

From: Beck, David <David.Beck@kyvenues.com>
Sent: Wednesday, November 30, 2022 6:35 PM
To: Hays, Jennifer (LRC) <jennifer.hays@LRC.KY.GOV>
Subject: Kentucky State Fair Board Market Analysis and Redevelopment Report to the Kentucky General Assembly

November 29, 2022

To: Members of the Interim Joint Committee on Appropriations and Revenue

On behalf to the Kentucky State Fair Board we want to thank you and the members of the Kentucky General Assembly for taking action this year providing the authorization and funding to pursue development of a comprehensive land use and facility plan addressing the needs of the facilities we manage.

The enclosed study and plan includes documentation of proposed facility renovations as well as new construction, addresses replacement of antiquated infrastructure, providing opportunities to fully utilize the property efficiently to enhance the economic growth of existing clients while attracting outdoor and increased indoor sporting events. These property modifications also preserve the existing agriculture events and shows as required by the Commonwealth and provides opportunity for growth of these important events. The overall enhancements will also position the Commonwealth to be competitive in the convention and exposition market with other venues across North America.

The study addresses specific time lines, costs and includes economic projections for the return on the investments of the various improvements, as well as private partnership opportunities. The plan addresses various existing client concerns which if addressed, will assist in maintaining legacy accounts and facilitate growth of several existing events and shows.

The plan also references the opportunity to resolve a growing need of connecting both the Kentucky Exposition Center and the Kentucky International Convention Center through an innovative transportation option allowing for business growth by clients desiring to simultaneously use both properties as well as the hotels, restaurants, attractions and other services areas of the community. We believe additional evaluation of the option will prove to be beneficial to several important entities of the community in addition to growing the convention, exposition, sporting and tourism business.

Please know we are anxious to provide whatever assistance that may be needed to expedite moving this economic development opportunity forward for the benefit of the Commonwealth.

Thank you for your consideration.

Best Regards,

A handwritten signature in black ink, appearing to read "Dr. Mark Lynn".

Dr. Mark Lynn
Chair

A handwritten signature in blue ink, appearing to read "David Wallace".

Mr. David Wallace, Vice Chairman &
Chair P3 Committee

A handwritten signature in black ink, appearing to read "David S. Beck".

Mr. David S. Beck
President & CEO

Enclosure