

Future of Kentucky Tourism

Mike Berry, Secretary
Kentucky Tourism, Arts and
Heritage Cabinet















TAH COVID-19 Response Efforts

 Provided temporary housing for first responders and front-line healthcare workers

 Provided temporary housing for low acuity patients and relieve pressure on hospitals

Served as safe early and Election Day voting sites.

Served as COVID-19 testing and vaccination distribution sites

 Now offering travel incentives to encourage COVID-19 vaccination



Travel throughout the COVID-19 Pandemic

- 62% Comfortable going on vacation in June and July
- 1 in 4 Americans reported that the delta variant has negatively impacted upcoming travel plans
- 34% COVID-19 greatly impacts travel decisions for the next 6 months
- 27% Road trips still the preferred method of travel
- 21% Travel plans could be postponed due to delta variant
- 40% Utilize CDC and/or federal health experts for domestic travel decisions

Source: COVID-19 Travel Sentiment Study - Wave44 | Longwoods International



Tourism Industry Strategic Plan



Economic Impact of Tourism in Kentucky

Mike Mangeot, Commissioner Department of Tourism



TOURISM



60%OF THE TRAVELERS VIEW
KENTUCKY AS A SAFE DESTINATION











\$1.1 (18%) BILLION LODGING



\$1.7 BILLION (28%) FOOD AND BEVERAGE

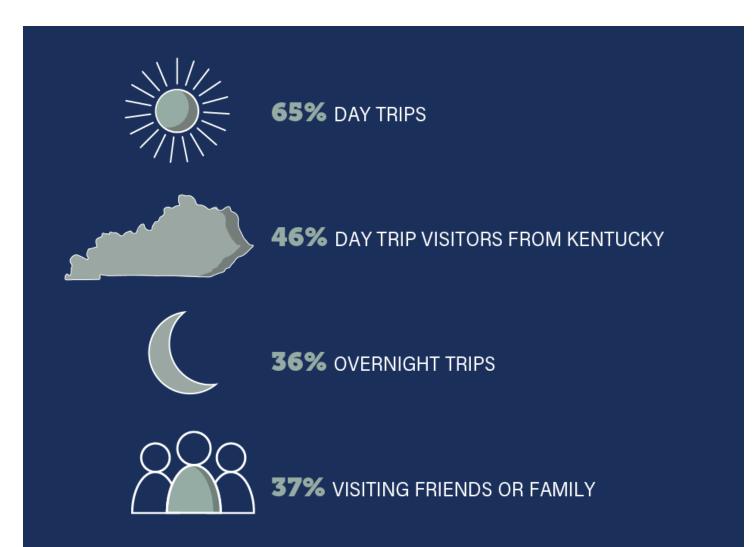


\$1.4 BILLION (23%) RETAIL



\$1.1 BILLION (19%) TRANSPORTATION

2020 Visitor Spending Breakdown

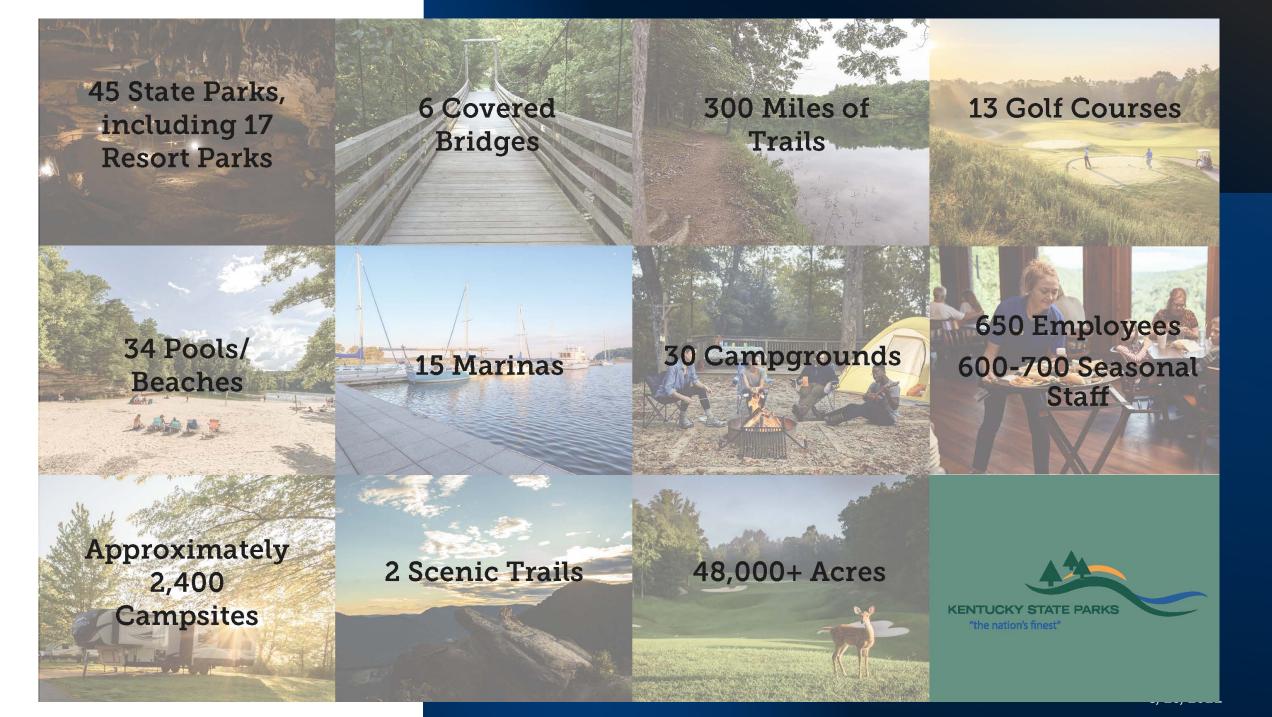


2020 Visitor Profile

Kentucky State Parks

Russ Meyer, Commissioner
Department of Parks





Operational Challenges











Good News for Kentucky State Parks





Enter to Win: tah.ky.gov





Heritage Tourism & Historic Preservation Efforts

Craig Potts, Executive Director Kentucky Heritage Council





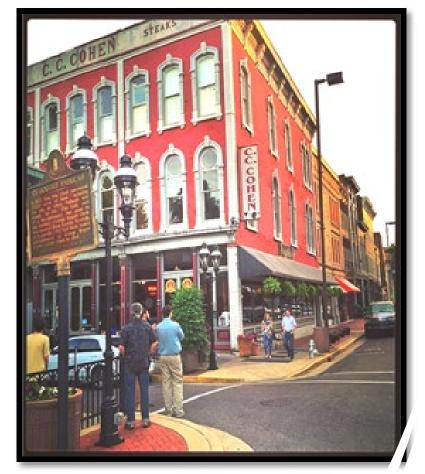




Marketing Kentucky's Authentic Heritage

- Ingrained in Kentucky's Identity 200+ years of history
- Significant Economic Engine
- Wide Domestic and International Consumer Appeal
- Heritage Tourism / Historic Preservation Success Story
- Strong Growth Potential





Revitalize and Reinvest in Downtown Communities

Since 1979, the Kentucky Main Street Program has provided continued economic investment in communities throughout the commonwealth.

- \$4.7 billion reinvested
- 6,460 businesses started
- · 34,393 jobs created, and
- 5,251 buildings rehabilitated

Investing in downtown communities through the Kentucky Main Street Program provides:

- Increased small businesses & revenue potential
- Increased occupational tax & net profits revenue
- Increased downtown property values
- Increased sales tax revenue
- Tax credits for investment
- · Creates rehabilitation construction jobs
- Increased market for construction materials
- Creates heritage tourism destinations





Bardstown Main Sreet
Beattyville Main Street
Campbellsville Main Street
Carrollton Main Street
Catlettsburg Main Street
Renaissance Covington
Cynthiana Main Street
Heart of Danville
Guthrie Main Street
LaGrange Main Street
London Downtown
Maysville Main Street
Middlesboro Main Street
Downtown Morehead Inc.

Murray Main Street
Paducah Main Street
Paintsville Main Street
Perryville Main Street
Pikeville Main Street
Pineville Main Street
Main Street Salyersville
Heart of Scottsville
Shelby Main Street
Springfield Main Street
Taylorsville Main Street
Tri-Cities Main Street
Williamsburg Main Street
Main Street



KENTUCKY MAIN STREET PROGRAM

- reported \$45.5 million cumulative investment in downtown commercial districts.
 - \$28.1 million in private spending
 - \$17.4 million in public improvements
 - a net gain of 842 new jobs
 - 122 new businesses
 - 66 rehabilitation projects.

Thriving Throughout the Pandemic





Kentucky Historic Tax Credit Program

- Kentucky ranked 16th nationally in the use of the federal historic tax credit
- 152 projects submitted from 22 counties
- 127 of these applications were approved pending completion of work
- Approved projects represent \$161,582,277.27 in proposed private investment for historic rehabilitation
- Leveraged over \$517 million in private investment to preserve and reuse nearly 900 historic properties in 15 years
- The program has created 17,475 jobs opportunities



Kentucky Historic Preservation Tax Credit program

- Historic Tax Credit is paid back full within 4 years projects utilize local labor investments can't be moved out of state
- Overall Program Cap was lifted from \$5M to \$100M last session
- Per Project Cap remains at \$400k limiting the effect of the new Overall Program Cap

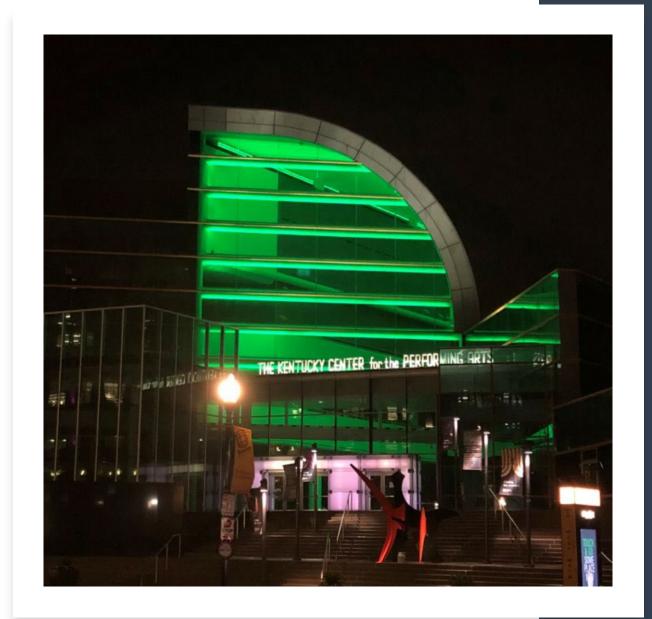
Re-opening of Kentucky Performing Arts

Kim Baker, President The Kentucky Center



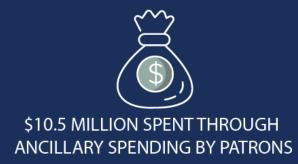
Kentucky Performing Arts

- Hosts more than 300 performances annually
- Opened in 1983 as a quasi- state organization to operate The Kentucky Center and advance arts and cultural tourism
- Administers the Governor's School for the Arts
- Manages the Brown Theater (1,400 seated) and Old Forester's Paristown Hall (2,000 standing)
- Attracts audiences from every Kentucky county and nearly every state in America.





KENTUCKY ARTS AND CULTURE INDUSTRY \$4.9 BILLION ECONOMIC IMPACT





KENTUCKY PERFORMING ARTS CONTRIBUTED \$15.8 MILLION PRIOR TO COVID-19



AVERAGE OF AN ADDITIONAL \$25 SPENT FOR EVERY TICKET PURCHASED

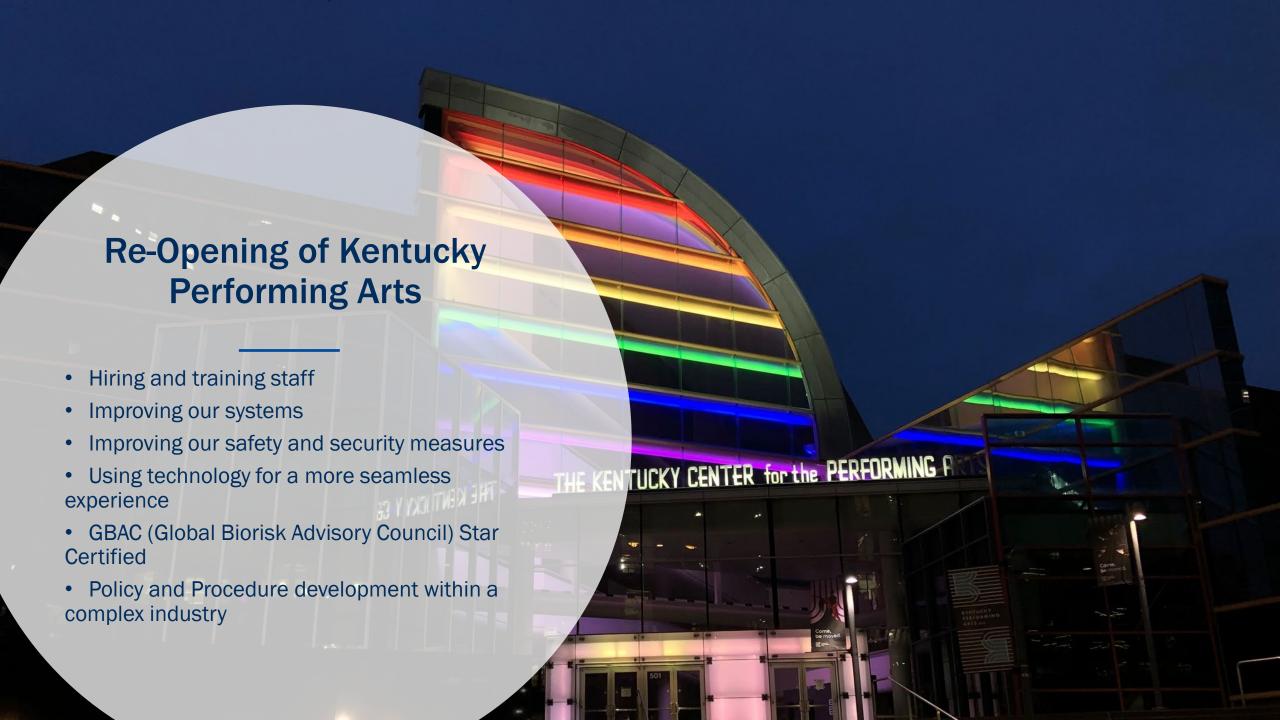
Kentucky Arts & Culture Economic Impact

Impact of COVID-19 on Kentucky Arts

- Venues Closed in March 2020
- Cancelled more than 200 performances/ events
- All earned revenue halted estimated to exceed \$15,000,000 in earned income lost
- Reduced staff by 80% and staff salaries between 20% and 80%
- Remained active with outdoor concerts, digital concerts, and served as a venue for artists to rehearse and record
- Gathered GSA students virtually in 2020 and returned to inperson on UK's campus in 2021





























GOVERNOR'S SCHOOL FOR THE ARTS A PROGRAM OF





