

Missy Matthews Bio

Missy Matthews was appointed chairperson of the Letcher County Tourism and Convention Commission in 2017. Under her leadership, five overlooks were created on US 119 to provide safe, easily accessible areas for passersby to enjoy breathtaking views of Pine Mountain. Innovative in her thinking, Matthews was instrumental in transforming the remnants of a building into an outdoor seating area in downtown Whitesburg. She has obtained nearly \$4 million in federal funding to construct Thunder Mountain Sport Shooting Resort Park near Whitesburg. In addition to serving on several local and regional committees and boards, she promotes community involvement and volunteerism. Matthews's biggest goal for tourism is focused on regionalism. She not only champions for Letcher County, but also for the Appalachian region as a whole.