




Budget Review Subcommittee on
Economic Development, Public
Protection, Tourism, and Energy

**TOURISM, ARTS AND
HERITAGE CABINET**

Secretary Don Parkinson
Deputy Secretary Regina Stivers
Chris Reece, Executive Director of Finance

June 4, 2019



TOURISM, ARTS AND HERITAGE CABINET

Department of Parks

Kentucky Artisan
Center at Berea

Kentucky Humanities
Council

Department of Tourism

Kentucky Arts
Council

Kentucky Center for
African-American
Heritage

Department of Fish &
Wildlife Resources

Kentucky Center for
the Performing Arts

Kentucky Office of Film
& Tourism Development

Kentucky Horse Park

Kentucky Venues

Kentucky Heritage
Council

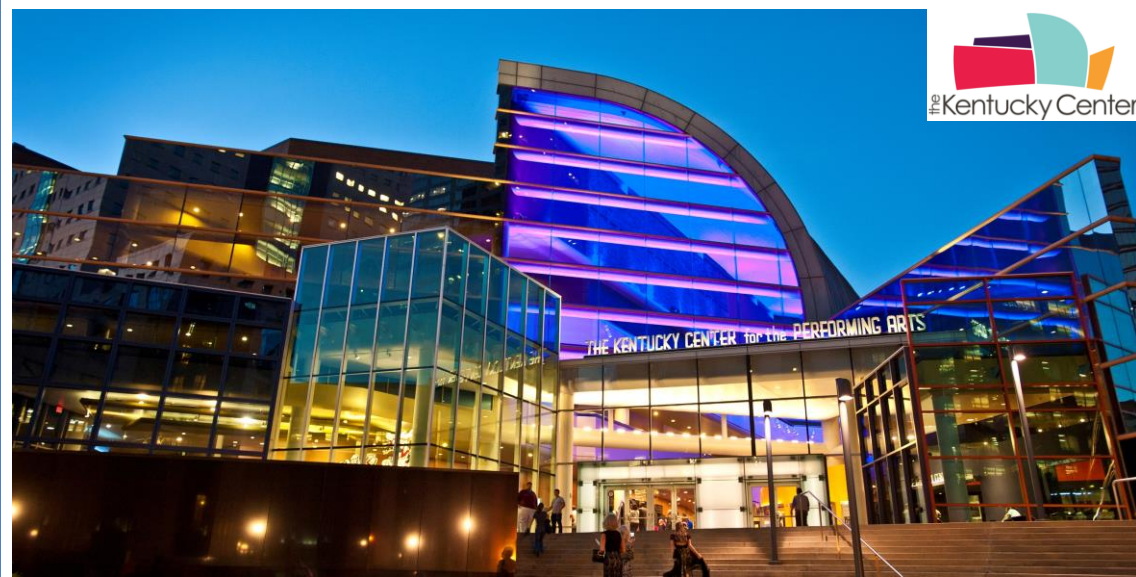
Governor's School
for the Arts

Kentucky Historical
Society





Kentucky Center for the Performing Arts



Governor's School for the Arts



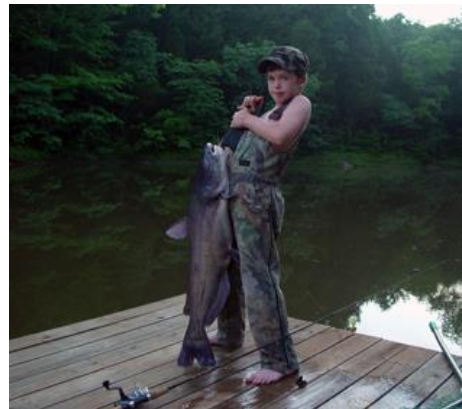
TOURISM, ARTS AND HERITAGE CABINET



Tourism, Arts and Heritage Cabinet

FY18 Budget:
\$253 Million

FY19 Budget:
\$260 Million





Kentucky Horse Park

Through May:

Revenue: \$9.6M
(- 1% YOY)

Expenditures: \$12M
(- 2% YOY)



KENTUCKY HORSE PARK



Kentucky Venues

Through April:

Revenue: \$51M
(+ 2.5% YOY)

Expenditures: \$55M
(+ 12% YOY)





Kentucky Department of Fish and Wildlife

Through April:

Revenue: \$47.4M
(+ 8% YOY)

Expenditures: \$46.1M
(+ 6% YOY)



Kentucky Department of Tourism

Through May:

**Expenditures: \$2.7M
(+ 5% YOY)**

Through April:

**Lodging Tax Revenue: \$12.3M
(+ 11% YOY)**





Kentucky Heritage Council

Through April:

Revenue \$47.4M
(+ 8% YOY)

Expenditures: \$46.1M
(+ 6% YOY)





Kentucky Historical Society

Through May:

Revenue: \$369,000
(- 4% YOY)

Expenditures: \$5.8M
(+ 2% YOY)





Kentucky Arts Council

Through April:

Revenue: \$145,000
(- 3% YOY)

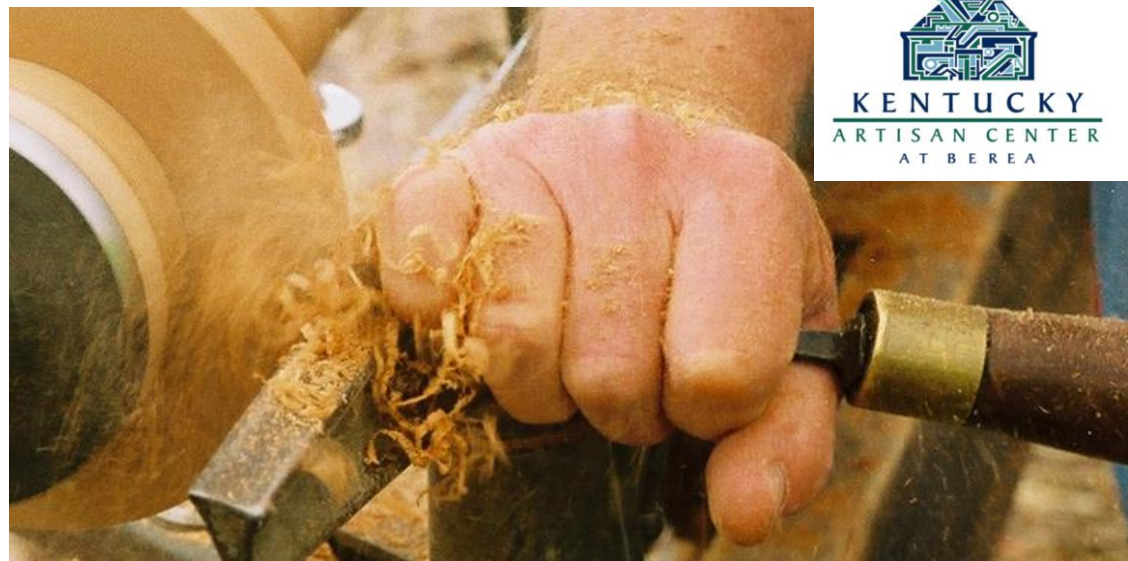
Expenditures: \$1.7M
(- 25% YOY)



Kentucky Artisan Center at Berea

Through May:

Revenue: \$1.2M
(- 3% YOY)



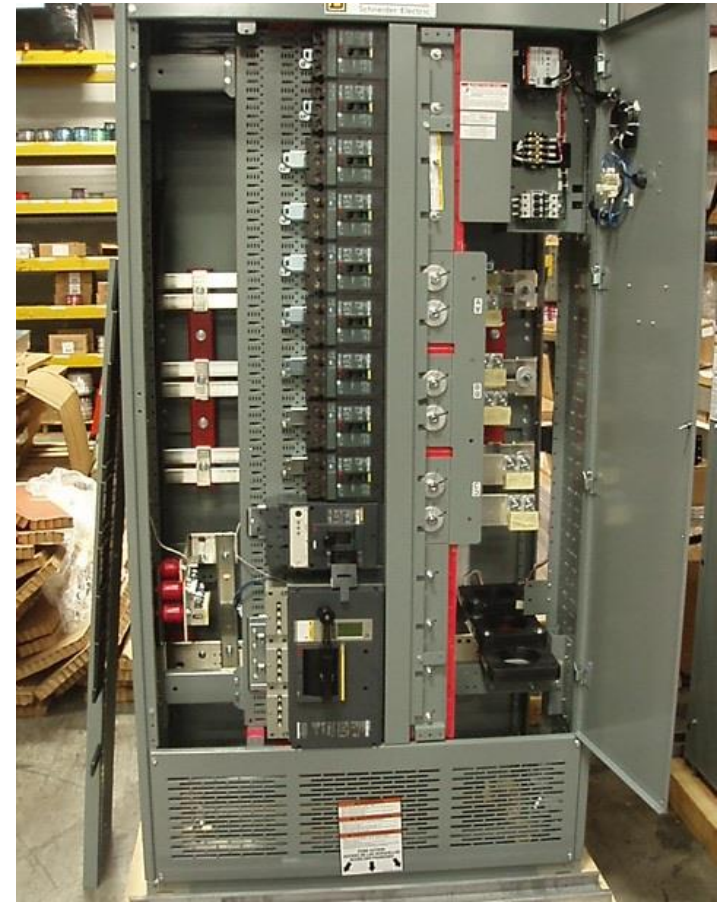


REFRESHING THE FINEST I, FY2017-18

\$18 million in funding for
safety & aesthetics upgrades

133 projects completed

State Parks revenue has
increased \$5.9 million
since 2015





REFRESHING THE FINEST II, FY2019-20

\$20 million appropriated;
\$10M received each year of
biennium

65% of funded projects are
underway





“RESTORING THE FINEST”

\$50 Million received in 2019

\$20.1 Million will replace
or upgrade wastewater
treatment plants

\$11.6 Million for new roofs

Also will address various
safety, communications &
infrastructure needs





Looking Ahead: Restoring the Finest II \$100M in FB20-22

Includes:
\$25 million for
campground upgrades

\$10 million for deferred maintenance so
we do not fall behind

Also funding for historic buildings, two
forts, golf courses, hospitality upgrades



GROWTH STRATEGY

FISCAL YEARS 2020-21

Laura Prewitt, Executive Director

OUR VISION

To be the premier event venue for equestrians and those who love and want to learn more about horses and humankind's relationship with the horse.

At the Kentucky Horse Park, visitors and exhibitors will have diverse opportunities to engage with, learn about and be enchanted by the beauty, strength and spirit of the horse.

OUR MISSION

To celebrate the history of our relationship with the horse through education, exhibition, engagement and competition.

CORE VALUES:

- Financial best practices
- Health, safety and welfare of the horse
- Protect green space
- Hospitality
- Exceptional guest service



CREATE YOUR OWN DESTINY

Equine Events up 1% over 2018 (\$3.4M vs 3.3M)

Non-Equine Events up 35% over 2018 (\$681k vs \$442k)

- Park-owned events
 - The SPRING OPENER
 - The Bluegrass Rockin' Rodeo
 - The Man o' War 5k/10k
- Co-owned events
 - Equitana USA
- Host venue – recognize value in our brand/facilities
 - Junior League Horse Show
 - American Eventing Championships
 - Good Guys Car Show
- Partnerships
 - Horse Country



WHY KENTUCKY?

- **\$23.4 BILLION:** Value of equines and assets across Kentucky.
- **\$3.4 BILLION:** Annual state impact of the horse industry.
- **\$130 MILLION** in direct economic impact from Kentucky Horse Park
- **Brand, Infrastructure, Community Support/Engagement**
 - “2019 Favorite Horse Show Venue” – *Reader’s Choice, Chronicle of the Horse*
- **Alignment with long-term goals AND values of the Kentucky Horse Park**

Sources: Kentucky Horse Racing Commission, The Jockey Club, Kentucky Department of Kentucky Equine Education Project. Certec 2016 Economic Impact Study.



EQUITANA USA

WHY KENTUCKY?

- World's largest equestrian trade fair and exhibition
- Essen, Germany – 9 days, 200,000+ attendance, 1m ft² exhibit space
- Partnership with Reed Exhibitions – largest trade fair organizer globally
- Kentucky format – 3 days trade fair, exhibition plus night performances
- 30,000 + estimated attendance

[\(VIDEO LINK\)](#)



**EXPERIENCE
EQUITANA USA**
AT THE
KENTUCKY HORSE PARK
SEPTEMBER 25-27, 2020

EQUITANA USA

WWW.EQUITANAUSA.COM



KENTUCKY
V E N U E S

David Beck, President & CEO



Kentucky Exposition Center



IN-PROGRESS: Cardinal Stadium



IN-PROGRESS: Cardinal Stadium



IN-PROGRESS West Wing Roof Repair



BEFORE & AFTER: South Wing Renovated Meeting Rooms



IN-PROGRESS: South Wing C LED Lighting Installation



Kentucky International Convention Center



KICC Exhibit Hall



KICC Ballroom



KICC Upper Concourse View

TOURISM, ARTS AND HERITAGE CABINET



Tourism, Arts and Heritage Cabinet

PRIORITIES FOR FB20-22:

Budget process at early stage

Parks \$100M Request

Maintenance funds for capital assets



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