



KENTUCKY STATE PARKS
"the nation's finest"

Kentucky State Parks

Commissioner Russ Meyer & Deputy Commissioner Will Adams

Our Mission



Provide a sustainable system of parks that delivers quality programs, amenities, and services, which create memorable experiences and a sense of place, contributes to the economic growth of the commonwealth, and preserves the historic and natural integrity, and traditions of our parks for existing and future generations.



**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 Season
Staff**



**Approximately
2,400
Campsites**



2 Scenic Trails



48,000+ Acres



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Economic Impact



Kentucky State Parks ranked **3rd** nationally for revenue production



Parks Annual Revenue **\$53** million



Welcomed an estimated **7.9** million in 2019



1.6 million overnight guests in 2019



State Parks COVID-19 Response

- Canceled all events, field trips and group sales;
- Transitioned to carry-out food services only;
- Provided temporary housing for first responders and front-line healthcare workers;
- Repurposed state-owned venues for vaccine distribution and testing; and
- Re-opened with enhanced cleaning and social distancing protocols to protect employees and guests.

COVID-19 Impact of Kentucky State Parks



Food Sales
\$8.7 Million



Group Sales
\$4.3 Million



Room Occupancy
finished at **33.7%**, up
from **28.6%** in FY20



36%
campground
occupancy
through
June 2021



47% Increase in golf
rounds and a
38% increase in
revenue

Investing in Kentucky State Parks



- Projects include the installation of new roofs, upgrades for wastewater treatment plants, painting, repairing walkways, utility repairs/improvements, and hospitality enhancements
- Improvement of the overall guest experience with enhanced internet connectivity
- Sewer and 50-amp electric campground upgrades along with new ADA campsites

Operational Challenges

- Flooding temporarily closed campgrounds and a golf course at our two most popular campgrounds.
- Traveler demand has presented safety concerns at the Pennyrile Forest State Park beach.
- Lack of certified lifeguards has also created a challenge with opening some of our pools like EP Tom Sawyer Park in Louisville.
- Structural deficiency at Jenny Wiley forced the temporary closure of the main lodge building.



**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

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Positive News for Kentucky State Parks

- Kentucky Living Best in Kentucky 2020:
 - Dale Hollow 1st place for golf course
 - Green River Lake State Park 1st for camping
- My Old Kentucky Home inducted into Best of Kentucky Hall of Fame
- The Cullan at Mineral Mound Golf Course Dedication
- Lincoln Homestead Golf Pro- Shop Renovation



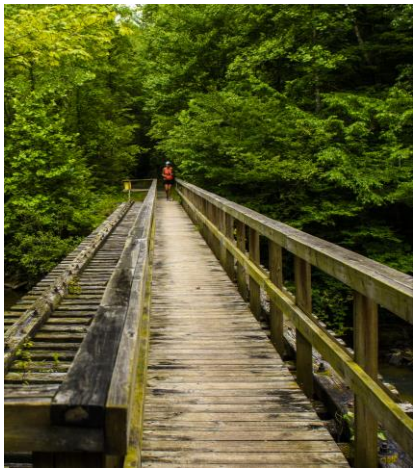


Attracting Visitors to Kentucky State Parks

- \$ 425,000 for marketing and promoting Kentucky State Parks
- Parks are marketed statewide in addition to border states travel markets.
- Annual marketing efforts include TV, radio and Kentucky Living and Kentucky Monthly Magazine. Television ads are limited due to cost.
- Social media marketing and promotion of Kentucky State Parks: Facebook, Instagram, Twitter, and YouTube



Get away from it all
to discover all we have.
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parks.ky.gov



#kystateparks





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