

A light green silhouette of the state of Kentucky is positioned behind the word 'KENTUCKY'. The word 'KENTUCKY' is written in a bold, dark blue, sans-serif font. The letters are partially obscured by the state outline, with the 'K' and 'E' appearing to be in front of the outline, while the 'N', 'T', 'U', 'C', 'K', 'Y' are behind it.

**KENTUCKY**  
**TOURISM, ARTS & HERITAGE**  
**CABINET**

# Future of Kentucky Tourism

Mike Berry, Secretary  
Kentucky Tourism, Arts and  
Heritage Cabinet





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## TAH COVID-19 Response Efforts

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- 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*

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- 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



# Tourism Industry Strategic Plan

Gather

Gather input from partners and community leaders who understand the economic impact of the industry for Kentucky



Create

Create recommendations for the industry and identify opportunities for tourism development



Accelerate

Accelerate Kentucky's tourism recovery and guide the industry forward to create a vibrant tourism sector for the commonwealth

# Economic Impact of Tourism in Kentucky

Mike Mangeot, Commissioner  
Department of Tourism



# TOURISM



**60%**  
OF THE TRAVELERS VIEW  
KENTUCKY AS A SAFE DESTINATION



**67.8 MILLION**  
VISITORS TRIP



**\$8.9 BILLION**  
ECONOMIC IMPACT



**\$625 MILLION**  
IN STATE AND LOCAL TAXES



**75,655**  
JOBS





\$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



**65%** DAY TRIPS



**46%** DAY TRIP VISITORS FROM KENTUCKY



**36%** OVERNIGHT TRIPS



**37%** VISITING FRIENDS OR FAMILY

## 2020 Visitor Profile

# Kentucky State Parks

Russ Meyer, Commissioner  
Department of Parks





**45 State Parks,  
including 17  
Resort Parks**



**6 Covered  
Bridges**



**300 Miles of  
Trails**



**13 Golf Courses**



**34 Pools/  
Beaches**




**15 Marinas**



**30 Campgrounds**



**650 Employees  
600-700 Seasonal  
Staff**



**Approximately  
2,400  
Campsites**



**2 Scenic Trails**



**48,000+ Acres**



# Operational Challenges



**WE'RE  
HIRING**  
KENTUCKY STATE PARKS  
E.P. TOM SAWYER STATE PARK

**LIFEGUARDS**  
NO EXPERIENCE REQUIRED!

37.5 HOURS/WEEK FROM 11 AM-7 PM

**APPLY NOW**  
APPLY NOW  
APPLY NOW

TO APPLY, EMAIL:  
**NICK.PRICE@KY.GOV**

 KENTUCKY TOURISM, ARTS & HERITAGE CABINET

 KENTUCKY STATE PARKS  
"the nation's finest"



**NOW  
HIRING!**

State Park Ranger  
Kentucky State Parks  
E.P. Tom Sawyer State Park

To apply and see other openings, visit:  
<https://kypersonnelcabinet.csod.com/ats/careersite/search.aspx?site=2&c=kypersonnelcabinet>

 KENTUCKY TOURISM, ARTS & HERITAGE CABINET



# Good News for Kentucky State Parks



  
**VAX & VISIT KY**  
**KENTUCKY VACCINE SWEEPSTAKES**

**Enter to Win: [tah.ky.gov](https://tah.ky.gov)**

  @KyTAHC

  
**KENTUCKY  
TOURISM, ARTS & HERITAGE  
CABINET**

# 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*

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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 Street      | Murray Main Street       |
| Beattyville Main Street    | Paducah Main Street      |
| Campbellsville Main Street | Paintsville Main Street  |
| Carrollton Main Street     | Perryville Main Street   |
| Catlettsburg Main Street   | Pikeville Main Street    |
| Renaissance Covington      | Pineville Main Street    |
| Cynthiana Main Street      | Main Street Salyersville |
| Heart of Danville          | Heart of Scottsville     |
| Guthrie Main Street        | Shelby Main Street       |
| LaGrange Main Street       | Springfield Main Street  |
| London Downtown            | Taylorsville Main Street |
| Maysville Main Street      | Tri-Cities Main Street   |
| Middlesboro Main Street    | Williamsburg Main Street |
| Downtown Morehead Inc.     | Main Street Winchester   |



## 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 16<sup>th</sup> 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

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- 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



\$10.5 MILLION SPENT THROUGH  
ANCILLARY SPENDING BY PATRONS



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 in-person on UK's campus in 2021





## Re-Opening of Kentucky Performing Arts

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- Hiring and training staff
- Improving our systems
- Improving our safety and security measures
- Using technology for a more seamless experience
- GBAC (Global Biorisk Advisory Council) Star Certified
- Policy and Procedure development within a complex industry

