

### **Clover Bottom Bed and Breakfast, McKee, Kentucky**

Known for its picturesque setting in the country, attention to detail, friendly service, and delicious food, Clover Bottom Bed & Breakfast is truly a resort experience in the country. Innkeepers Greg and Readith Lakes retired from successful retail careers and decided to build their dream home in 2005 after their son graduated from college. The Lakes were still young, and it didn't take long for them to decide they were interesting people, so Clover Bottom Bed & Breakfast was formed in 2018 from the private home of these creative entrepreneurs. The Lakes took out a home equity loan to make updates, such as a pool and hot tube, along with cosmetic renovations to create four luxurious bedroom suites. The inn's location adjacent to Daniel Boone National Forest with access to recreational trails, including ATV, invite guests to embrace the serenity of the area by hiking, biking, or kayaking in the area, or simply relaxing by the pool. Recently, Greg added a small pond fully stocked for fishing enthusiasts.

The owners of Clover Bottom Bed & Breakfast sought assistance from the Kentucky SBDC in Berea to assist them in broadening both the focus and reach of their marketing efforts centered around creating an event space and destination on the grounds of the inn for local artists to display and sell their work. The husband-and-wife team are both creative entrepreneurs, Greg as a sculptor and juried member of the Kentucky Guild of Artists and Craftsmen and Readith as a producer of natural bath products.

Since 2021, the Kentucky SBDC in Berea has worked with the clients to market the Clover Bottom Bed and Breakfast to tourists and travel enthusiasts from the northern Kentucky and Ohio River Valley region that are interested in destinations that provide both an outdoor tourism experiences as well as a focus on culture and art-focused events. As intentional and involved community leaders, the Lakes often host live music concerts, craft fairs and weddings in the newly constructed covered patio and outdoor event space that attracts an entirely new audience to this rural setting. They are also actively involved in the newly formed Jackson County Volunteer Tourism Commission, working to provide opportunities for other creative entrepreneurs to grow and thrive in an area of Kentucky that previously has been overlooked and driven past, simply by deciding to share their personal home and invite others to come sit on the porch for a bit and look at the mountains.