

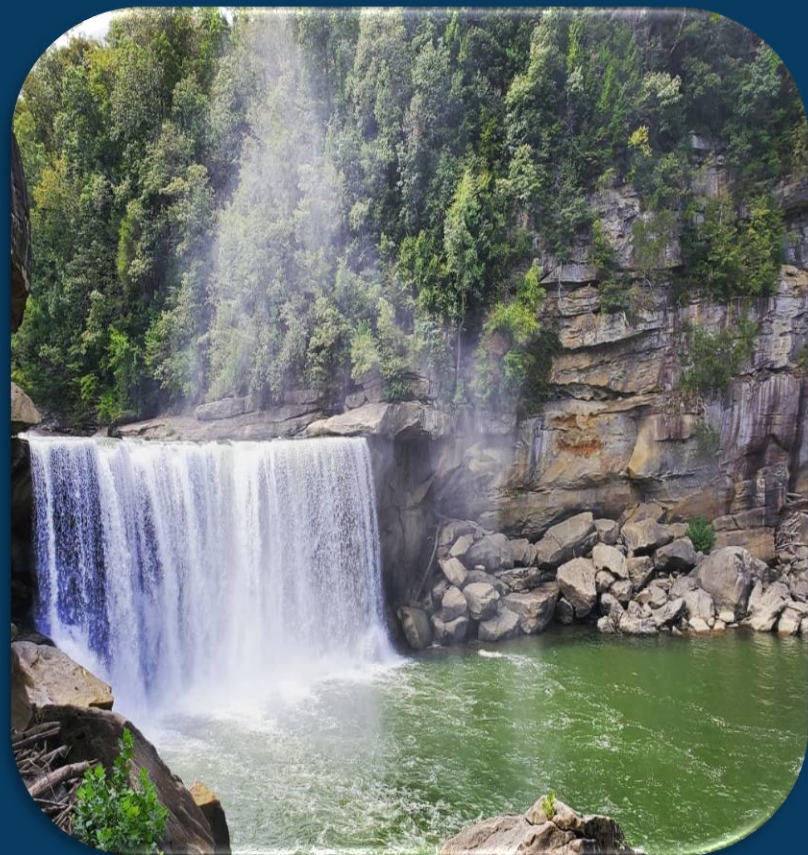


# Impacts of COVID-19

- The outbreak of Covid-19 continues to present important and evolving challenges to the Tourism, Arts and Heritage Cabinet. The retail nature of our cabinet required us to take action that would not only protect our employees, but the thousands of guests that visit our facilities and attractions each year.
- Since the beginning of March, the Covid-19 pandemic has resulted in \$434 billion in cumulative losses for the U.S. travel economy.
- The percent of American travelers who feel safe traveling outside of their community is starting to trend downward as reports of new cases rise.
- In Kentucky, year-to-date hotel occupancy is down 36%, resulting in a significant decrease in transient room tax revenue.
- As a result of Covid-19, the Cabinet has:
  - Cancelled all events, field trips and group sales
  - Temporarily closed and reopened Kentucky State Parks, to include lodging and campgrounds
  - Experienced revenue loss from event cancellations at the Kentucky Horse Park, Kentucky Exposition Center and Kentucky International Convention Center
  - Experienced a decrease in nonresident hunting and fishing license sales
  - Temporarily closed the Kentucky Center for the Performing Arts Center

# Navigating COVID-19

- Travel spending in Kentucky has gradually increased since its lowest point on April 29<sup>th</sup>.
- The Kentucky International Convention Center and Kentucky Exposition Center received the Global Biorisk Advisory Council (GBAC) STAR accreditation on outbreak prevention, response and recovery.
- Kentucky State Parks continues to see an increase in outdoor-related activities.
  - Golf at Kentucky State Parks increased by over 22% for the period of June-September 2020 compared to the same period in 2019.
  - Camping increased 14.5% in overall occupancy.
- Resident fishing and hunting license and resident spring turkey permit sales have increased between March-May 2020 compared to the same period in 2019.
  - Resident fishing license sales increase: 3.2%
  - Resident hunting license sales increase: 1.5%
  - Resident spring turkey permit sales increase: 26.5%
- Agencies throughout the Cabinet launched virtual experiences to allow Kentuckians to connect with tourism, the arts and heritage while maintaining social distancing.



**Kentucky**  
UNBRIDLED SPIRIT™

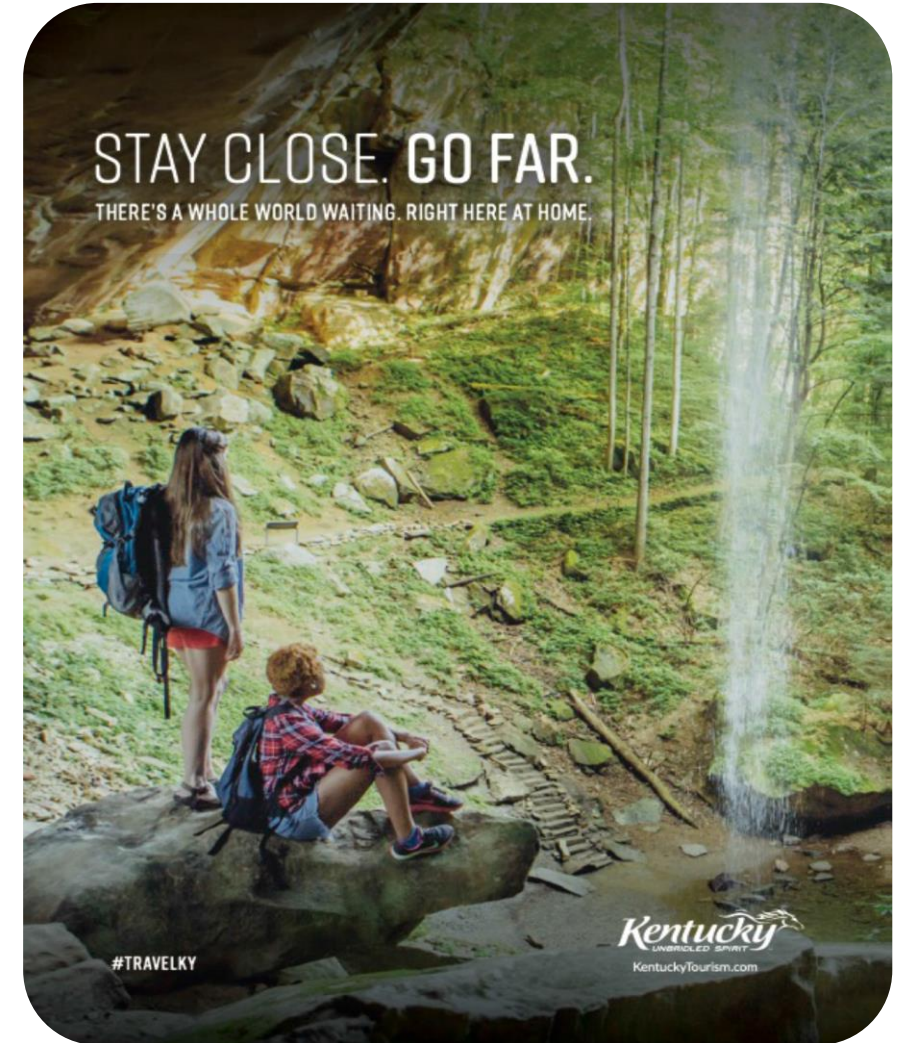
# Kentucky Department of Tourism

**FY 2020 – 2021**

**General Fund: \$3,145,000**

**Restricted Funds: \$60,000**

- Launched *Stay Close. Go Far.* campaign in an effort to help the state's economy recover, encouraging Kentuckians and our guests to safely experience in-state travel while supporting local business and the state's economic recovery.
  - Over 4.9 million impressions in the first week.
  - Goal was to increase in-state travel through day and weekend trips, which will lead to increased spending and tax revenue.
  - Inspire consumers to consider a Kentucky vacation through content that highlights all there is to see and do across the state
- Tourism matching funds program allocated over \$1.1 million to local tourism partners in 69 counties to assist marketing and promotion of Kentucky.





KENTUCKY STATE PARKS  
"the nation's finest"

# Kentucky Department of Parks

**FY 2020 – 2021**

**General Fund: \$47,547,900**

**Restricted Funds: \$52,285,900**

- Currently operating ahead of adjusted budget through the first quarter of FY2021.
- Kentucky State Park lodges and campgrounds temporarily closed due to Covid-19 on March 18.
  - Lodges began reopening June 1. Maintained a 43% room occupancy rate for June-September 2020, compared to 53% in 2019.
  - Campgrounds fully opened June 11.
- In the first two weeks of reopening, over 7,500 camping reservations were made for Kentucky State Parks and the Kentucky Horse Park.
- Participation in outdoor recreational activities continues to increase.





  
**KENTUCKY**  
V E N U E S

# Kentucky State Fair Board

**FY 2020 – 2021**

**General Fund: \$4,416,400**

**Restricted Funds: \$49,643,800**

- Convention centers continue to experience a wave of event cancellations due to concerns about Covid-19. The anticipated recovery period for convention centers and visitors bureaus is 24 - 36 months.
- Through August of 2020, approximately 120 events were cancelled at the Kentucky Exposition Center and the Kentucky International Convention Center.
- In FY2021, approximately 100 events are impacted as a result of Covid-19.





# Kentucky Horse Park Commission

## FY 2020 – 2021

**General Fund: \$1,729,000**

**Restricted Funds: \$11,290,000**

- The Kentucky Horse Park began to lose events mid-March due to COVID-19 and hosted its first competitive horse show event without spectators in June.
- Approximately 70 events/shows hosted during March through October chose to cancel, including the Land Rover Kentucky Three-Day event, Kentucky Spring and Kentucky Spring Classic, among many others.
- The Kentucky Horse Park relies on its spring and summer revenue to fund its winter months. Many shows and events have cancelled through December 2020, causing the Park to suffer additional revenue loss.
- Despite event cancellations, campground reservations remain strong.





FY 2020 – 2021  
General Fund: \$290,300  
Restricted Funds: \$1,801,300  
Road Fund: 573,800



FY 2020 – 2021  
General Fund: \$738,400  
Federal Funds: \$869,200  
Restricted Funds: \$779,900



FY 2020 – 2021  
Restricted Funds: \$49,139,400  
Federal Funds: \$19,381,900



FY 2020 – 2021  
General Fund: \$1,537,900  
Restricted Funds: \$352,600  
Federal Funds: 708,500



FY 2020 – 2021  
General Fund: \$6,456,700  
Restricted Funds: \$894,300  
Federal Funds: \$170,000



FY 2020 – 2021  
General Fund: \$558,300



FY 2020 – 2021  
General Fund: \$100,000



FY 2020 – 2021  
Office of the Secretary  
General Fund: \$3,276,300  
Restricted Funds: \$15,263,200

# Thank You

