

KENTUCKY

STATE FAIR BOARD

January 31, 2025

To: Members of the Interim Joint Committee on Appropriations and Revenue

On behalf of the Kentucky State Fair Board, we want to thank you and the members of the Kentucky General Assembly for taking action and providing the authorization and funding to pursue a transformative land use and facility plan that addresses the needs of the properties we manage. Your vision and support have been integral to the agency's continued success. This report provides the latest economic analysis of our multi-phased redevelopment of the Kentucky Exposition Center, supported by the latest data illustrating the continued importance of these properties.

In 2024, Kentucky Venues hosted visitors from over 100 countries, many of whom visited Louisville for the first time. Millions attended a variety of events held at the Kentucky Exposition Center and the Kentucky International Convention Center, generating over \$385 million in direct economic impact (according to Destinations International). Furthermore, a recent Placer.AI report recognized the Kentucky Exposition Center as the busiest venue of its kind in the nation. Looking ahead to 2025, Kentucky Venues will host 14 of Louisville's 16 most economically significant events, including premier agricultural events like the National Farm Machinery Show. Throughout the renovation planning, we've retained and secured major accounts, choosing Louisville over the likes of Vegas and Chicago to host their upcoming event.

The enclosed economic impact analysis provides current details regarding the phases of development, estimated costs, projected event utilization levels, estimated annual attendance, and hotel room nights. The growth and preservation of hosted and produced agricultural events at Kentucky Venues remain at the heart of our master plan. These planned enhancements on the horizon will position the Commonwealth to retain globally recognized shows and compete for new business in the convention and exposition market against other leading venues in North America.

Please know we are eager to provide whatever assistance is needed to expedite the resolution releasing Phase II funding. Doing so will enable significant financial and logistical efficiencies and help move this economic development opportunity forward for the Commonwealth's benefit.

Thank you for your consideration.

Best Regards,



Dr. Mark Lynn
KSFB Chair



Mr. David Wallace
KSFB Vice Chairman
Design & Renovation Chair



Mr. David S. Beck
President & CEO

Enclosure

UPDATED ECONOMIC IMPACT ANALYSIS FOR PHASES I & II REDEVELOPMENT OF THE KENTUCKY EXPOSITION CENTER

In Louisville, Kentucky

January 31, 2025

CSL



January 31, 2025

Mr. Tony Schreck
Chief Financial Officer
Kentucky Venues
937 Phillips Lane
Louisville, Kentucky 40209

Dear Mr. Schreck:

In 2023, Conventions, Sports & Leisure International (CSL) completed a market analysis for a potential master plan redevelopment of the Kentucky Exposition Center (KEC) in Louisville, Kentucky. The final report was issued in November 2022 under a separate cover. Following the completion of the market analysis and feasibility study, Kentucky Venues (KV) engaged in discussions to refine the vision for the Master Plan, which resulted in a request by KV for an updated economic impact analysis related to new Phase I and Phase II development plans for a renovated KEC, with a summary of associated analysis findings presented within this document.

The analysis presented in this report is based on estimates, assumptions and other information developed from industry research, data provided by study stakeholders, surveys of potential facility users, discussions with industry participants and analysis of competitive/comparable facilities and communities. The sources of information, the methods employed, and the basis of significant estimates and assumptions are stated in this report. Some assumptions inevitably will not materialize, and unanticipated events and circumstances may occur. Therefore, actual results achieved will vary from those described and the variations may be material.

The findings presented herein are primarily based on analyses of current conditions in Louisville. As in all studies of this type, the recommendations and estimated results are based on competent and efficient management of the subject facilities and assume that no significant changes in the ultimate facility program as presently outlined in the Master Plan, event/utilization markets or assumed immediate and local area market conditions will occur beyond those set forth in this report. Furthermore, all information provided to us by others was not audited or verified and was assumed to be correct. As previously stated, all primary market research was completed for this study in 2022.

The report has been structured to provide decision makers with the foundational information necessary to evaluate issues related to potential future investment in event facilities on the KEC campus and should not be used for any other purpose. This report, its findings or references to CSL may not be included or reproduced in any public offering statement or other financing document.

We sincerely appreciate the assistance and cooperation we have been provided in the compilation of this report and would be pleased to be of further assistance in the interpretation and application of our findings.

Very truly yours,

CSL International

CSL International



EXISTING KEC OVERVIEW

CITY/STATE:	Louisville, Kentucky
OWNER:	Kentucky State Fair Board
OPERATOR:	Kentucky State Fair Board
YEAR BUILT:	1956
ACREAGE:	400 acres
PARKING:	22,900 spots
EXHIBIT SPACE:	957,500 square feet
MEETING SPACE:	53,300 square feet
LARGEST SPACE:	421,200 square feet
LARGEST ARENA CONCERT CAPACITY:	18,255 maximum capacity
LARGEST DIRT-FLOOR ARENA:	15,600 permanent seats
STALLS:	1,071 permanent; 1,427 portable
RV SPACES:	218 RV Hook-ups

The Kentucky Exposition Center (KEC) opened in 1956 and has evolved into a 400-acre complex with more than 1.0 million square feet of sellable indoor event space. There is approximately 674,500 square feet of “Class A” exhibit space east of Freedom Hall, including 421,200 square feet within South Wings, 218,300 square feet in North Wing and 35,000 square feet in East Hall. The space west of Freedom Hall includes the 175,700-square foot West Wing and the 75,300-square foot Pavilion. This exhibit space is considered sub-standard due to the low ceiling heights, numerous columns and support facilities that have largely remained since the building originally opened.

Freedom Hall is the facility’s largest arena with a maximum seating capacity of 18,255, while Broadbent Arena offers a maximum seating capacity of 6,580. Both arenas offer approximately 39,000 square feet of floor space. The campus is capable of accommodating up to 2,500 animal stalls, including approximately 1,000 permanent stalls.

In addition to the Kentucky State Fair, the KEC hosts significant events such as the National Farm Machinery Show, North American International Livestock Expo, Mid-America Trucking Show, National Street Rod Association Nationals, Equip Expo, Utility Expo, music festivals such as Bourbon and Beyond and Louder than Life, and many others.

UPDATED ANALYSIS OVERVIEW

COMPLETED STUDY WORK

In 2022, Conventions, Sports & Leisure International (CSL) completed a market analysis study to assist Kentucky Venues and the P3 Committee in development of a Master Plan for the Kentucky Exposition Center (KEC). The KEC opened in 1956 and has evolved into a 400-acre complex with more than 1.0 million square feet of sellable indoor event space. In addition to the Kentucky State Fair, the KEC hosts significant events such as the National Farm Machinery Show, North American International Livestock Expo, Mid-America Trucking Show, National Street Rod Association Nationals, Equip Expo, Utility Expo, music festivals such as Bourbon and Beyond and Louder than Life and many others, generating significant economic impact for the greater Louisville market.

The preliminary KEC Master Plan concept in 2022 included:

- Renovation/redevelopment of West Wing event space.
- A 12-field multi-sport synthetic turf field complex for youth/amateur sports and sports tourism activities.
- Expanded multipurpose event space.
- New storage space.
- Upgraded guest experience amenities (e.g., entry/lobby space upgrades, connectors to Freedom Hall & Broadbent Arena).
- Enhancements to create F&B and other operational efficiencies.

RATIONALE FOR UPDATED ECONOMIC IMPACT ANALYSIS

In 2022, the Kentucky General Assembly allocated \$200 million to support Phase I renovations of the KEC. KV subsequently engaged a project team including Schmidt Associates and HKS to revise the Master Plan vision, resulting in development of a Phase I concept plan for a 350,000-square foot multipurpose building north of West Wing and connected to Broadbent Arena and Freedom Hall. Importantly, the 12-field multi-sport field complex is not being considered in either Phase I or Phase II of the current Master Plan.

Currently, KV is seeking funding for Phase II of the Master Plan development which would include demolition of existing West Wing, West Hall and Pavilion facilities, which are original to the 1956 development of the KEC, and redevelopment of a 249,000-square foot multipurpose building and an additional 135,000 of public spaces, meeting rooms, food and beverage and other operational support spaces to improve operations of the KEC. Additional detail on Phases I & II developments are presented on the following page.



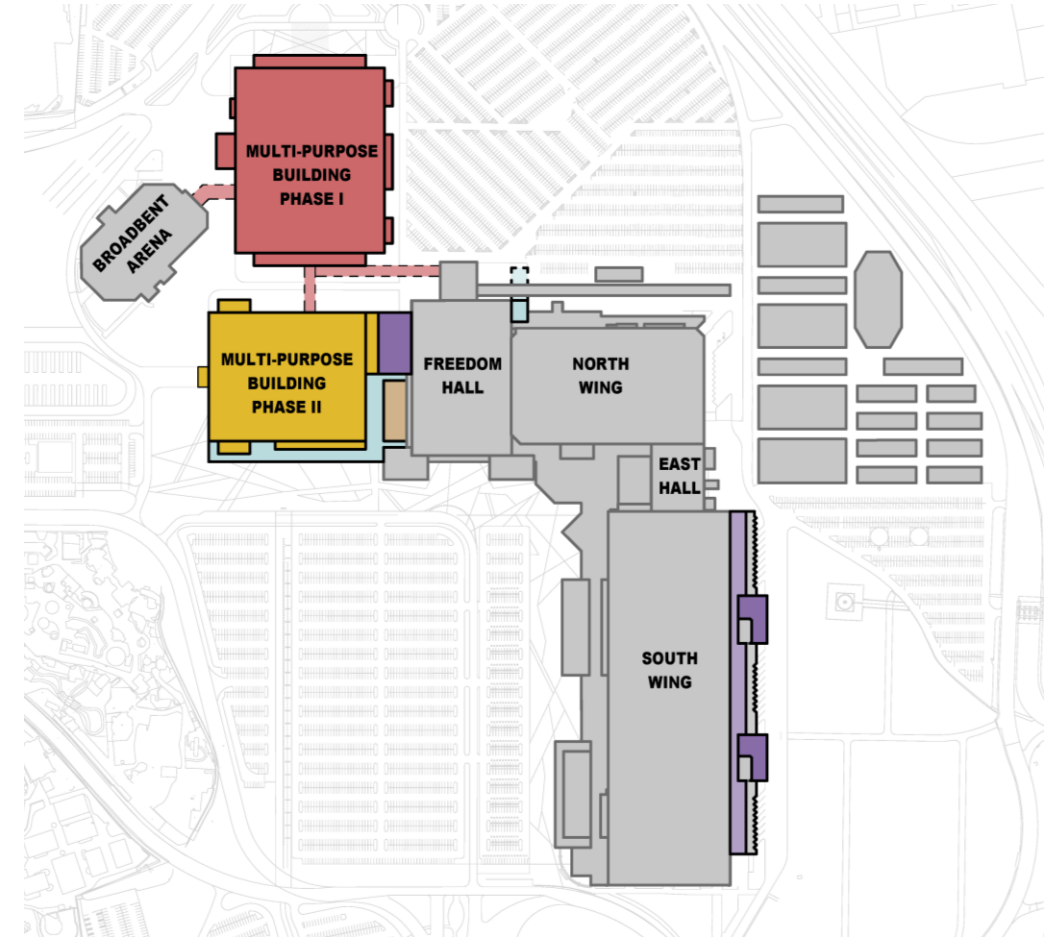
DEVELOPMENT PHASES

Phase I:

- 350,000 gross square feet including:
 - Exhibit space – 280,000 sf.
 - Public entry/lobby space – 9,000 sf.
 - Wash areas – 20,000 sf.
 - Flexible office & meeting space – 6,000 sf.
 - Public support space (restrooms, showers, wellness, etc.) – 7,000 sf.
 - Back-of-house (receiving, storage, F&B support, etc.) – 7,000 sf.
 - Building systems/support rooms – 11,000 sf.
- Covered connector to Broadbent Arena.
- Covered connector to Freedom Hall.
- Exterior trash handling yard.

Phase II:

- Demolition of West Wing, West Hall and Pavilion.
- 350,000 gross square feet including:
 - Exhibit space – 207,000 nsf (249,000 gsf).
 - Public entry/lobby space – 49,000 sf.
 - Meeting rooms – 20,000 sf.
 - West Side F&B support space – 20,000 sf.
 - South Wing service/general BOH space – 46,500 sf.



ESTIMATED DEVELOPMENT COSTS

As shown below, there are currently two phases of development for the Updated Master Plan. The first Phase would develop a new, modern multi-use event facility with a similar program of event space to the West Wing, West Hall and the Pavilion. This Phase is designed to create event space that is more marketable and usable among a variety of event space user groups that historically have not been able/willing to utilize event space in the West Wing, West Hall and/or the Pavilion due to sub-standard conditions. It is anticipated that construction of this fully-funded \$180 million Phase will commence in early 2025, with substantial completion by the Fall of 2026.

Completing Phase I will allow for the demolition of the now obsolete space in West Wing, West Hall and the Pavilion, which will create space to develop Phase II. Assuming funding is approved, this Phase will develop new, modern multi-use event space at the former site of West Wing, West Hall and the Pavilion, with connection to both Freedom Hall and the new multi-use event facility developed in Phase I. Additionally, Phase II will develop important infrastructure including additional food and beverage service space near the new Phase I and Phase II facilities and by South Wing to better support food service in both spaces independently. Phase II development cost is estimated at \$213 million (in 2026 dollars), with construction assumed to begin in late 2026 or early 2027.

PHASE I DEVELOPMENT COSTS

Facility Component	Size	Cost per Unit	Hard + Soft Const. Costs (2026\$)
New Multi-Use Building	349,100	\$364	\$127,150,000
Mechanical Platform			\$2,900,000
Site, Demolition & Enabling			\$16,096,000
Furniture, Fixtures & Equipment (FF&E)			\$2,000,000
Site Wayfinding			\$125,000
Soft Costs (15%)			\$22,250,000
Design Contingency			\$2,079,000
Owners Contingency			\$7,400,000
PHASE I TOTAL CONSTRUCTION COST			\$180,000,000

PHASE II DEVELOPMENT COSTS

Facility Component	Size	Cost per Unit	Hard + Soft Const. Costs (2026\$)
New Multi-Use Building	249,000	\$350	\$87,150,000
Replacement Meeting Rooms	20,000	\$300	\$6,000,000
Pre-Function	49,000	\$325	\$15,925,000
F&B Improvements	20,000		\$40,000,000
Site, Demolition & Enabling			\$19,975,000
Furniture, Fixtures & Equipment (FF&E)			\$5,000,000
Soft Costs (15%)			\$31,950,000
Owners Contingency			\$7,000,000
PHASE II TOTAL CONSTRUCTION COST			\$213,000,000

OVERVIEW & KEY ASSUMPTIONS

This section presents an analysis of estimated utilization and costs/benefits associated with an expanded/enhanced KEC campus in Louisville, Kentucky. Initially, a detailed computer-based model was developed, along with key assumptions, to generate estimates related to expanded/enhanced KEC facilities. A stabilized year of operation is assumed to occur by the fourth full year of facility operations. All dollar figures are represented in terms of nominal/actual dollars for each year within the projection period, assuming 3.0 percent annual inflation. Key assumptions used in the analysis and projection of operating performance associated with expanded/enhanced facilities at the KEC campus include, but are not limited to the following:

1. This analysis is designed to assist project representatives in assessing the potential utilization, financial and economic impacts associated with an expanded/enhanced KEC and cannot be considered a presentation of expected future results. The assumptions disclosed herein are not all-inclusive but are those deemed to be significant. Because events and circumstances frequently do not occur as expected, there usually will be differences between estimated and actual results and these differences may be material.
2. The enhanced facilities will be owned and operated by Kentucky Venues. The facilities will be aggressively marketed, providing competitive rental rates and focus on maximizing event type diversity and utilization levels.
3. For projection modeling purposes, it has been assumed that Phase I facilities will open in Q3 of 2026 (near the start of fiscal year 2027) and Phase II would open in mid-2028 (near the start of fiscal year 2029), with stabilization of operations for both phases occurring by fiscal year 2032 (year four).
4. There are no significant or material changes in the supply or quality of existing competitive venues in the local marketplace, nor are there any significant or material changes to current local and national trends in applicable event industries.
5. The analysis and projection of tax revenues generated by an expanded/enhanced KEC campus only considers directly-attributable taxes relevant to the host governmental entity (i.e., Commonwealth of Kentucky and Louisville Metro, etc.). For purposes of this analysis, the taxes considered include the 6.0% Commonwealth Sales Tax, the 4.5% Louisville Tourism Tax, the 2.0% KICC Debt Service Tax, the 1.0% KICC Expansion Tax, the 1.5% TID Assessment, the 1.0% Kentucky Center for the Arts Tax, the 1.0% Commonwealth Lodging Tax and the incremental 0.66% sales tax on lodging. Positive impacts may also be realized with respect to the collection of other taxes and governmental fees (i.e., property taxes, income taxes, licenses, permitting, etc.); however, they tend to have a less direct correlation with the construction and operation of multipurpose event facilities. As such, for conservative purposes, these other types of taxes were not considered in this analysis.
6. Stabilization of operations is assumed to occur by the fourth full year of operations. At which time, annual event levels, attendance and operating performance are projected at consistent year-over-year levels. All dollar figures are presented in terms of nominal/actual dollars for each year within the projection period, assuming an annual 3.0 percent inflation rate.

CONSTRUCTION EXPENDITURES & TIMING

Based on the identified development strategy and KEC campus elements to be developed, the following exhibit presents key estimates of capital costs and timing associated with facility construction. Based on information provided by Schmidt Associates and HKS, total construction costs have been estimated at approximately \$393 million for a construction bid assumed to occur early in calendar year 2026 (corresponding to FY 2025 herein). An assumed timing/schedule of expenditures associated with construction spending was estimated and allocated for the years between FY 2025 and FY 2028.

**Planned KEC Campus Master Plan –
Summary of Assumed Construction Expenditures by Year in Louisville/Jefferson County
(Assuming Construction Services Bid in 2025 for Phase I & 2026 for Phase II)**

	1	2	3	4	5	6	7	8	9	10	Years 1-10 Cumulative	Years 1-10 NPV
	FY 2025	FY 2026	FY 2027	FY 2028	FY 2029	FY 2030	FY 2031	FY 2032	FY 2033	FY 2034		

ASSUMED CONSTRUCTION EXPENDITURES & TIMING

KEC Phase I Master Plan	\$36,000,000	\$144,000,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$180,000,000	\$169,208,150
KEC Phase II Master Plan	\$0	\$0	\$71,000,000	\$142,000,000	\$0	\$0	\$0	\$0	\$0	\$0	\$213,000,000	\$187,782,728
TOTAL	\$36,000,000	\$144,000,000	\$71,000,000	\$142,000,000	\$0	\$0	\$0	\$0	\$0	\$0	\$393,000,000	\$356,990,878
Rolling Total	\$36,000,000	\$180,000,000	\$251,000,000	\$393,000,000	\$393,000,000	\$393,000,000	\$393,000,000	\$393,000,000	\$393,000,000	\$393,000,000	--	--

Assuming the timing of construction expenditures shown in the chart, total Phase I and II construction spending is estimated to total \$393.0 million, or nearly \$357.0 million in terms of NPV (net present value). The first step in the development would be the initiation of Phase I of the Master Plan, which calls for the construction of a new 350,000 GSF multipurpose facility. Importantly, initiating this step will allow for continued operations of the KEC as no existing event space will be taken off-line during construction. As this new space is designed to replace existing event space, upon completion of Phase I, demolition of West Wing, West Hall and Pavilion event space can occur without any service interruption. At which point, construction of Phase II can occur to develop the 249,000 GSF multipurpose facility.

PROJECTED EVENT & UTILIZATION LEVELS

A detailed utilization and economic model was developed. Based on the market and program assumptions discussed herein, the exhibit below presents a summary of the estimated annual event levels, event days, and utilization days (move-in + event + move-out days) by event type for the Updated Master Plan. Data presented is based on the fiscal year calendar for the KEC, which runs from July through June. For purposes of this analysis, it was assumed that Phase I would be open by Q3 of 2026, which would correspond to the start of FY 2027.

The KEC has hosted between 155 and 161 events in the past three fiscal years, generating between 759 and 780 annual utilization days (days in which event space at the KEC was occupied for move-in/out or events with attendees). Event activity is projected to grow starting in fiscal year 2027 with the opening of the new multi-use event space in Phase I through fiscal year 2032 in which it is anticipated that event activity would stabilize following the opening of Phase II event space in fiscal year 2029. A stabilized year of operations for new multi-use event space from both Phases is projected to attract 215 total events (approximately 50-55 more than a typical year of current operations) and 1,077 utilization days (approximately 330 more than a typical year of current operations).

UTILIZATION ESTIMATES	Current KEC Operations			Projected FY 2025	Projected FY 2026	Phase I Opening	Year 2 FY 2028	Phase II Opening	Year 4 FY 2030	Year 5 FY 2031	Stabilized Year of Operations
	FY 2022	FY 2023	FY 2024			Year 1 FY 2027		Year 3 FY 2029			Year 6 FY 2032
NUMBER OF EVENTS											
Public/Consumer Show	18	16	20	20	20	21	23	24	25	26	26
Convention/Tradeshow	20	23	20	22	22	24	26	29	31	32	33
Equestrian/Livestock Show	8	8	8	8	8	10	12	16	18	19	20
Sporting Event	54	57	56	56	56	57	59	60	60	61	62
Concert/Entertainment Event	14	20	13	17	17	17	17	17	17	17	17
Meeting/Banquet	14	7	8	8	8	8	8	14	20	23	27
Community/Other	28	29	29	29	29	29	29	29	29	29	29
Kentucky State Fair	1	1	1	1	1	1	1	1	1	1	1
Total	157	161	155	161	161	167	175	190	201	208	215
EVENT DAYS											
Public/Consumer Show	53	45	55	56	56	59	64	67	70	73	73
Convention/Tradeshow	80	79	66	73	73	79	86	96	102	106	109
Equestrian/Livestock Show	26	38	30	28	28	35	42	56	63	67	70
Sporting Event	96	109	125	112	112	131	136	138	138	140	143
Concert/Entertainment Event	36	73	71	71	71	37	37	37	37	37	37
Meeting/Banquet	18	12	11	12	12	12	12	21	30	35	41
Community/Other	63	61	66	64	64	64	64	64	64	64	64
Kentucky State Fair	11	11	11	11	11	11	11	11	11	11	11
Total	383	428	435	427	427	428	452	490	516	532	547
UTILIZATION DAYS											
Public/Consumer Show	158	150	157	172	172	181	198	206	215	224	224
Convention/Tradeshow	173	164	156	165	165	180	195	218	233	240	248
Equestrian/Livestock Show	54	61	61	56	56	70	84	112	126	133	140
Sporting Event	132	152	163	151	151	171	177	180	180	183	186
Concert/Entertainment Event	90	109	107	119	119	85	85	85	85	85	85
Meeting/Banquet	43	19	17	22	22	22	22	38	54	62	73
Community/Other	85	80	95	87	87	87	87	87	87	87	87
Kentucky State Fair	24	24	24	35	35	35	35	35	35	35	35
Total	759	759	780	807	807	830	882	961	1,015	1,049	1,077

PROJECTED ATTENDANCE & HOTEL ROOM NIGHTS

The exhibit below presents a summary of the estimated annual attendee days, non-local attendee days, and hotel room nights associated with the Updated Master Plan, along with a comparison against existing levels. A breakdown of assumed “non-local” attendee days (i.e., attendees that do not reside in Louisville/Jefferson County) and hotel room nights generated have also been projected. These figures can be important to demonstrate the “net new” visitors and economic impact of any multi-use event facility project—particularly important when public sector funding is accessed for development and/or ongoing operations.

Most of the attendees are assumed to be “local” (i.e., reside in the Louisville/Jefferson County area). While some of the “non-local” attendee base would represent “daytrip” attendees (i.e., drive in and out of Louisville the same day), much of the “non-local” attendee base will require overnight lodging, generating new hotel room nights in Louisville.

As shown, upon stabilization in FY 2032, it is estimated that the KEC will attract nearly 2.6 million annual attendees and generate approximately 856,200 annual room nights in Louisville, up from approximately 2.2 million annual visitors and 617,400 annual room nights in FY 2024.

The following pages outline key estimates of annual and cumulative economic and fiscal (tax) impacts associated with the updated KEC Master Plan, beginning with an overview of concepts and methods.

ATTENDANCE ESTIMATES	Current KEC Operations			Projected FY 2025	Projected FY 2026	Phase I Opening	Year 2	Phase II Opening	Year 4	Year 5	Stabilized Year of Operations
	FY 2022	FY 2023	FY 2024			Year 1	FY 2028	Year 3	FY 2030	FY 2031	Year 6
ATTENDEE DAYS											
Public/Consumer Show	125,340	155,381	164,334	184,800	184,800	195,980	216,792	228,480	240,380	252,495	255,020
Convention/Tradeshow	489,794	525,824	564,853	566,280	566,280	623,938	682,692	769,078	830,340	865,696	901,676
Equestrian/Livestock Show	6,750	8,150	10,050	8,820	8,820	12,128	16,008	23,479	29,055	33,736	39,063
Sporting Event	190,838	269,458	263,592	263,200	263,200	311,166	325,305	334,127	337,468	346,523	355,726
Concert/Entertainment Event	111,330	393,169	397,084	392,700	392,700	205,700	205,700	205,700	205,700	205,700	205,700
Meeting/Banquet	2,349	4,296	3,250	3,960	3,960	3,960	3,960	6,930	9,900	11,385	13,365
Community/Other	138,750	176,205	155,605	169,070	169,070	169,070	169,070	169,070	169,070	169,070	169,070
Kentucky State Fair	441,977	525,000	599,000	605,000	605,000	608,025	611,065	614,120	617,191	620,277	623,378
Total	1,507,128	2,057,483	2,157,768	2,193,830	2,193,830	2,129,966	2,230,592	2,350,984	2,439,103	2,504,882	2,562,998
ATTENDEE DAYS (NON-LOCAL)											
Public/Consumer Show	94,005	116,536	123,251	138,600	138,600	146,985	162,594	171,360	180,285	189,371	191,265
Convention/Tradeshow	367,346	394,368	423,640	424,710	424,710	467,953	512,019	576,809	622,755	649,272	676,257
Equestrian/Livestock Show	5,063	6,113	7,538	6,615	6,615	9,096	12,006	17,609	21,791	25,302	29,297
Sporting Event	162,212	229,039	224,053	223,720	223,720	264,491	276,509	284,008	286,848	294,545	302,367
Concert/Entertainment Event	38,966	137,609	138,979	137,445	137,445	71,995	71,995	71,995	71,995	71,995	71,995
Meeting/Banquet	117	215	163	198	198	198	198	347	495	569	668
Community/Other	6,938	8,810	7,780	8,454	8,454	8,454	8,454	8,454	8,454	8,454	8,454
Kentucky State Fair	331,483	393,750	449,250	453,750	453,750	456,019	458,299	460,590	462,893	465,208	467,534
Total	1,006,129	1,286,440	1,374,653	1,393,492	1,393,492	1,425,190	1,502,073	1,591,171	1,655,515	1,704,715	1,747,837
HOTEL ROOM NIGHTS											
Public/Consumer Show	39,169	48,557	51,354	57,750	57,750	61,244	67,747	71,400	75,119	78,905	79,694
Convention/Tradeshow	260,203	279,344	300,078	300,836	300,836	331,467	362,680	408,573	441,118	459,901	479,016
Equestrian/Livestock Show	2,391	2,886	3,559	3,124	3,124	4,295	5,670	8,315	10,290	11,948	13,835
Sporting Event	66,360	93,698	91,658	91,522	91,522	108,201	113,117	116,185	117,347	120,496	123,696
Concert/Entertainment Event	9,741	34,402	34,745	34,361	34,361	17,999	17,999	17,999	17,999	17,999	17,999
Meeting/Banquet	54	98	74	91	91	91	91	159	227	261	306
Community/Other	2,891	3,671	3,242	3,522	3,522	3,522	3,522	3,522	3,522	3,522	3,522
Kentucky State Fair	97,938	116,335	132,733	134,063	134,063	134,733	135,406	136,084	136,764	137,448	138,135
Total	478,746	578,992	617,444	625,269	625,269	661,551	706,233	762,237	802,385	830,479	856,202

ANALYSIS CONCEPTS & METHODS

The investment in a new multipurpose event facility project, and its various facilities and infrastructure, will be expected to provide substantial quantifiable benefits. These quantifiable benefits often serve as the “return on investment” of public dollars that are contributed to develop the project and site. Quantifiable measurements of the effects that facility project could have on the local economy are characterized in terms of economic impacts and fiscal impacts. Direct spending represents the primary spending that would occur as a result of the construction and operations of KEC facilities and supporting elements. Direct spending occurs in three ways:



CONSTRUCTION SPENDING

Construction materials, labor, design and professional fees, and other soft cost spending are generated during the planning and construction of KEC facilities, multisport fields and supporting elements.



IN-FACILITY SPENDING

Direct spending is generated by visitors and participants at various elements surrounding the KEC during the course of their annual operation. This spending occurs with respect to items such as facility rentals, food and beverage, retail and merchandise, admissions, sponsorship and advertising, and retail leases.



OUT-OF-FACILITY SPENDING

Outside the area surrounding the KEC, additional direct spending is generated throughout Louisville/Jefferson County by non-local visitors on lodging, food and beverage, retail, entertainment, transportation, and other such items in connection with their visit to the KEC, multisport fields and/or supporting elements.

A primary intent of this analysis is to estimate the direct spending that could occur directly at the KEC and/or their surrounding facilities/elements, in order to approximate the potential associated sales tax revenues generated from such spending. Much of the Construction and In-Facility Spending will be estimated to occur within Louisville/Jefferson County. Additionally, net new impacts will be generated throughout the Louisville/Jefferson County area, primarily relating to Out-of-Facility Spending (i.e., spending occurring off the KEC site by visitors to Louisville/Jefferson County on items such as ancillary lodging, restaurants, retail, and entertainment).

CONSTRUCTION IMPACTS (ONE-TIME)

A) CONSTRUCTION IMPACTS (one-time)

The impact of the construction phase is determined by the volume and nature of the construction expenditures as well as the geographic region in which they take place. The exhibit below summarizes the estimated net new economic and fiscal impacts that could be generated in Louisville/Jefferson County associated with the Updated Master Plan. These impacts represent one-time impacts from construction.

For purposes of this analysis, hard and soft construction costs associated with Phase I of the Updated Master Plan are estimated at \$180 million in 2026 dollars, with an additional \$213 million in 2026 dollars associated with Phase II. As shown, the estimated economic output (direct spending plus indirect and induced spending) in Louisville/Jefferson County generated during the construction period for the Updated Master Plan is estimated at approximately \$297.0 million. This impact figure is lower than the assumed total construction cost expenditures amount due to the assumed leakage of a subset of materials and labor spending outside of Louisville/Jefferson County.

	Projected FY 2025	Projected FY 2026	Phase I Opening Year 1 FY 2027	Year 2 FY 2028	Phase II Opening Year 3 FY 2029	Year 4 FY 2030	Year 5 FY 2031	Stabilized Year of Operations Year 6 FY 2032	Years 1-10 Cumulative	Years 1-10 NPV
A) CONSTRUCTION IMPACTS										
TOTAL CONSTRUCTION IMPACTS										
Direct Spending	\$18,000,000	\$72,000,000	\$35,500,000	\$71,000,000	\$0	\$0	\$0	\$0	\$196,500,000	\$100,578,777
Indirect/Induced Spending	\$9,206,483	\$36,825,932	\$18,157,230	\$36,314,460	\$0	\$0	\$0	\$0	\$100,504,105	\$51,443,155
Economic Output	\$27,206,483	\$108,825,932	\$53,657,230	\$107,314,460	\$0	\$0	\$0	\$0	\$297,004,105	\$152,021,932
Personal Income	\$11,625,064	\$46,500,256	\$22,927,210	\$45,854,419	\$0	\$0	\$0	\$0	\$126,906,949	\$64,957,484
Employment (full & part-time jobs)	200	799	394	788	0	0	0	0	2,180	-
Commonwealth Sales Tax	\$1,245,717	\$4,982,867	\$2,456,830	\$4,913,660	\$0	\$0	\$0	\$0	\$13,599,074	\$6,960,703
Louisville CVB	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
KICC Debt Service/KICC Expansion	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
KY Center for the Arts	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Commonwealth Lodging	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Taxes	\$1,245,717	\$4,982,867	\$2,456,830	\$4,913,660	\$0	\$0	\$0	\$0	\$13,599,074	\$6,960,703

IN-FACILITY IMPACTS (ONGOING)

B) IN-FACILITY IMPACTS (ongoing)

Direct spending is generated through the operations of KEC facilities (represented through operating revenues) driven by events, attendees and renting organizations. This spending occurs with respect to both event and non-event items, such as space rental, admissions, food and beverage, retail sales, sponsorship and advertising, and other such in-facility purchases.

Estimated in-facility direct spending associated with the Updated Master Plan is presented below. Economic impacts are further increased through re-spending of the direct spending. The total impact is estimated by applying an economic multiplier to initial direct spending to account for the total economic impact. The total output multiplier is used to estimate the aggregate total spending that takes place beginning with direct spending and continuing through each successive round of re-spending. Successive rounds of re-spending are generally discussed in terms of their indirect and induced effects on the area economy. Estimated annual in-facility economic impacts associated with the operation of the KEC through a stabilized year of operations following development of Phases I and II is presented. As shown, the Updated Master Plan is estimated to generate approximately \$35.5 million in incremental annual economic output through in-facility spending over FY 2024 KEC operations.

B) IN-FACILITY IMPACTS	Current KEC Operations			Projected FY 2025	Projected FY 2026	Phase I	Year 2 FY 2028	Phase II	Year 4 FY 2030	Year 5 FY 2031	Stabilized Year of	Years 1-10 Cumulative	Years 1-10 NPV
	FY 2022	FY 2023	FY 2024			Opening Year 1 FY 2027		Opening Year 3 FY 2029			Operations Year 6 FY 2032		
TOTAL IN-FACILITY IMPACTS													
Net New Hotel Room Nights	0	0	0	0	0	0	0	0	0	0	0	0	-
Total Attendee Days	0	0	0	0	0	0	0	0	0	0	0	0	-
Net New Non Local Visitor Days	0	0	0	0	0	0	0	0	0	0	0	0	-
Direct Spending	\$36,892,605	\$46,013,752	\$48,157,413	\$50,787,014	\$51,575,266	\$51,807,637	\$54,942,176	\$60,018,813	\$63,905,941	\$67,295,540	\$70,603,409	\$672,813,194	\$552,247,985
Indirect/Induced Spending	\$21,103,419	\$25,983,277	\$27,204,333	\$28,713,938	\$29,144,402	\$29,484,475	\$31,266,634	\$34,181,119	\$36,405,675	\$38,339,995	\$40,226,035	\$383,243,379	\$314,557,532
Economic Output	\$57,996,024	\$71,997,029	\$75,361,746	\$79,500,952	\$80,719,668	\$81,292,112	\$86,208,810	\$94,199,932	\$100,311,615	\$105,635,534	\$110,829,444	\$1,056,056,572	\$866,805,518
Personal Income	\$21,357,145	\$26,425,292	\$27,662,863	\$29,188,532	\$29,632,025	\$29,896,847	\$31,704,638	\$34,650,137	\$36,901,066	\$38,860,429	\$40,771,519	\$388,474,649	\$318,855,190
Employment (full & part-time jobs)	654	813	852	898	912	916	972	1,061	1,130	1,190	1,248	11,898	-
Commonwealth Sales Tax	\$2,593,418	\$3,228,524	\$3,379,123	\$3,564,072	\$3,619,115	\$3,639,179	\$3,859,330	\$4,216,389	\$4,489,659	\$4,727,852	\$4,960,273	\$47,267,172	\$38,796,915
Louisville CVB	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
KICC Debt Service/KICC Expansion	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
KY Center for the Arts	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Commonwealth Lodging	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Taxes	\$2,593,418	\$3,228,524	\$3,379,123	\$3,564,072	\$3,619,115	\$3,639,179	\$3,859,330	\$4,216,389	\$4,489,659	\$4,727,852	\$4,960,273	\$47,267,172	\$38,796,915

OUT-OF-FACILITY IMPACTS (ONGOING)

C) OUT-OF-FACILITY IMPACTS (ongoing)

Outside enhanced KEC facilities, additional direct spending is generated in the local area by attendees, exhibitors, participants, and event staff on lodging, food and beverage, retail, entertainment, transportation, etc. in connection with their visit to the area. Estimated out-of-facility direct spending associated with the operation of expanded/enhanced KEC facilities through a stabilized year of operations following completion of Phases I and II is summarized below.

Total direct out-of-facility spending is projected to increase from approximately \$225.5 million under existing KEC operations to approximately \$374.1 million (\$149.2 million in incremental direct spending annually) with the added event activity associated with Phases I and II of the Updated Master Plan.

C) OUT-OF-FACILITY IMPACTS	Current KEC Operations			Projected FY 2025	Projected FY 2026	Phase I	Year 2 FY 2028	Phase II	Year 4 FY 2030	Year 5 FY 2031	Stabilized Year of	Years 1-10 Cumulative	Years 1-10 NPV
	FY 2022	FY 2023	FY 2024			Year 1 FY 2027		Year 3 FY 2029			Operations Year 6 FY 2032		
TOTAL OUT-OF-FACILITY IMPACTS													
Net New Hotel Room Nights	478,746	578,992	617,444	625,269	625,269	661,551	706,233	762,237	802,385	830,479	856,202	8,043,895	-
Total Attendee Days	1,507,128	2,057,483	2,157,768	2,193,830	2,193,830	2,129,966	2,230,592	2,350,984	2,439,103	2,504,882	2,562,998	24,470,519	-
Net New Non Local Visitor Days	1,006,129	1,286,440	1,374,653	1,393,492	1,393,492	1,425,190	1,502,073	1,591,171	1,655,515	1,704,715	1,747,837	16,617,849	-
Direct Spending	\$157,788,079	\$205,332,427	\$225,473,161	\$235,430,321	\$242,493,231	\$258,343,766	\$281,901,497	\$309,592,274	\$333,130,337	\$354,076,574	\$374,679,584	\$3,526,269,244	\$2,970,211,992
Indirect/Induced Spending	\$84,490,759	\$109,974,274	\$120,764,441	\$126,098,002	\$129,880,942	\$138,338,204	\$150,948,509	\$165,770,238	\$178,370,382	\$189,583,147	\$200,611,317	\$1,888,083,209	\$1,590,355,596
Economic Output	\$242,278,838	\$315,306,700	\$346,237,602	\$361,528,323	\$372,374,173	\$396,681,970	\$432,850,006	\$475,362,512	\$511,500,719	\$543,659,721	\$575,290,901	\$5,414,352,453	\$4,560,567,588
Personal Income	\$87,981,987	\$114,501,401	\$125,733,718	\$131,286,431	\$135,225,024	\$144,052,462	\$157,186,679	\$172,624,862	\$185,748,244	\$197,426,601	\$208,913,288	\$1,966,187,868	\$1,656,141,262
Employment (full & part-time jobs)	2,744	3,572	3,922	4,096	4,219	4,492	4,902	5,383	5,792	6,156	6,514	61,308	-
Commonwealth Sales Tax	\$10,988,118	\$14,299,483	\$15,702,150	\$16,395,583	\$16,887,451	\$17,990,714	\$19,631,163	\$21,559,401	\$23,198,487	\$24,657,091	\$26,091,779	\$245,561,652	\$206,839,120
Louisville CVB	\$1,835,607	\$2,370,463	\$2,600,812	\$2,715,329	\$2,796,789	\$3,003,283	\$3,280,373	\$3,606,785	\$3,883,376	\$4,129,473	\$4,372,168	\$41,115,725	\$34,629,153
KICC Debt Service/KICC Expansion	\$1,835,607	\$2,370,463	\$2,600,812	\$2,715,329	\$2,796,789	\$3,003,283	\$3,280,373	\$3,606,785	\$3,883,376	\$4,129,473	\$4,372,168	\$41,115,725	\$34,629,153
KY Center for the Arts	\$930,459	\$1,213,882	\$1,333,314	\$1,392,251	\$1,434,018	\$1,523,782	\$1,662,190	\$1,824,763	\$1,963,101	\$2,086,212	\$2,207,201	\$20,778,377	\$17,502,345
Commonwealth Lodging	\$640,423	\$827,028	\$907,394	\$947,348	\$975,769	\$1,047,812	\$1,144,486	\$1,258,367	\$1,354,867	\$1,440,727	\$1,525,401	\$14,344,819	\$12,081,727
Total Taxes	\$16,230,213	\$21,081,320	\$23,144,481	\$24,165,841	\$24,890,816	\$26,568,873	\$28,998,584	\$31,856,101	\$34,283,206	\$36,442,977	\$38,568,717	\$362,916,298	\$305,681,498

SUMMARY OF ECONOMIC IMPACTS

SUMMARY OF ECONOMIC IMPACTS

The following exhibit presents a summary of the overall economic impacts associated with Phases I and II of the Updated Master Plan on an annual basis. As shown, total annual direct spending in Louisville/Jefferson County is estimated to increase from \$273.6 million to approximately \$445.3 million (approximately \$171.7 million in incremental direct spending), resulting in an increase from approximately \$421.6 million in total output in FY 2024 to nearly \$686.1 million in annual economic output (approximately \$264.5 million in incremental economic output). Over the 10-year period from FY 2027 through FY 2036, the Updated Master Plan is expected to result in more than \$6.6 billion (\$5.5 billion in net present value) in total economic output in the Louisville/Jefferson County area. Importantly, adjustments have been made to account for “net new” spending and tax revenue in Louisville/Jefferson County; however, it is estimated that approximately 60 percent of the quantified economic impacts projected for the Updated Master Plan would be “net new” to the Commonwealth of Kentucky.

A summary of the key cost/benefit projections associated with Phases I and II development and operations at the KEC are presented on the following page.

TOTAL ECONOMIC IMPACTS	Current KEC Operations			Projected FY 2025	Projected FY 2026	Phase I Opening	Year 2 FY 2028	Phase II Opening	Year 4 FY 2030	Year 5 FY 2031	Stabilized Year of Operations	Years 1-10 Cumulative	Years 1-10 NPV
	FY 2022	FY 2023	FY 2024			Year 1 FY 2027		Year 3 FY 2029			Year 6 FY 2032		
Net New Hotel Room Nights	478,746	578,992	617,444	625,269	625,269	661,551	706,233	762,237	802,385	830,479	856,202	8,043,895	-
Total Attendee Days	1,507,128	2,057,483	2,157,768	2,193,830	2,193,830	2,129,966	2,230,592	2,350,984	2,439,103	2,504,882	2,562,998	24,470,519	-
Net New Non Local Visitor Days	1,006,129	1,286,440	1,374,653	1,393,492	1,393,492	1,425,190	1,502,073	1,591,171	1,655,515	1,704,715	1,747,837	16,617,849	-
Direct Spending	\$194,680,684	\$251,346,179	\$273,630,575	\$303,608,639	\$361,281,268	\$342,170,370	\$398,716,071	\$369,611,087	\$397,036,278	\$421,372,114	\$445,282,993	\$4,292,973,802	\$3,627,107,242
Indirect/Induced Spending	\$105,594,178	\$135,957,551	\$147,968,774	\$163,707,093	\$193,402,745	\$184,199,460	\$213,861,097	\$199,951,358	\$214,776,056	\$227,923,142	\$240,837,352	\$2,319,349,324	\$1,959,324,543
Economic Output	\$300,274,862	\$387,303,730	\$421,599,349	\$467,315,732	\$554,684,012	\$526,369,830	\$612,577,168	\$569,562,444	\$611,812,334	\$649,295,256	\$686,120,345	\$6,612,323,126	\$5,586,431,784
Personal Income	\$109,339,132	\$140,926,694	\$153,396,581	\$171,706,910	\$208,265,536	\$194,628,338	\$228,850,794	\$207,274,998	\$222,649,310	\$236,287,030	\$249,684,808	\$2,415,301,024	\$2,041,539,133
Employment (full & part-time jobs)	3,397	4,385	4,774	5,187	5,876	5,764	6,560	6,444	6,922	7,346	7,762	74,247	-
Commonwealth Sales Tax	\$13,581,536	\$17,528,007	\$19,081,272	\$21,163,246	\$25,158,125	\$23,845,812	\$27,772,464	\$25,775,790	\$27,688,146	\$29,384,943	\$31,052,052	\$299,326,716	\$252,894,276
Louisville CVB	\$1,835,607	\$2,370,463	\$2,600,812	\$2,715,329	\$2,796,789	\$3,003,283	\$3,280,373	\$3,606,785	\$3,883,376	\$4,129,473	\$4,372,168	\$41,115,725	\$34,629,153
KICC Debt Service/KICC Expansion	\$1,835,607	\$2,370,463	\$2,600,812	\$2,715,329	\$2,796,789	\$3,003,283	\$3,280,373	\$3,606,785	\$3,883,376	\$4,129,473	\$4,372,168	\$41,115,725	\$34,629,153
KY Center for the Arts	\$930,459	\$1,213,882	\$1,333,314	\$1,392,251	\$1,434,018	\$1,523,782	\$1,662,190	\$1,824,763	\$1,963,101	\$2,086,212	\$2,207,201	\$20,778,377	\$17,502,345
Commonwealth Lodging	\$640,423	\$827,028	\$907,394	\$947,348	\$975,769	\$1,047,812	\$1,144,486	\$1,258,367	\$1,354,867	\$1,440,727	\$1,525,401	\$14,344,819	\$12,081,727
Total Taxes	\$18,823,631	\$24,309,844	\$26,523,604	\$28,933,504	\$33,161,491	\$32,423,971	\$37,139,885	\$36,072,490	\$38,772,864	\$41,170,829	\$43,528,991	\$416,681,362	\$351,736,654

SUMMARY OF KEY KEC PROJECTIONS

SUMMARY OF KEY PERFORMANCE PROJECTIONS ASSOCIATED WITH UPDATED MASTER PLAN FACILITIES AT KENTUCKY EXPOSITION CENTER

(Shown in Terms of Nominal/Actual Dollars, All Figures Represent Annual Amounts Occurring Upon Assumed Stabilization of Operations at Year 6, or 2032)



ANNUAL EVENTS

215



ANNUAL EVENT DAYS

547



ANNUAL ATTENDANCE

2.6M



ANNUAL DIRECT SPENDING

\$445M

+

ANNUAL INDIRECT/INDUCED SPENDING

\$241M

=

ANNUAL ECONOMIC OUTPUT

\$686M



ANNUAL OPERATING REVENUE

\$63.5M



ANNUAL PERSONAL INCOME

\$250M



ANNUAL EMPLOYMENT (FULL & PART-TIME JOBS)

7,800



ANNUAL HOTEL RM NIGHTS

856,200



ANNUAL REVENUE ALLOCATED TOWARD KICC DEBT SERVICE

\$4.4M



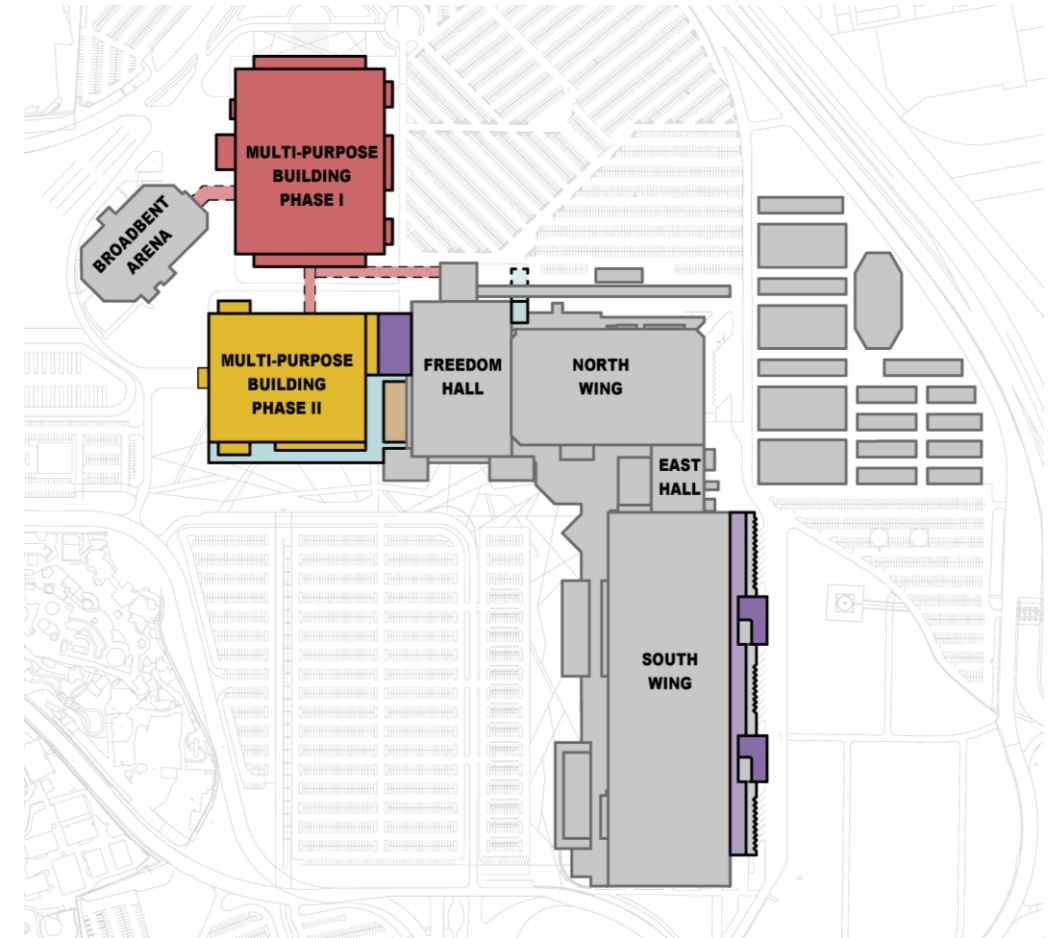
ANNUAL COMMONWEALTH SALES TAX REVENUE

\$31.1M

POTENTIAL P3 INVESTMENT OPPORTUNITIES

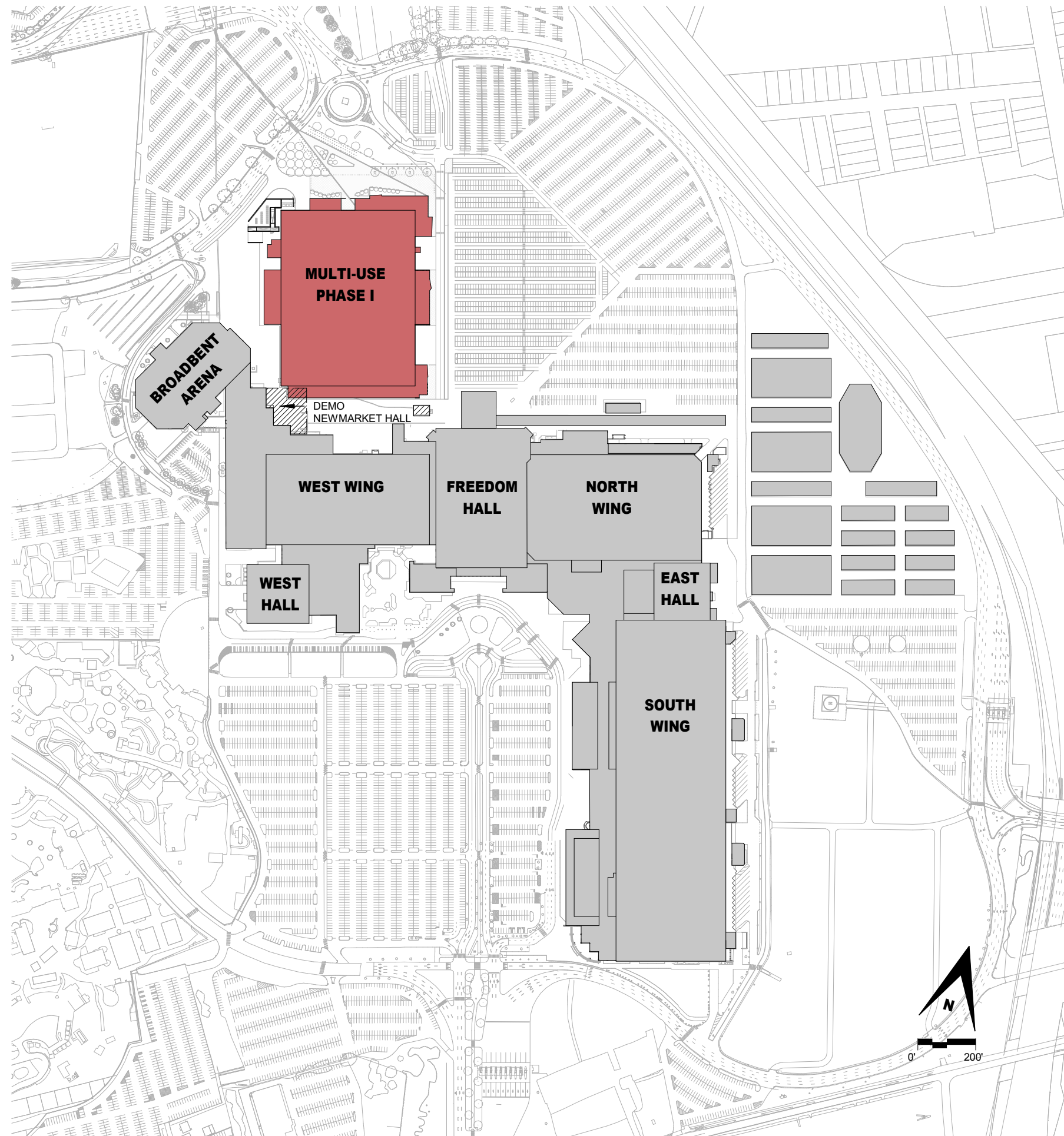
The planned public investment in the site, combined with the excess land anticipated to be available for potential development, could present many potential P3 opportunities to facilitate private investment and partnerships totaling more than \$300 million based on the following opportunities:

- **CROWNE PLAZA LOUISVILLE AIRPORT RENOVATION:**
\$25 million renovation of existing Crowne Plaza to align with current market demand.
- **KENTUCKY KINGDOM RENOVATION:**
\$8 million investment in winter attractions have been implemented; another \$25 million in investments to be announced over the next several months.
- **HILTON GARDEN INN LOUISVILLE AIRPORT PLANNED RENOVATION:**
Planned \$11 million renovation of existing Hilton Garden Inn to align with current market demand.
- **NEW HOTEL DEVELOPMENT:**
Estimated \$200 million development of a potential new 200-400 room hotel adjacent to new and enhanced facilities.
- **RETAIL & ENTERTAINMENT OPPORTUNITIES:**
Estimated \$2 to \$4 million in private investment in supporting retail for visitors (and community) as well as potential Kentucky Kingdom enhancements.
- **EQUIPMENT & CAPITAL LEASES:**
Estimated \$40 million in private investment to supply key mechanical and/or specialized equipment on site.
- **SPONSORSHIPS, ADVERTISING & GIFTS:**
Estimated \$1 to \$5 million in enhanced private opportunities for corporate and philanthropic partnerships in site.



SCHMIDT
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Kentucky Exposition Center Phase I Expansion & Renovation Talking Points

This information is preliminary and based on the concepts unveiled on August 22, 2024.

Talking Points Updated as of 1/31/25.

General Info on Phase I – \$180 Million Estimated Cost

- 350,000 total square foot multi-purpose building including:
 - 280,000sf contiguous Class A exhibit space
 - 50,000sf of meeting rooms, food service, restrooms and back of house areas.
 - Climate-controlled: heated and air-conditioned
 - Ceiling heights consistent with other Class A exhibit halls in KEC
 - Overhead doors and loading docks to streamline load-in/out
 - Mechanical room columns to be more consistent with other spaces in KEC
 - Power via floor pockets (consistent with other KEC spaces)
 - Defined entry points on the northeast and southeast sides of the building to help with public entry and wayfinding.
 - Mother’s room, accessible and family restrooms
 - Opportunities for windows/natural light in the exhibit space

What Does Phase I Mean for Events?

This list is general and contains preliminary information.

Agriculture Events (within Phase I spaces, not including existing space)

This list is general and contains preliminary information.

1. Meeting space for judge/ lounges, study halls, testing rooms, and event management needs
2. Dedicated wash rack space
3. Covered walkway connections to Broadbent and Freedom Hall
4. Ability to re-configure space and equipment based on livestock/horse show needs.

Sporting Events (within Phase I spaces, not including existing space)

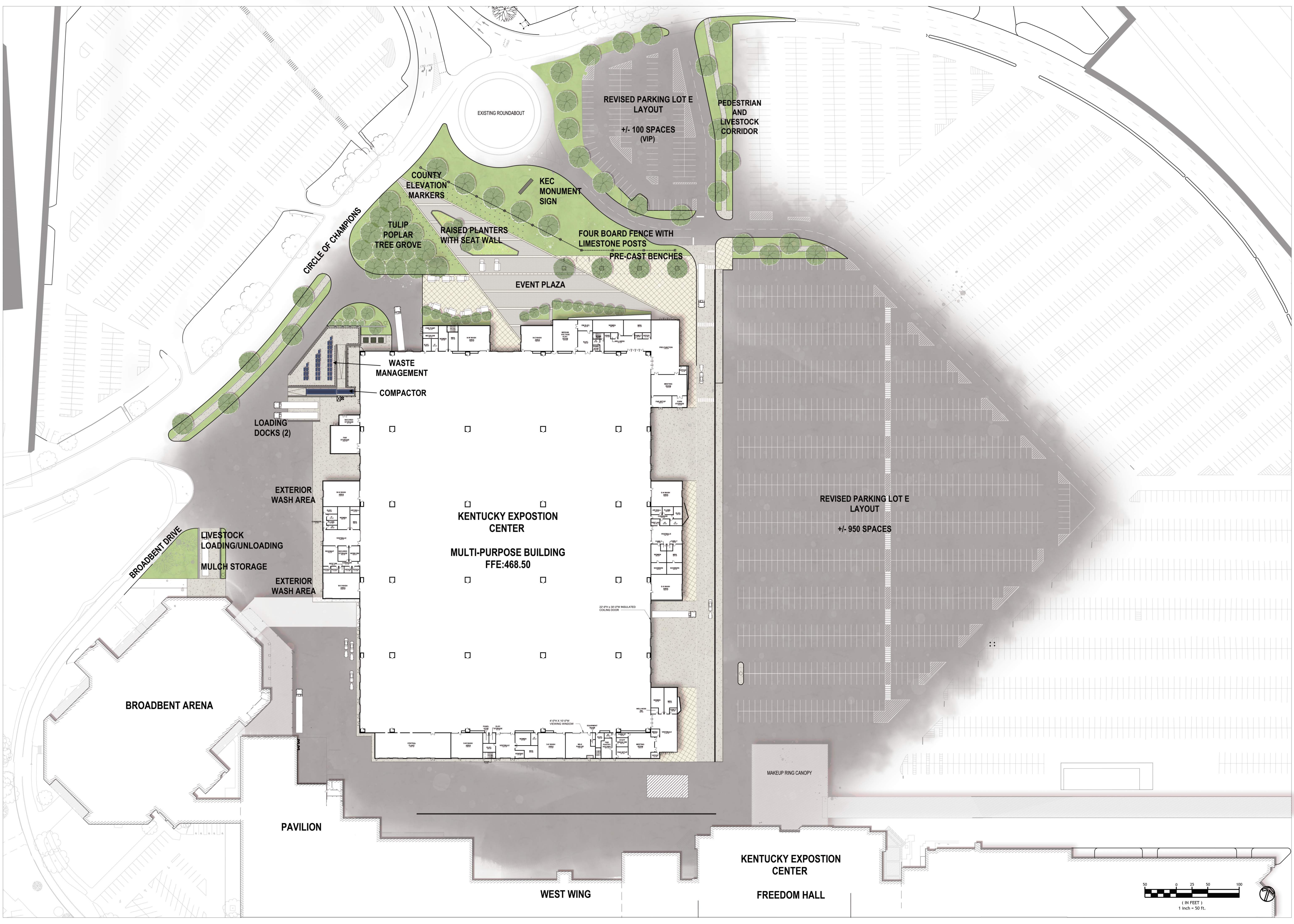
For perspective, Phase I is equivalent to the size of six football fields. This list is general and contains preliminary information.

1. Ability to host up to 35+ NCAA-sized volleyball courts, at one time
2. Ability to host up to 20+ NCAA-sized basketball courts, at one time
3. Ability to host 30+ junior-sized basketball courts, at one time
4. Meeting space for referee/coach lounges, media lounges, player lounges, and event management needs

Trade Shows Events (within Phase I spaces, not including existing space)

This list is general and contains preliminary information.

1. Ability to host up to 1,500+ 10'x10' spaces
2. Meeting space for lectures/seminars, specialty showcases, vendor lounges, media lounges, and other event management needs
3. Pre-function space suitable for registration



EXISTING ROUNDABOUT

REVISED PARKING LOT E LAYOUT
+/- 100 SPACES (VIP)

PEDESTRIAN AND LIVESTOCK CORRIDOR

COUNTY ELEVATION MARKERS

KEC MONUMENT SIGN

TULIP POPLAR TREE GROVE

RAISED PLANTERS WITH SEAT WALL

FOUR BOARD FENCE WITH LIMESTONE POSTS

PRE-CAST BENCHES

CIRCLE OF CHAMPIONS

EVENT PLAZA

WASTE MANAGEMENT

COMPACTOR

LOADING DOCKS (2)

EXTERIOR WASH AREA

KENTUCKY EXPOSITION CENTER

MULTI-PURPOSE BUILDING
FFE:468.50

REVISED PARKING LOT E LAYOUT
+/- 950 SPACES

BROADBENT DRIVE

LIVESTOCK LOADING/UNLOADING

MULCH STORAGE

EXTERIOR WASH AREA

BROADBENT ARENA

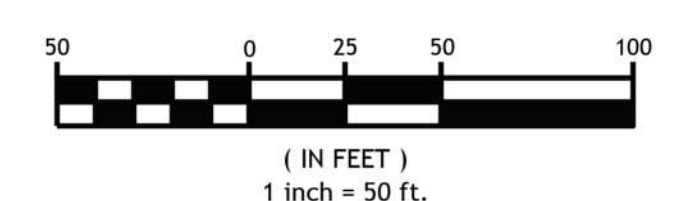
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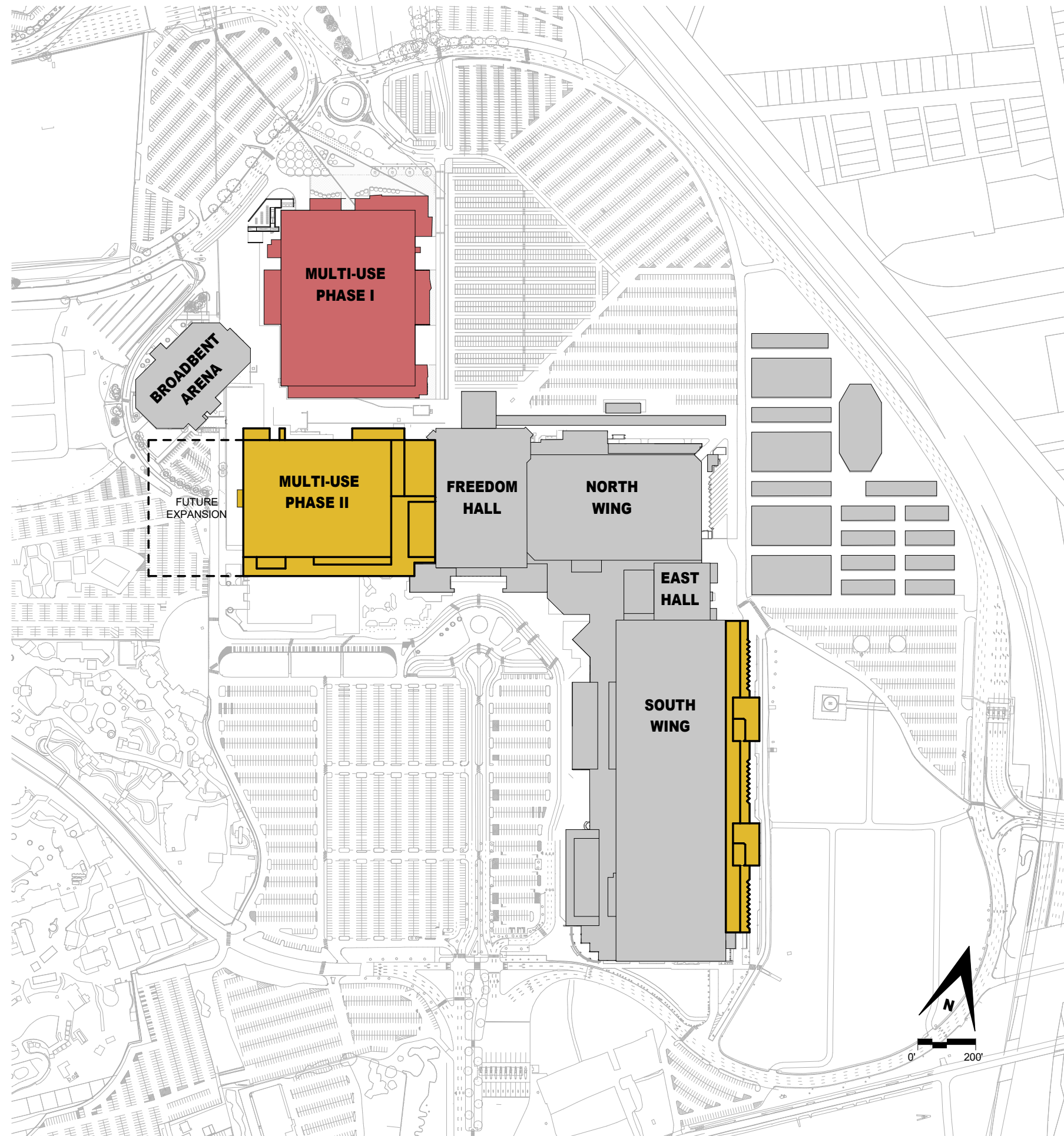
MAKEUP RING CANOPY

KENTUCKY EXPOSITION CENTER

WEST WING

FREEDOM HALL







Kentucky Exposition Center Phase II Expansion & Renovation Talking Points

*This information is preliminary and based on the concepts unveiled on August 22, 2024.
Talking Points Updated as of 1/31/25.*

General Info on Phase II – \$213 Million Estimated Cost

- 249,000 total square foot multi-purpose building including:
 - 207,000sf usable Class A exhibit space
 - Climate-controlled: heated and air-conditioned
 - Ceiling heights consistent with other Class A exhibit halls in KEC
 - Overhead doors and loading docks to streamline load-in/out
 - Mechanical room columns to be more consistent with other spaces in KEC
 - Power via floor pockets (consistent with other KEC spaces)
 - Defined entry point on the south side of the building to help with public entry and wayfinding.
 - Mother’s room, accessible and family restrooms
 - Opportunities for windows/natural light in the exhibit space
 - Additional Meeting Rooms
 - Food and Beverage improvements to the west side of the campus
 - New pre-function/entry space with interior connections to Freedom Hall
- **South Wing improvements within Phase II**
 - Food and Beverage enhancements to the South Wing
 - Enclosing and reconfiguring the current dock for better access and more back-of-house/behind-the-scenes circulation to minimize disruptions to the show floor.

What Does Phase II Mean for Events?

This list is general and contains preliminary information.

Agriculture Events (within Phase II spaces, not including existing space)

This list is general and contains preliminary information.

1. Meeting space for judge/ lounges, study halls, testing rooms, and event management needs
2. dedicated wash rack space

3. Covered walkway connections to Phase I Multi-Use Building and Freedom Hall
4. Ability to re-configure space and equipment based on livestock/horse show needs

Sporting Events (within Phase II spaces, not including existing space)

For perspective, Phase I is equivalent to the size of six football fields. This list is general and contains preliminary information.

1. 25+ NCAA-sized volleyball courts, at one time
2. 20+ NCAA-sized basketball courts, at one time
3. 25+ junior-sized basketball courts, at one time
4. Meeting space for referee/coach lounges, media lounges, player lounges, and event management needs

Trade Shows Events (within Phase II spaces, not including existing space)

This list is general and contains preliminary information.

1. 600+ 10'x10' spaces
2. Meeting space for lectures/seminars, specialty showcases, vendor lounges, media lounges, and other event management needs.
3. Pre-function space suitable for registration



KENTUCKY
EXPOSITION
CENTER

ONE HECKUVA GOOD TIME
10 YEARS 120 COUNTIES
ONE HECKUVA GOOD TIME

equip OCTOBER 15-18, 2024
LOUISVILLE, KENTUCKY



KENTUCKY VENUES

BRINGING PEOPLE TOGETHER

LEARN MORE

KENTUCKY VENUES

The digital display features a large image of a gymnast in mid-air, wearing a white and blue leotard with the number 102. The text 'BRINGING PEOPLE TOGETHER' is prominently displayed in white on a blue background. Below it is a red button with the text 'LEARN MORE'. At the bottom, the 'KENTUCKY VENUES' logo is visible. People are seen interacting with the display, including a man carrying a child on his shoulders and a woman taking a photo.



KENTUCKY
EXPOSITION
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KENTUCKY
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KENTUCKY
EXPOSITION
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Property Ranking Calendar Year

Jan 1 - Dec 31, 2024

Property:

 **Kentucky Exposition Center**
937 Phillips Ln, Louisville, KY 40209

Applied Filters:

Length of Stay: All Visits

Property Ranking Calendar Year

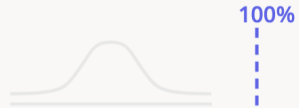
Jan 1 - Dec 31, 2024

Ranking Overview

Kentucky Exposition Center
937 Phillips Ln, Louisville, KY 40209

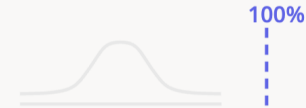
Nationwide

1 / 212



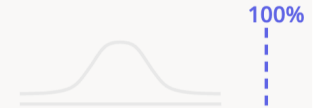
Kentucky

1 / 4



15mi

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Category: Halls & Auditoriums | Visits | Jan 1st, 2024 - Dec 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Property Ranking Calendar Year

Jan 1 - Dec 31, 2024

Ranking Index

● Kentucky Exposition Center

937 Phillips Ln, Louisville, KY 40209

of Properties: 212

Rank	Name	Visits
1	Kentucky Exposition Center / 937 Phillips Ln, Louisville, KY 40209	4.57M
2	Pennsylvania Convention Center / 1101 Arch St, Philadelphia, PA 19107	3.66M
3	McCormick Place Convention Center / 2317 S Indiana Ave, Chicago, IL 60616	3.4M
4	One Convention Place / 701 Pike St, Seattle, WA 98101	3.16M
5	Mandalay Bay Convention Center / 3950 Las Vegas Blvd S, Orlando, FL 89119	3.1M
6	Red Rocks Amphitheatre / 18300 W Alameda Pkwy, Morrison, CO 80465	2.68M
7	Bellagio Convention Area / 3600 South Las Vegas Boulevard, Las Vegas, NV 89109	2.4M
8	Las Vegas Convention Center / 3150 Paradise Rd, Las Vegas, NV 89109	2.4M
9	Los Angeles Convention Center / 1201 S Figueroa St, Los Angeles, CA 90015	2.22M
10	Anaheim Convention Center / 800 W Katella Ave, Anaheim, CA 92802	2.13M

Hiding 202 results

* Ranking only supports 'full-months' - filters and custom dates are ignored.

Category: Halls & Auditoriums | Nationwide | Visits | Jan 1st, 2024 - Dec 31st, 2024
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