism Commission
P.O. Box 738
Beattyville, KY 41311

Enclosed is the appropriate tax return documentation.

The transient tax is a pass-through tax, meaning it is collected from the guest at the time of booking. If your property is listed through third-party platforms such as VRBO, HomeAway, Priceline, Evolve, Stay Over, or through local rental companies such as Scenic Cabin Rentals or Red River Gorge Cabin Rentals, your transient room taxes are typically being collected and remitted on your behalf.

However, if your property is listed on Airbnb, the local 3% tax is not currently being remitted to Lee County Tourism. Owners must request that Airbnb add the 3% local tax to bookings and release those funds to the owner for proper collection and remittance.

In November 2025, the Tourism Commission launched a new professional website featuring local lodging, dining, shopping, attractions, and an integrated event calendar. We distribute printed promotional materials at interstate welcome centers and partner regionally for publications and events, including the Kentucky State Fair. Our marketing efforts include digital advertising, print publications, radio, and newspaper campaigns promoting local attractions, festivals, trails, and lodging.

In partnership with Beattyville Main Street, we host monthly classic car cruise-ins and are launching the Beattyville Appalachian Memories Festival in May 2026. We also collaborate with Backroads of Appalachia to promote two scenic driving trails and participate in the Moonshine Trail and Kentucky After Dark Trail initiatives.

Lee County is positioned alongside some of Kentucky's most recognized outdoor destinations, including Red River Gorge Geological Area and Natural Bridge State Resort Park. Within our own county, recreational assets continue to

attract strong visitation. The Pendergrass-Murray, Bald Rock, and Miller Fork Recreational Preserves owned by the Red River Gorge Climbers' Coalition, along with Rock Domain, draw more than 30,000 visitors annually.

The Kentucky River provides additional opportunities for kayaking, fishing, and boating. Off-road enthusiasts travel the 90-mile Daniel Boone Backcountry Byway, which passes through Lee County, as well as Hollerwood Offroad Park to the north.

All activities, attractions, and trail systems are promoted annually across multiple platforms, including state and regional tourism websites and publications. As a transient lodging and campground taxpayer in Lee County, your business is eligible for inclusion in these marketing efforts.

Regular meetings of the Tourism Commission are held on the second Wednesday of each month at 5:30 PM at City Hall on Main Street in Beattyville.

Please contact us if you have questions or if we can assist your business in any way. Lee County Tourism Board members for 2026 are: President Linda Smith, Vice Don Begley, Secretary Becky Mullins, Treasurer Teresa Mays, Jessica Treadway, Doug Brandenburg, and Chantel Charles.

Sincerely,

Dedra Brandenburg
Beattyville/Lee County Tourism Director
P.O. Box 738
Beattyville, KY 41311
Web: www.visitleecountyky.com
Email: visitleecounty@gmail.com
Office: 606-464-5038
Mobile: 606-560-9059

LEE COUNTY TOURISM COMMISSION
MONTHLY RETURN
3% TRANSIENT TAX RETURN FORM

MONTH ENDING_____
Due by the 20th of following month

ACCOMMODATION NAME(S):_____

OWNER/CONTACT NAME: _____

MAILING ADDRESS: _____

PHONE: _____ WEBSITE: _____

EMAIL: _____ SOCIAL MEDIA _____

Number of Lodging Units _____
(Cabins, rooms, rental houses, Yurts)

Number of Camp Units _____
(RV, glamping, # of assigned tent camp areas)

Nights Rented: _____
Nights Available: _____
(Divide by Nights Rented)
= Percent Occupied: _____

Booked Transient Accommodation before state sales tax: $_____

X 3% (transient room tax)

Tax Payable = _____

CERTIFICATION
(Signature must accompany returned document)

I hereby certify that the above information is a true and accurate account of information to the best of my knowledge.

_____
Authorized Signature

ADDRESS PAYABLE TO:
Lee County Tourism Commission
P.O. Box 738
Beattyville, KY 41311