



TOURISM, ARTS, & HERITAGE CABINET

Frank Jemley, Chief of Staff
John Cox, Communications Director

Kentucky Horse Park
Kentucky Center for the Arts
Kentucky Dept. of Fish & Wildlife Resources

Presentations to the
Interim Joint Committee on
Small Business, Tourism, and
Information Technology

Thursday, July 11, 2019



Laura Prewitt
Executive Director



Events

6 new events were added this year to the already 200 annual events.

The Park hosted its first ever horse show, The Kentucky Horse Park Spring Opener.





EQUITANA USA



KENTUCKY HORSE PARK

FOR MORE INFORMATION VISIT EQUITANAUSA.COM KYHORSEPARK.COM







Campground

The Kentucky Horse Park Campground welcomes an average **40,000 campers** each year.

Campers from all 50 states and Canada

Kentucky residents account for 44% of reservations

Total number of nights: 44,108

Average length of stay: 3 nights

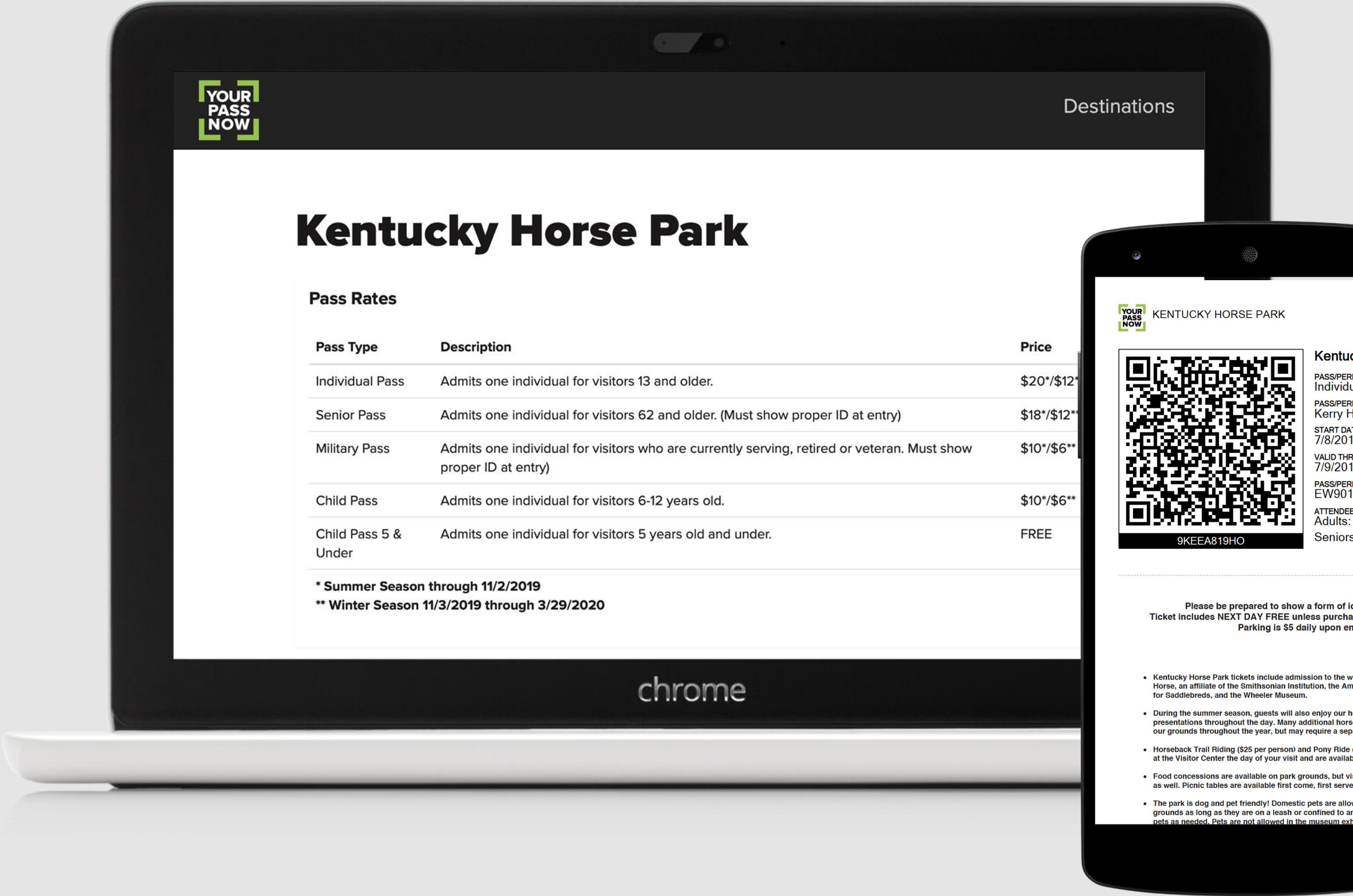


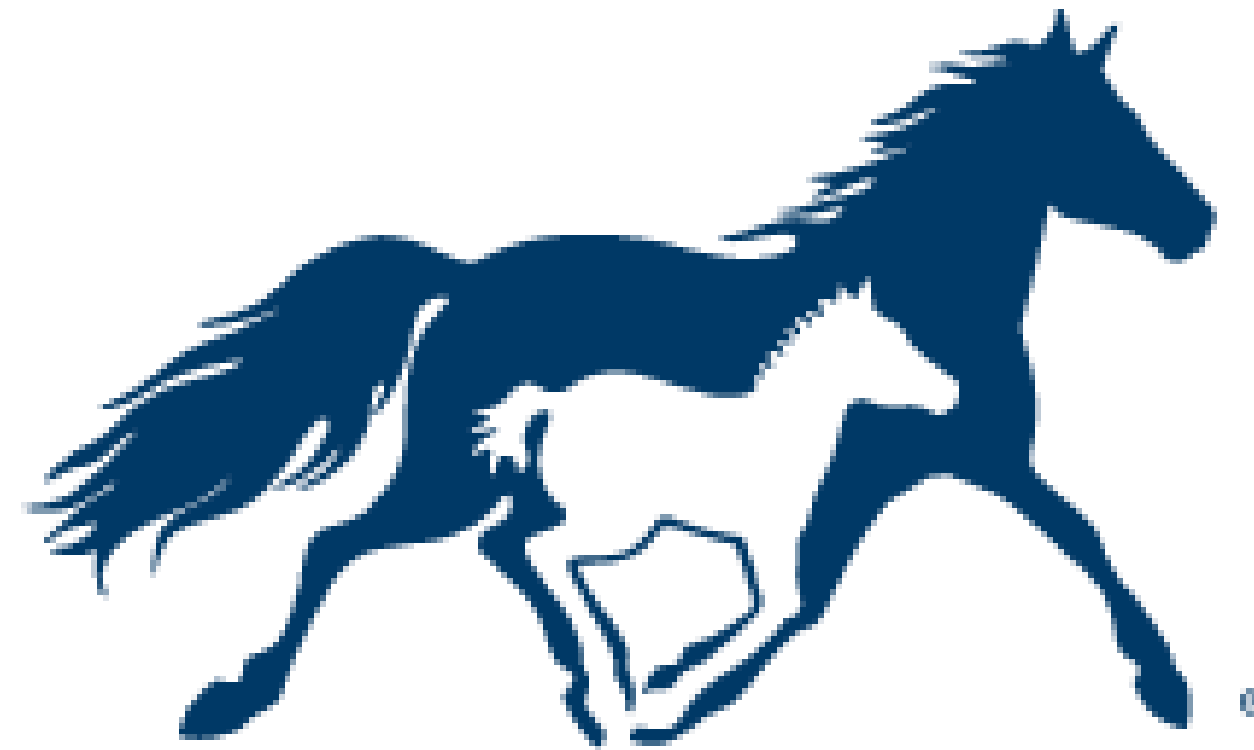
Group Tours

176 tour groups from 35 states and Canada brought over 6,000 guests.

Online Ticketing Solution

Daily, Annual and Parking passes will be available at KYHorsePark.com early August through Kentucky Interactive and YourPassNow.gov





KENTUCKY
HORSE PARK

kyhorsepark.com



Kim Baker

President



Our History

For 35 years, The Center has maintained its single true mission, since ground was broken at 501 West Main Street in Downtown Louisville.

- 1980: The KY General Assembly and Gov. John Y. Brown developed a plan to build the \$33.5 million Kentucky Center for the Arts
- They rejected previous plans in which the state would underwrite the entire cost of the project and embraced a concept to create a public-private partnership

“Completion of The Kentucky Center is the end of one great adventure. The Center’s cultural contributions in the years ahead will, I believe, extend beyond all of our imaginations.”

- Wendell Cherry





Governance

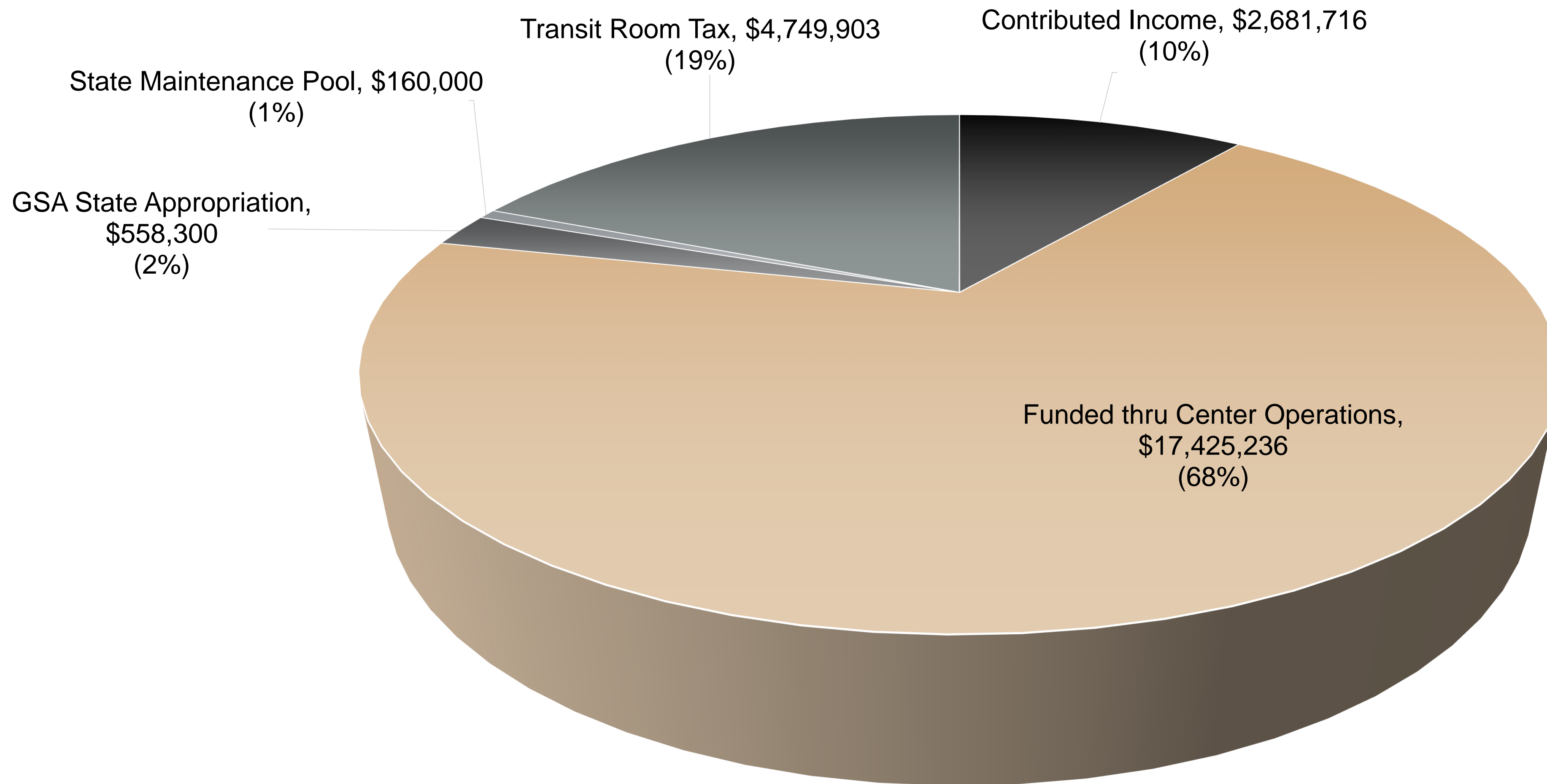
Kentucky Center for the Arts Corp

- Established in 1980 as a 501 C-3 to promote the growth and development of the arts, while serving as a catalyst for tourism and talent attraction
- Board of Directors appointed by the Governor
- Administratively attached to the Tourism, Arts, and Heritage Cabinet
- Created to supervise construction of The Kentucky Center for the Arts – in conjunction with the Finance and Administration Cabinet – to provide all management functions for the facility and for any other property acquired or leased pursuant to its powers
- Kentucky Center is not included in the state's personnel or pension systems and is considered a component unit of the Commonwealth

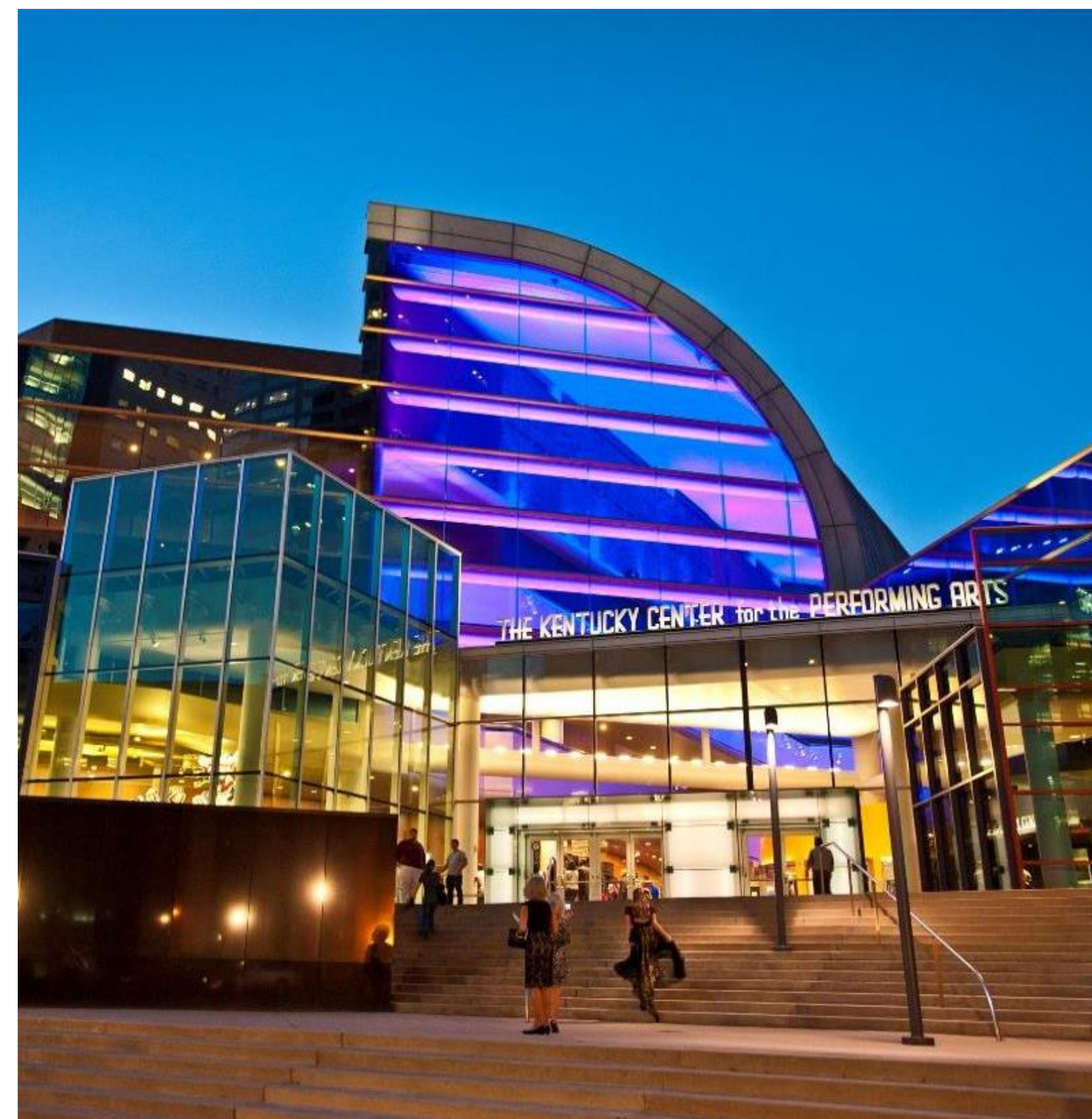


Sources of Funds

FY20 Budget



- FY 1983 Budget \$3,000,000
- FY 2020 Budget: \$25,415,155
- 2008/2009 : \$8,954,000 Major Maintenance Renovation
- 2014/2015: \$2,200,000 Roof Replacement



The Kentucky Center

Whitney Hall-2,450 seats

Bomhard Theater-619 seats

MeX Theater-138 seats



Brown Theatre on Broadway

1,441 seats



Old Forester's Paristown Hall

2,000 person standing room



Family of Venues





OLD FORESTER'S PARISTOWN HALL



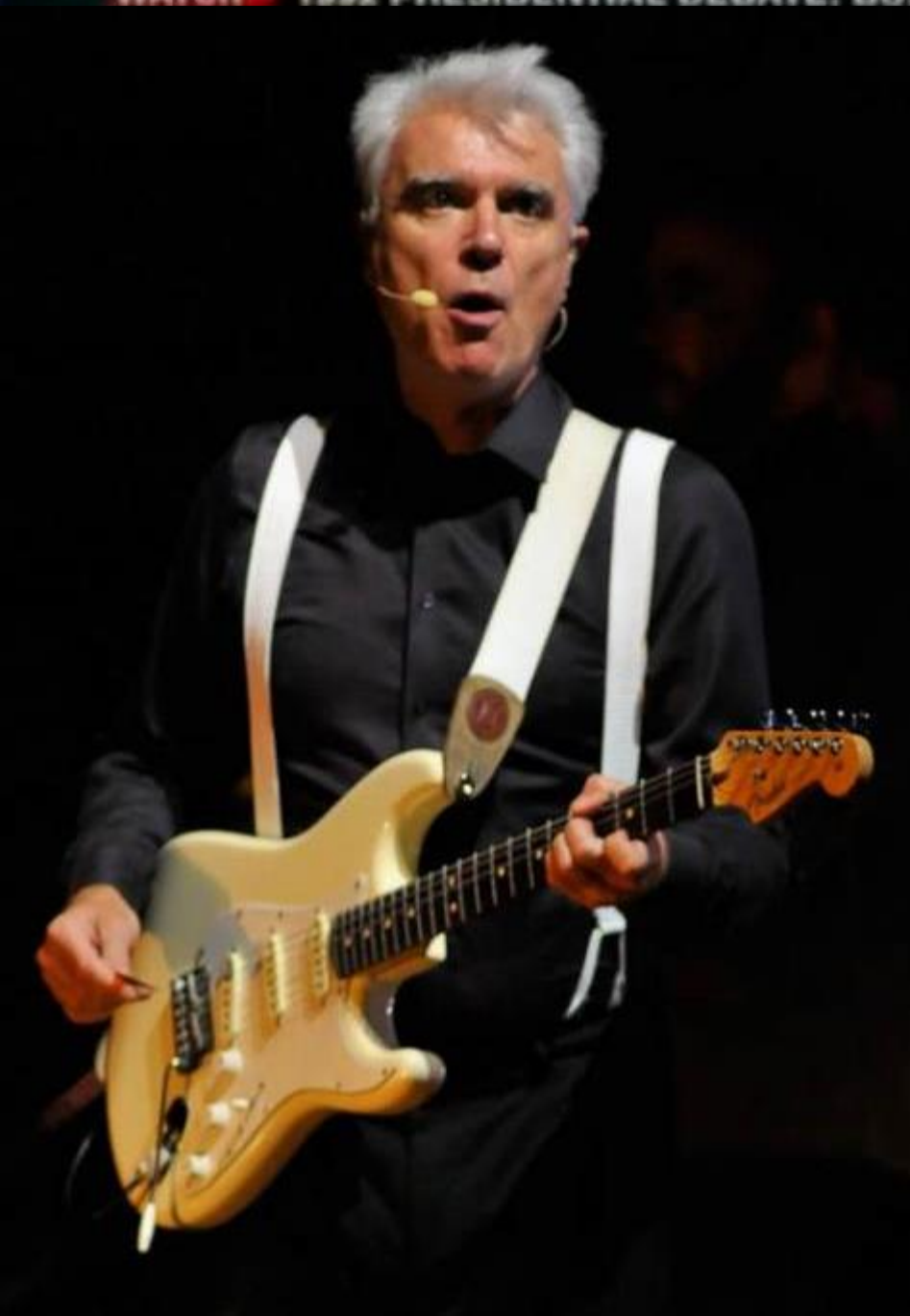


Old Forester's Paristown Hall

- Part of a Larger \$32 M dollar development project that is receiving Tourism Tax Incentives. Paristown Preservation Trust is the larger developer.
- Kentucky Center Corp is anchor tenant operating a \$12 M standing room venue.
- Venue financed through private donations and private commercial loan with guaranteed payments coming from the Foundation.
- Will attract national music artists that are currently bypassing the region and serve as a non traditional performance venue for local and regional arts organizations.
- Will attract local, regional, and national audiences.
- Venue will open to the public on July 23

No state dollars were used to build Old Forester's Paristown Hall

Performances, Events, Conferences and Conventions

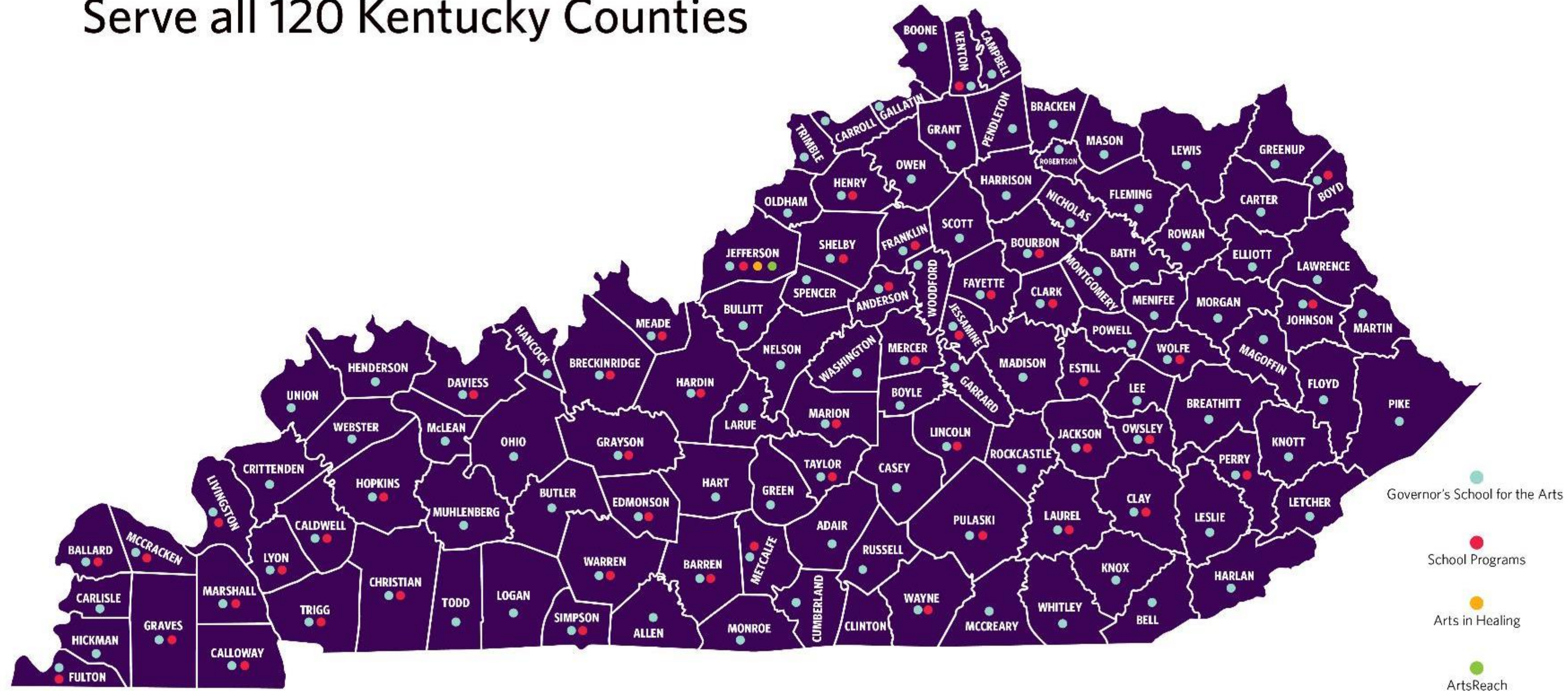




Statewide Outreach

The Kentucky Center's nationally recognized Education and Community Arts Programs – ArtsReach, Arts in Healing School Programs and Governor's School for the Arts provide hands-on arts instruction, performance opportunities and ticket subsidies to ensure the arts are accessible to all. Through these programs, the Center reaches out to every county in the Commonwealth

Education and Community Arts programs
Serve all 120 Kentucky Counties





The Kentucky Center Governor's School for the Arts

- Founded in 1987
- More than 6,200 graduates, serving all of Kentucky's 120 counties
- Throughout it's 32 year history, GSA has been hosted at Bellarmine University, Centre College and Transylvania University
- Currently, at the University of Kentucky





The Kentucky Center Governor's School for the Arts



98% of GSA students attend college



92% receive a scholarship,
averaging \$20K



59% enrolled in Kentucky based college/university

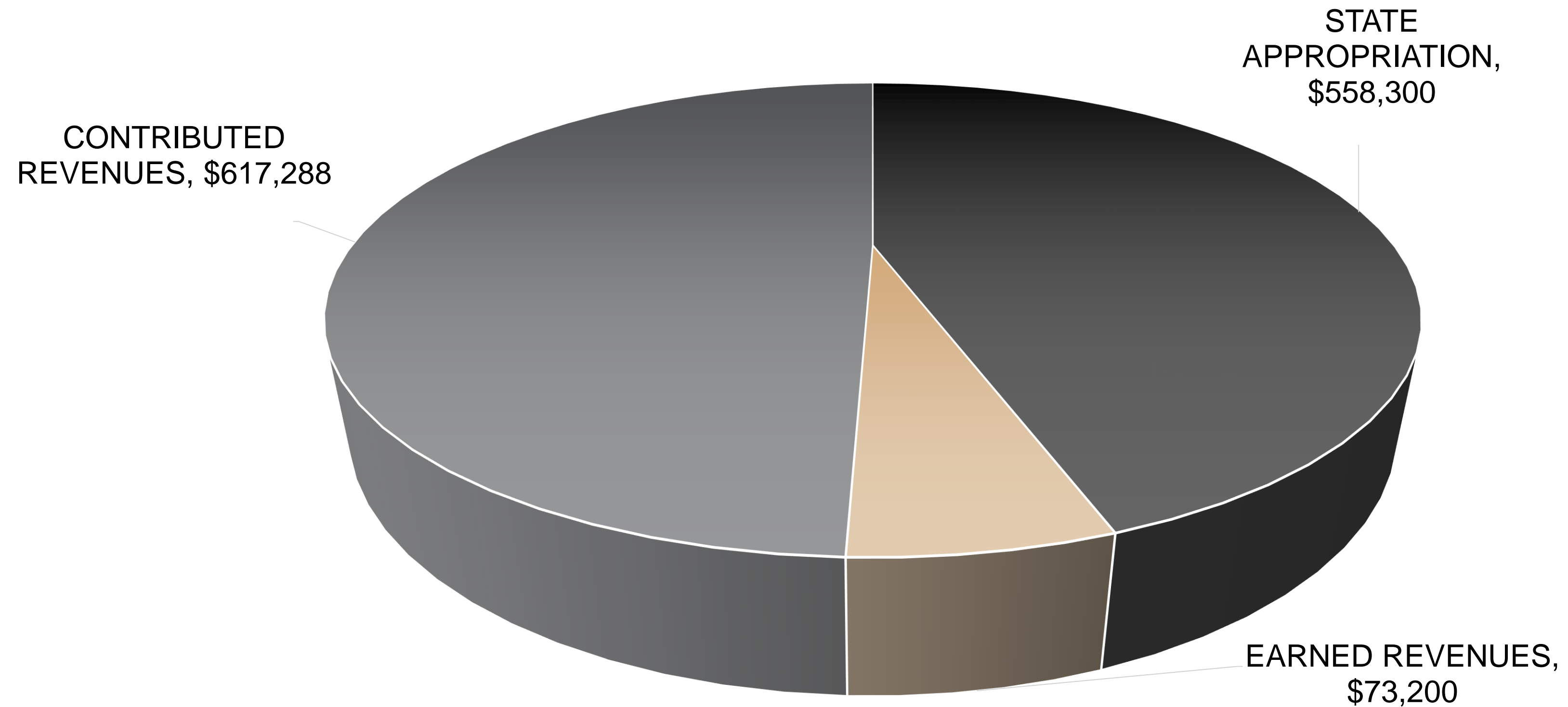
Schools Offering Scholarships to GSA Students:

- Art Academy of Cincinnati
- Asbury University
- Bellarmine University
- Campbellsville University
- Centre College
- DePauw University School of Music
- Eastern Kentucky University
- Georgetown College
- Kansas City Art Institute
- Kentucky College of Art + Design at Spalding University
- Kentucky State University
- Kentucky Wesleyan College
- Lindsey Wilson College
- Marlboro College
- Midway University
- Morehead State University
- Murray State University
- Northern Kentucky University
- Salem College
- Spalding University
- Thomas More College
- Transylvania University
- University of Indianapolis
- University of Kentucky
- University of Louisville
- University of Pikeville
- University of Southern Indiana
- Watkins College of Art, Design & Film
- Western Kentucky University



The Kentucky Center Governor's School for the Arts

FY20 Budget



- FY20 budget \$1,248,783.00
- GSA serves 256 Kentucky students annually, but twice that are qualified
- This year, we received more than 2,000 applications



The Kentucky Center Governor's School for the Arts

GSA Alumnae are doing amazing things across the Commonwealth and nation



- **Kevin Olusula**, member of Grammy winning group Pentatonix, Daviess County
- **Josh Bunch**, Kentucky State Police Detective, Whitley County
- **Kayla Rae Whitaker**, author *The Animators*, Montgomery County
- **Will Gump**, Neurosurgeon at Kosair Children's Hospital, Madison County
- **LaNia Roberts**, Featured Motivational Speaker, Jefferson County
- **Alex Franke**, Miss Kentucky, founded *Adopt an Art* non-profit, Fayette County
- **Nath Milburn**, Animator for Nickelodeon, Boyle County
- **Fowler Black**, Sales Director of the Paducah Convention and Visitors Bureau, McCracken County
- **Jim Higdon**, author *Cornbread Mafia*, Marion County



- 1,500 EVENTS
- 500,000 PEOPLE A YEAR
- 24% OF TICKETS SOLD TO PATRONS OUTSIDE OF KENTUCKY
- ALL KENTUCKY COUNTIES SERVED

ECONOMIC IMPACT

BROADWAY
\$485,000,000 SINCE 1980

2018-19 BROADWAY SEASON
ALONE CREATING \$53,000,000
IN LOCAL ECONOMIC IMPACT

Based on Touring Broadway League report that, on average, Broadway tours contribute an economic impact 3.3 times the gross ticket sales to the local metropolitan area's economy





Looking to the Future

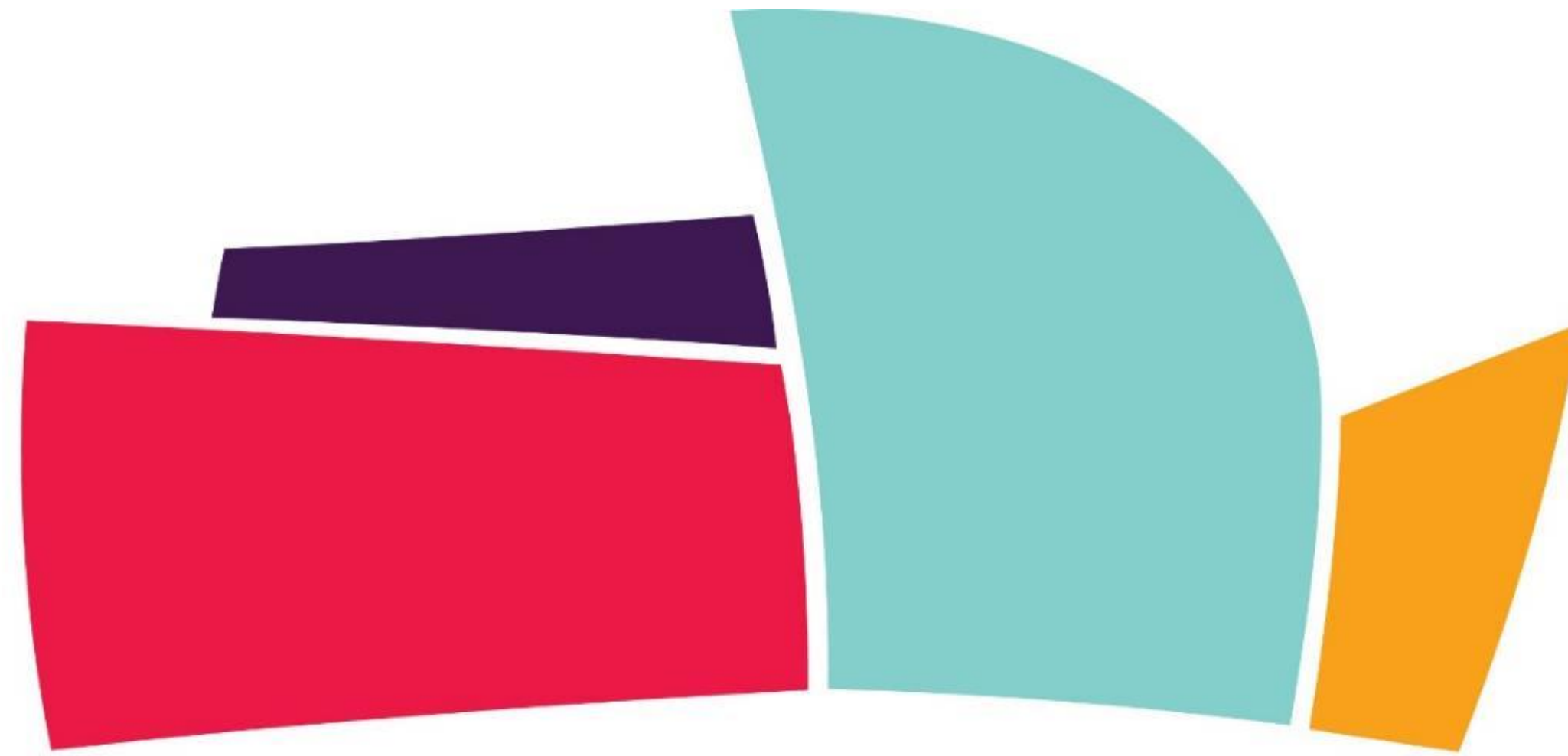
- Increase the number of students served through GSA
- Invest in our Kentucky Center Master Plan
 - Security
 - Customer Experience
 - Technology





- The Kentucky Center is a symbol of our Commonwealth's commitment to arts and culture.
- The Center drives economic development, stimulating the local economy, attracting tourists, and improving quality of place.
- Creates opportunities and pathways to success for young people.

THANK YOU!



the Kentucky Center

kentuckycenter.org



Enhancing Two-Way Communications with the Kentucky Department of Fish and Wildlife Resources

Rich Storm
Commissioner

Today's Topics

- ▶ **Public Relations and Transparency**

- ▶ **Updates**

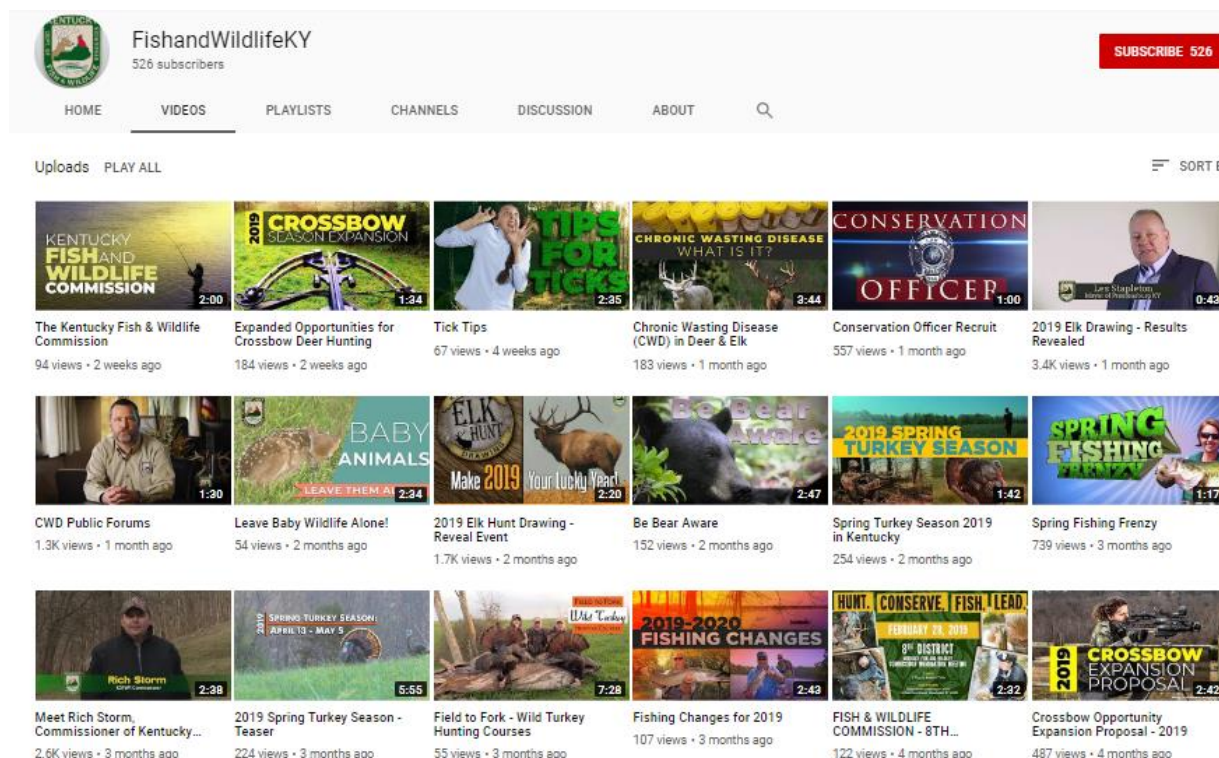
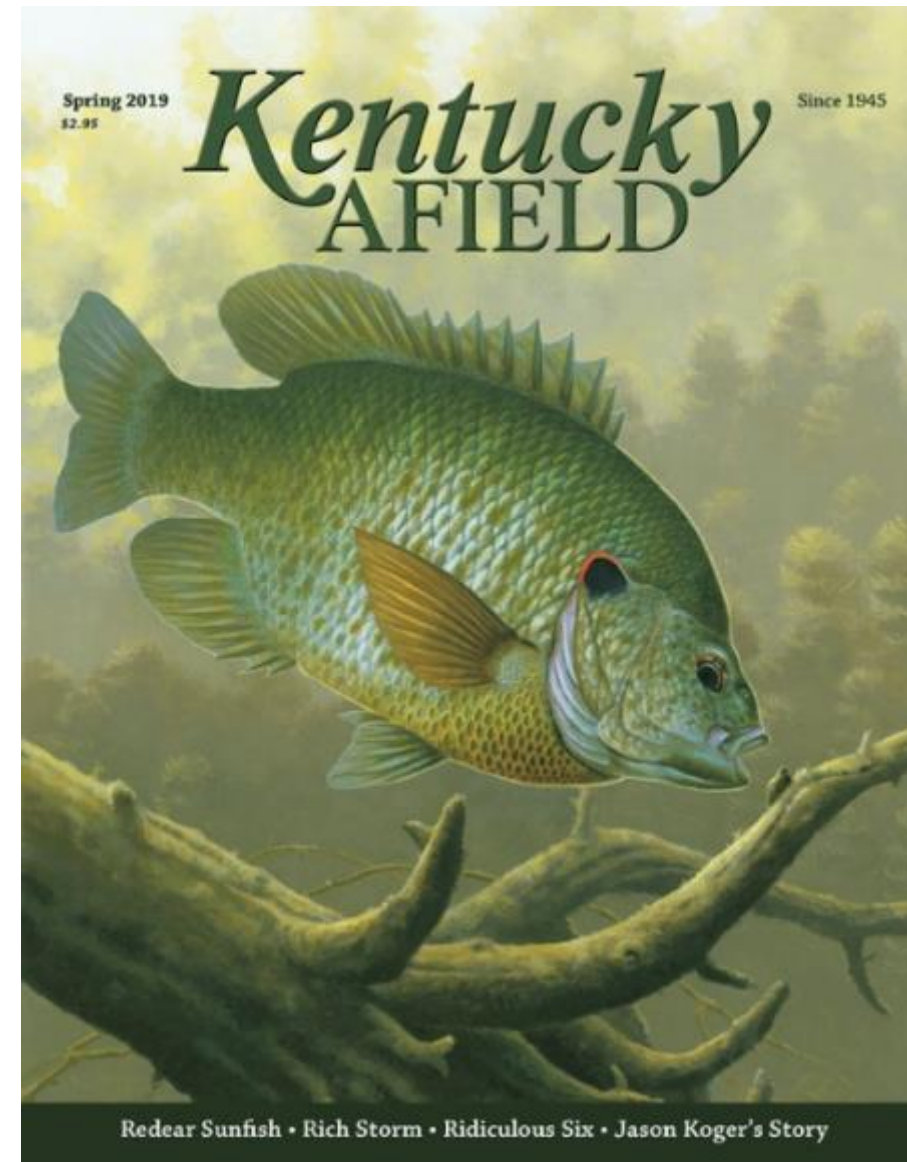
- ▶ Asian Carp
- ▶ Chronic Wasting Disease
- ▶ Boater Safety
- ▶ Summer Camps





Public Relations and Transparency

What Are Our Platforms?



Kentucky Tourism, Arts and Heritage Cabinet
Department of Fish and Wildlife Resources

FOR IMMEDIATE RELEASE

Contact: Kevin Kelly
kevinkelly@ky.gov
1-800-858-1549

Kentucky Fish and Wildlife Committee Meetings Set for May 10

Agenda includes discussions about elk permits, possible regulation changes

FRANKFORT, Ky. (May 3, 2019) - Members of the Kentucky Fish and Wildlife Commission will conduct committee meetings starting at 8:30 a.m. (Eastern) Friday, May 10 on the campus of the Kentucky Department of Fish and Wildlife Resources in Frankfort. Meetings are open for the public.

The agenda for the Administration, Education and Policy Committee includes planned discussions about special commission permits, a possible free registration requirement for cervid meat processors and proposed changes to hunter education.



Raising Awareness, Building Support

▶ EXTERNAL COMMUNICATIONS

- ▶ Producing informational videos (25 videos, more than 350,000 Facebook views this year)
- ▶ Generating statewide news releases previewing committee and Commission meetings
- ▶ Post extended meeting agendas available on fw.ky.gov
- ▶ Recaps of quarterly Commission meetings distributed statewide
- ▶ Video archive of Committee, Commission meetings now available on fw.ky.gov
- ▶ Quarterly financial reports posted on fw.ky.gov
- ▶ Media contacts page on fw.ky.gov, media hotline and email (fwmedia@ky.gov)
- ▶ Re-imagined promotion of District Commission nomination meetings

▶ INTERNAL COMMUNICATIONS

- ▶ Email updates to department staff so they can better help answer the public's questions

▶ SOCIAL MEDIA





- ▶ What is it?
- ▶ In short, it's a communications tool that can help us better reach and engage our customers and staff through electronic communications. Even better, we already subscribe to it.
- ▶ We've been using this service for marketing purposes with good success and are utilizing it more to deliver information to the public.

Three chances to take a Kentucky Elk! **TAKE YOUR PICK!** \$10 PER ENTRY

[APPLY NOW](#) for the 2019 Kentucky Elk Hunt Drawing. Today is your last chance!

- Take Your Pick -- Apply for any or all available permit types
- Only \$10 per application
- NEW - The Archery/Crossbow Permit is now either-sex (bull or cow!)
- Ages 15 & younger may also apply for Youth Either-Sex Permits (25 now available)
- Random Drawing -- Results will be announced on May 18:
 - 1) Live at the [Elk Drawing Reveal event](#) in Prestonsburg's [Mountain Arts Center](#)
 - 2) In applicants' "My Profile" accounts at [fiv.ky.gov](#)
- Biggest herd & hunt east of the Rockies -- 594 permits available
- 6 of the Top 10 state record bulls were harvested in the past 4 years!

The deadline to apply is April 30 (tonight) at midnight -- so don't wait and possibly forget to apply!

[Frequently Asked Questions](#) about the elk hunt drawing are found [here](#).

[More information](#) about Kentucky's elk herd and the drawing is posted [here](#).

Thank you for participating in the drawing. Proceeds from elk hunt drawing applications and elk hunt permits directly support elk management, research and public access in Kentucky.

Stay Connected with Kentucky Fish & Wildlife:

SUBSCRIBER SERVICES:
[Manage Subscriptions](#) | [Help](#)

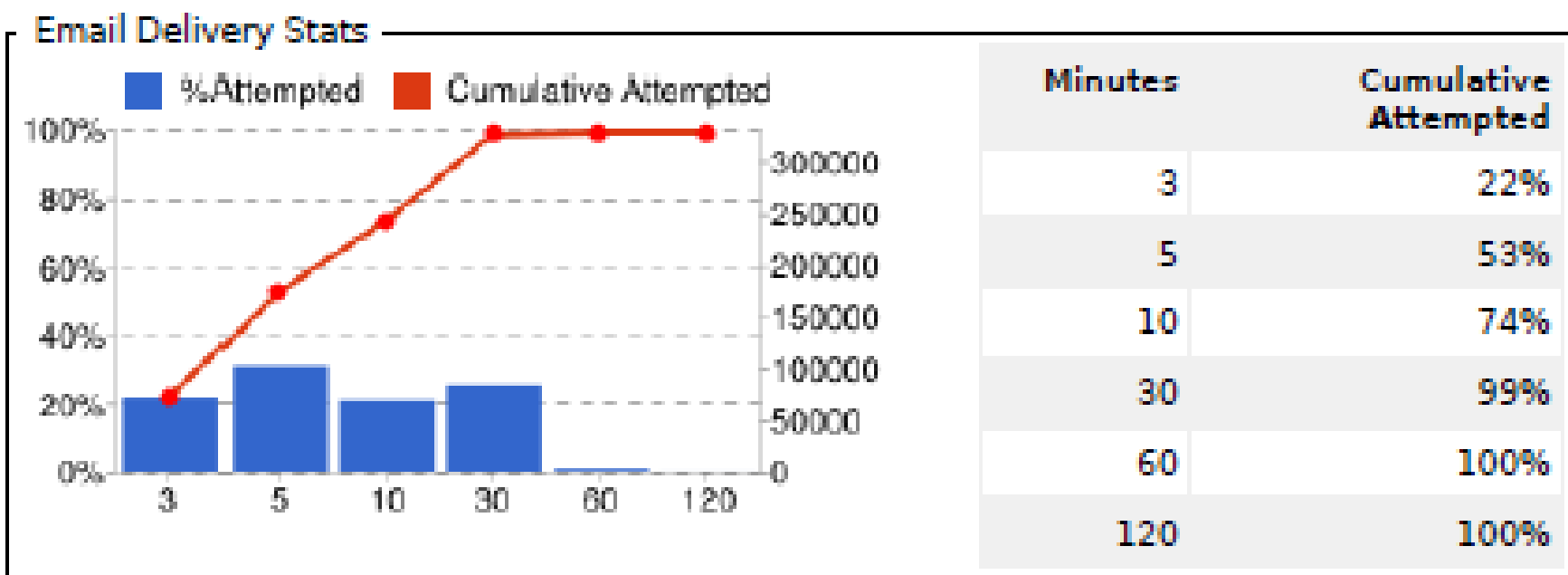
This email was sent to Email Address using GovDelivery Communications Cloud on behalf of: Kentucky Department of Fish & Wildlife Resources - 1 Sportsman's Lane, Frankfort, KY 40601-3909



Metrics

Kentucky Department of Fish & Wildlife Resources - Bull... **GOVDELIVERY**

Subject: 2019 Kentucky Elk Hunt -- APPLY NOW
Sent: 04/29/2019 10:00 AM CDT
Sent By: Brian.Clark@ky.gov
Sent To: Subscribers of 2018 Elk Hunt Applicants, Deer Permit Holders, Field To Fork Louisville - Hunter Ed, Fishing License Customers, Hunting & Fishing License Customers, Kentucky Elk Hunt, or Turkey Hunters,



Delivery Metrics - Details		Bulletin Analytics	
330,738	Total Sent	139,344	Total Opens
322,753 (98%)	Delivered	85797 (27%)	Unique Opens
0 (0%)	Pending	16,344	Total Clicks
7,985 (2%)	Bounced	13189 (4%)	Unique Clicks
0 (0%)	Unsubscribed	18	# of Links

Delivery and performance

These figures represent all data since the bulletin was first sent to present time.

	Progress	% Delivered	Recipients	# Delivered	Opened Unique	Bounced/Failed	Unsubscribed
Email Bulletin	Delivered	97.6%	330,738	322,753	85797 / 26.6%	7,985	0
Digest	n/a	n/a	0	0	0 / 0.0%	0	0
SMS Message	Delivered	0.0%	0	0	n/a	0	n/a

Link URL	Unique Clicks	Total Clicks
https://app.fw.ky.gov/solar/	6,432	8,338
https://fw.ky.gov/Hunt/Documents/KYElkHuntDrawingFAQ.pdf	2,795	3,352
https://fw.ky.gov/Hunt/Pages/Elk-Hunting-Regs.aspx	1,275	1,539
http://fw.ky.gov/Pages/default.aspx	936	1,120
https://public.govdelivery.com/accounts/KYFW/subscriber/edi...	755	877
https://youtu.be/MiUMbp5rEDo	570	658
http://fw.ky.gov/	144	163
https://www.facebook.com/MountainArtsCenter/	147	159
https://subscriberhelp.govdelivery.com/	39	40
https://www.facebook.com/kdfwr	29	30
https://public.govdelivery.com/accounts/KYFW/subscriber/new	21	21
https://subscriberhelp.granicus.com/	17	18
https://app.fw.ky.gov/voucher/default.aspx	11	11
https://www.youtube.com/user/kyafield	10	10
https://twitter.com/kyfishwildlife	8	8



Asian Carp




Chronic Wasting Disease (CWD)

COMMUNITY FORUM


Chronic Wasting Disease

IN DEER AND ELK



Join the Kentucky Department of Fish and Wildlife Resources for a community forum about the threat of chronic wasting disease to our state's deer and elk herd. Chronic wasting disease (CWD) kills deer and elk – and there is no cure. While it hasn't been detected in Kentucky, it's nearing our borders.

Kentucky Fish and Wildlife wants to provide you with the information you need to know about CWD. Join us to learn how we're trying to stop CWD from entering the state and what we'll do if it gets here.



WHERE:

WHEN:


TIME:

Join the fight against CWD

What you should know about Chronic Wasting Disease

Chronic wasting disease (CWD) is a fatal brain disease caused by abnormal proteins called prions. This disease, which affects deer, elk, moose and caribou, is spreading across the country.


Since 2002, the Kentucky Department of Fish and Wildlife Resources has CWD-tested more than 30,000 deer and elk from every county in the state. Hunters contributed the majority of animals for testing. Chronic wasting disease has not been detected in Kentucky.



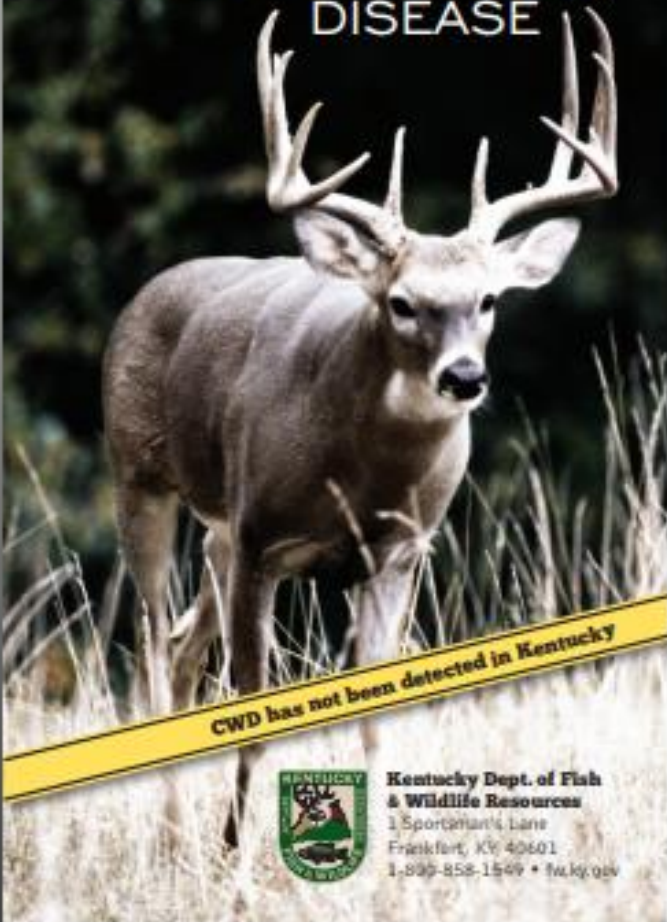
If you see sick deer or elk:

Report animals acting strangely or appearing ill to the Kentucky Department of Fish and Wildlife Resources at 1-800-858-1549. Business hours are 8 a.m. – 4:30 p.m. (Eastern), Monday-Friday, excluding holidays. Outside of business hours, call 1-800-25-ALERT. Do not harvest or handle these animals.

This publication was partially funded with Federal Aid Pittman-Robertson Funds (FPR) and a grant from the USDA Animal and Plant Health Inspection Service's Veterinary Services.



Chronic Wasting Disease



CWD has not been detected in Kentucky

Kentucky Dept. of Fish & Wildlife Resources
1 Sportman's Lane
Frankfort, KY 40601
1-800-858-1549 • ky.gov





KY Fish & Wildlife
@kyfishwildlife

Following

We're hosting the first of four regional community forums about chronic wasting disease from 6-8 p.m. (Central) tonight at the Camp Currie dining hall, 295 Camp Currie Road in Benton. We hope to see you there. maps.app.goo.gl/k4BkFWHhtcDDQL...



4:09 PM · 18 Apr 2019



Boater Safety



2019 Boating Season

▶ Statistics

- ▶ 19 deaths to date on Kentucky waters this season (47 in 2018)
- ▶ None of the 19 victims were wearing a life jacket

▶ HB 248

- ▶ New law gives Kentucky conservation officers added authority to make a boating under the influence arrest based on probable cause of operator intoxication, when an accident has caused property damage or physical injury.

▶ Key Messages

- ▶ Wearing a life jacket while on Kentucky's lakes and streams can save your life and the lives of those you love.
- ▶ Kentucky law requires each occupant of a boat to have ready access to his or her own U.S. Coast Guard-approved personal flotation device, and children younger than 12 must wear a life jacket while in the open portion of a boat that is underway.
 - ▶ We urge everyone on the water to wear U.S. Coast Guard-approved life jackets that are properly rated for weight and size.



Summer Camps





fw.ky.gov

The logo features the letters 'TAH' in a large, bold, dark blue serif font. Above the letters is a light blue silhouette of a cloud. Below the letters is a white banner with a dark blue border and dark blue triangular ends, containing the text 'TOURISM, ARTS, & HERITAGE' in a dark blue serif font. The entire logo is set against a background of light gray diagonal stripes.

TAH

TOURISM, ARTS, & HERITAGE

TOURISM, ARTS, & HERITAGE CABINET

**Kentucky Horse Park
Kentucky Center for the Performing Arts
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