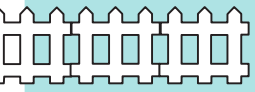


OPENING THE GATES: FROM FOALING BARN TO FINISH LINE



The horse, tourism & Kentucky



40+ Farms, Clinics, Aftercare & Industry Organizations

75% are from outside of KY

average stay is **4 days**



91 NPS highly satisfied (higher post than pre-visit)



**virtual tours
road trips
reopening**

**Sales | Shows | Racing
Transportation | Feed | Vets
Tourism & Hospitality**



\$6.5 Billion horse industry impact

\$1.5 Billion tourism impact



- Tourism funding from American Rescue Plan Act (request is less than 3.5% of total ARP funds)
- Sales Tax Parity
- Bid international events
- Maintain current HHR tax rate

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