

MAKING KENTUCKY BEST IN CLASS

2022 Kentucky Venues Annual Report





2022

KENTUCKY VENUES ANNUAL REPORT

TABLE OF CONTENTS

Kentucky State Fair Board Members	02
From The President & CEO	03
Kentucky Exposition Center	08
Kentucky International Convention Center	10
Community Impact	16
Significant Achievements	18
National Farm Machinery Show	28
Championship Tractor Pull	30
Kentucky State Fair	32
World's Championship Horse Show	34
North American International Livestock Exposition ...	36
North American Championship Rodeo	38
Financial Report	44

BOARD MEMBERS

Governor Andy Beshear
Commonwealth of Kentucky
Frankfort

Dr. Mark E. Lynn
Chairman
Louisville

H. David Wallace
Vice Chairman
Verona

Dr. Ryan Quarles
Commissioner of the Kentucky
Department of Agriculture
Georgetown

Dr. Nancy Cox
Dean of the UK College of
Agriculture, Food and Environment
and VP for Land-Grant
Engagement
Lexington

Secretary Mike Berry
Kentucky Tourism, Arts & Heritage
Cabinet
Representing the Governor
Louisville

Cleo Battle, CDME-CTA
President & CEO of Louisville Tourism
Louisville

Edward R. Bennett
Shelbyville

John Cox
Louisville

Marshall Coyle
Owingsville

Joseph T. Goggin
Danville

Philip McCoun
Shelbyville

Hans Poppe
Louisville

Michael Poynter
Stanford

Lee Robey
Adairville

Billy Ray Smith
Bowling Green

Dr. David Williams
Danville

EX-OFFICIO:

Secretary Holly M. Johnson
Finance & Administration
Cabinet
Frankfort

Ben Williams
FFA President
Bloomfield

Maggie Blazina
4-H President
Marion

FROM THE PRESIDENT & CEO

As a leader in driving economic activity within the Commonwealth, Kentucky Venues is optimistic and leaning into the actions that created rapid recovery over the previous year. Compared to 2019, our event activity has more than fully recovered at the Kentucky Exposition Center and Kentucky International Convention Center. Demand for in-person activity is evident and significant events happily call our state home because of our focus on improvement. The thoughtful appropriation of \$200 million from the Kentucky General Assembly to envision new and improved facilities will create opportunities for us to connect communities, retain and grow business in 2023 and beyond.

We have this once-in-a-lifetime opportunity to double down on the exponential growth of tourism activity. Conservatively, we've seen an 82% increase in hotel room nights associated with events at Kentucky Venues and more than doubled the number of guests on-site compared to 2021. From influential shows moving out of other major markets to Louisville, to those that've been with us for generations, we have the tools in Kentucky to realize the full potential of events.

It takes a team to make the economic engine roar and we owe our continued success to those that serve the same vision as us; to support tourism and agriculture by hosting and producing successful events at our venues. I applaud the effort of so many across the state that are participating in positioning these facilities to play an even greater role in the growth and success of Kentucky's economy. Our facilities are open for business, and we invite you to see firsthand how we are making good on our promise to make Kentucky home to the best events in the world.

Best Regards,



David S. Beck



DAVID S. BECK
President & CEO



**OUR WORLD-CLASS
FACILITIES BRING
KENTUCKY
UNIVERSAL LOVE.**

*Offering the most modern,
expansive and engaging event space
under one roof. Well, two.*





With the support of world class partners like Kentucky Venues, our festivals welcomed people from all 50 states and 21 countries to Louisville, KY in September. Our deep love for Kentucky, and our great appreciation for the staff and leadership in the agency give us confidence in activating globally recognized events, including Louder Than Life and Bourbon & Beyond. We can't wait to create more with this team.

– DANNY WIMMER
PRESENTS





BUILDING A VENUE FOR THE FUTURE

The Kentucky Exposition Center, the massive 1.2 million square foot facility, is only the latest iteration of a vision that began in 1908 when the original Kentucky State Fairgrounds was unveiled on a 150 acre property in Western Louisville. Opened in a mad-dash before the 1908 Fair, the property underwent many renovations over the years, adding features from racetracks to stadiums to create a leading entertainment property.

Through flooding and world wars, the original fairgrounds served the city, state and country.

The Commonwealth recognized that the property's future potential was not just in having a fairgrounds, but a venue to grow, attract and host nationally coveted events. When the Kentucky Fair and Exposition Center, now known as the Kentucky Exposition Center, opened in 1956, it was hailed as the world's largest and most modern multipurpose facility.

The new modern facility birthed a mission for the Kentucky State Fair Board: to generate economic impact and serve the Commonwealth of Kentucky. With that in mind, the venue has

evolved to serve our clients and our state in generating significant economic activity.

Throughout the Kentucky Exposition Center's rich history, visionary leaders kept an eye on the future of the events industry, building a world-class arena and expanding exhibit space as business needs shifted. The Kentucky Exposition Center is on the precipice of another significant step forward.

The Kentucky General Assembly generously invested \$200 million to positively enhance

economic growth by creating new infrastructure and enhancements to the Kentucky Exposition Center and Kentucky International Convention Center's existing properties. A proposed three-phased master plan for the redevelopment of the property with an estimated \$710 million in total investment will receive an evaluation in 2023. All concepts are still in the early stages as we, Kentucky Venues, support the goals to push the Commonwealth forward.

BUILDING BEYOND EXPECTATIONS

Envisioning The Future Of Downtown Events

Built when Louisville was known more for disco balls than bourbon, the original Kentucky International Convention Center's architecture reflected its 1970s origins. Centrally located in downtown Louisville, the expansive building was disconnected from the heartbeat of the city. Modern meeting planners sought open bright spaces with an architectural and visual connection to the cities they call home. To compete head-to-head for bigger events, leaders needed a convention center carefully crafted with an eye on the industry's future.

KICC found its new footing through a \$207 million renovation plan. What was previously a dark and blocky building transformed into a modern facility. Light now streams in through walls of glass, connecting the state-of-the-art convention center with the vibrant setting of downtown Louisville. KICC is recognized nationally for its beauty, space and sustainability initiatives. With easier wayfinding, more than 200K sq. ft. of contiguous exhibit space, a 40,000 sq. ft. ballroom, a high-capacity kitchen, and a state-of-the-art conference feature, KICC is the ideal venue for the modern meeting planner.

Making The Move: Major Events Choose Louisville

Berkshire Hathaway, a renowned multinational conglomerate holding company owned by legendary investor Warren Buffet, brought their annual National Conference to Louisville. The prestigious event attracted more than 4,500 attendees and generated \$2.8 million in economic impact as well as putting Louisville on the radar of many wealthy investors from around the world.

For the event industry, nothing tops IAEE's Expo! Expo! Known as the show for shows, event planners and organizers from across the country gathered in Louisville in December. This is an important event for attracting new business and generating future economic impact. With 2,500 industry leaders, the event generated \$1.9 million in economic impact and, through future bookings, will create even more business and economic activity.

Events that would have never considered Louisville before are filling the exhibit halls. KICC's renovation enabled Kentucky to compete for top-tier business, bringing new visitors and additional economic benefits to the Commonwealth.



Continuing with positive momentum, EXHIBITORLIVE, America's premier conference and exhibition for trade show and corporate event professionals announced its show is relocating to Louisville, Ky, after being in Las Vegas for over 30 years. Event organizers expect the five-day show to be attended by nearly 5,000 exhibit and event managers as well as marketing and communications experts, generating an estimated \$3.35 million in economic impact for the Commonwealth.

After spending time with leaders of both the city and the convention center, the choice to hold our industry event at the KICC became obvious. The trade show and events marketing industry is about creating experiences in an authentic way. And from the derby to the distilleries and baseball to boxing, the experience of Louisville is as authentic as it gets.

– **MARK JOHNSON**
Owner of Exhibitor Group



**ICONIC EVENTS
THAT SHAPE
THE LANDSCAPE OF
OUR INDUSTRY.**

*Supporting agriculture and
tourism with signature events that
help drive Kentucky forward.*





We have navigated many changes throughout the past 65 years. One thing that hasn't changed is the support received from Kentucky Exposition Center staff. The management, sales and catering staff are A+, and their professionalism continues to exceed expectations. The support staff always impresses me with their motivated can-do response. They really are extended members of our team. To say that we continue to be happy campers after six-plus decades is a true testament of the teamwork that has been displayed throughout the years.

– DISCOVER BOATING®
LOUISVILLE BOAT,
RV & SPORTSHOW®



COMMUNITY IMPACT



2,326,481
ESTIMATED
ATTENDEES



334
EVENTS
AT KEC AND KICC



385,121
HOTEL ROOM
NIGHTS



\$316M
ESTIMATED
ECONOMIC IMPACT

SIGNIFICANT ACHIEVEMENTS

Serving Our Commonwealth: Helping Kentuckians Through Tough Times

Kentuckians faced historic challenges this year, from Western Kentucky tornadoes to Eastern Kentucky floods. As an organization serving all those in the Commonwealth, Kentucky Venues stepped up to help.

After the December 2021 tornadoes, the Commonwealth rallied to support victims through the Western Kentucky Toy Drive. Broadbent Arena at the Kentucky Exposition Center served as the largest donation site for the initiative. Volunteers filled semi-trucks with more than 70,000 toys to help make the holiday season brighter for those impacted.

When Eastern Kentucky experienced catastrophic flooding shortly before the Fair, partners, fairgoers and artists stepped up to help. Cash and in-kind donations were collected to support fundraising efforts for our fellow Kentuckians. Whether they entered to win VIP passes to Bourbon and Beyond,

donated through the various relief funds or bought a donation-based t-shirt, everyone came together in person and in spirit during this year's Kentucky State Fair.

The Raising Hope Coalition, an organization focused on removing the stigma associated with mental health, worked in partnership with the Kentucky Department of Agriculture and Kentucky Venues to provide resources to farmers during the National Farm Machinery Show and Kentucky State Fair. The coalition provided immunizations, hearing tests and in-person support to attendees.

Kentucky Venues partnered with Jefferson County Public Schools and AmeriCorps to aid nearly 100 students during the annual city-wide "Give A Day" celebration. The agency hosted and sponsored Build-A-Bed 2022, where volunteers worked together to build beds for kids in the community. This was the first year Kentucky Venues hosted this event in Broadbent Arena, with plans to continue the partnership in the future.





SIGNIFICANT ACHIEVEMENTS

Kentucky Exposition Foundation: Funding and Securing the Future of Agriculture

The Kentucky Exposition Foundation 501(c)(3) in 2022 announced significant activations and donations. In August at the Kentucky State Fair, the Foundation hosted the inaugural Sunshine Class event, which paired 4-H and FFA students with a group of special needs children who may otherwise have never had the opportunity to show livestock. A week later, the Foundation partnered with the presenting sponsor Farm Credit Mid-America to produce the 4H and FFA

Championship Drive. Financial awards, banners and recognition were given to the youth who participated. Through the support of major donors, the Kentucky Exposition Foundation directed more than \$200K in funding to youth livestock participants and the five-gaited grand champion of the World's Championship Horse Show. This year's contributions to the Foundation include a \$1 million endowment from the Barbara Blacklaw Memorial Fund and a \$1 million donation from the Kentucky Agricultural Development Fund contingent on the Foundation raising \$1 million in matching contributions over the next 10 years.

Award Winning Shows: Helping Our Clients Succeed

TFN Run 4 The Roses, the country's largest girls' youth basketball tournament, was recognized by SportsTravel Magazine as the 'Best Amateur Event' in the sports-event industry. The event brought together 40,000 athletes, coaches and spectators representing 48 states, Canada, Australia, Chile and Puerto Rico. TFN basketball tournaments represent \$22.3 million in annual economic impact with 80 full-size courts under one roof.

The Utility Expo won several high-profile awards, including the 'Largest Trade Show of 2021' and 'The Fastest-Growing Gold 100 Show in Sheer Numbers in Net Square Feet in 2021.' The show tied as a recipient of the 'Return to Normal' Award and was also named 'The Greatest Trade Show of 2019'. BizBash also named the show one of the 10 Most Innovate Meetings. The Utility Expo spans more than 1.4 million net square feet and generated \$16.9 million in estimated economic impact at its bi-annual exposition.

Under its new identity, Equip Exposition was also named to the TSNN Gold 100 as a top five trade show ranked by net square feet. Equip Exposition set record-breaking attendance, selling out all of its exhibit space and expanded its outside demonstration space. This show brings over 22,500 lawn and landscape professionals to Kentucky and generates \$15.3 million in economic impact annually.

Bourbon & Beyond Plus Louder Than Life: Creating International Fanfare

After a two-year hiatus, the return of Bourbon & Beyond was a huge triumph, setting a Saturday attendance record and welcoming scores of music fans who flocked to Louisville. Louder Than Life, which started in 2014, cemented its title as 'Consequence's Festival of the Year'. It is America's biggest rock festival. More than 310K music fans worldwide came together for two weekends full of craft drinks, food and music. Danny Wimmer Presents festivals generate more than \$20 million annually in economic impact for Kentucky.

Bellarmino University: The ASUN Division I Champions

Bellarmino basketball is where it belongs: Division I. Any doubts were wiped away by the men's basketball team's historic run in the ASUN Championship, winning their conference title on the hardwood in Freedom Hall. For Bellarmino, winning wasn't a surprise. They had the team; they had the coach; they had the home-court advantage. Only their second year in Division 1 basketball, Bellarmino proved any naysayers wrong. Their victory sparked national interest in the team and the facility. High-level college basketball is back in Freedom Hall.



American College of Allergy, Asthma & Immunology hosted their annual meeting at KICC in November. This event brought \$5 million in economic activity and 4,500 attendees.

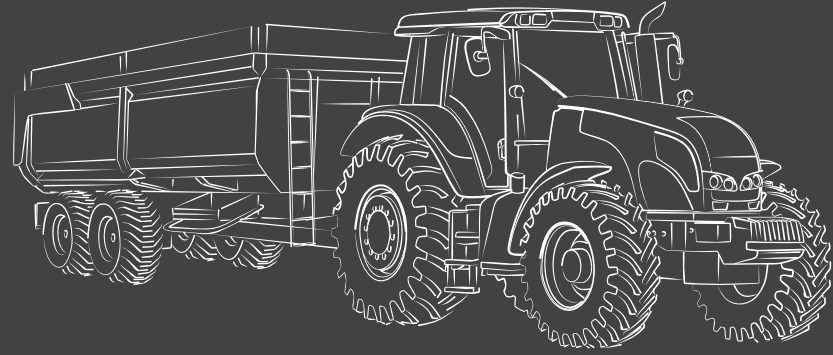
SIGNIFICANT ACHIEVEMENTS

Award Winning Events, Venues and Team Members: That's Kentucky Venues

Kentucky Venues is proud to share some of the local and national recognition received this year. It takes special facilities and hardworking people to deliver what guests expect.

- Chris Brannon was recognized as an 'Ambassador for Louisville' at the annual ROSE awards event. Chris has significantly contributed to Louisville Tourism's sales and service initiatives by helping retain and bring convention business to Louisville.

- KICC was recognized as a 'Center of Excellence' by Exhibitor Magazine for the 2nd consecutive year. Small, medium and large convention centers were invited to apply, then evaluated based on the facility, functionality, location, accommodations, service, execution, expansion, upgrades, awards and industry participation.
- For the 3rd consecutive year, KICC was recognized by ConventionSouth's Annual Readers' Choice Awards, placing the venue on the short list of the best meeting sites and destinations in the south.
- The Kentucky State Fair was recognized by the Kentucky Tourism Industry Association and the International Association of Fair and Expositions for activations and promotional efforts that took place leading up to and during the Fair. The highest honor was given to the Sunshine Class, which received 1st place for a unique new activation.



**HOSTING SOME OF THE
WORLD'S MOST PRESTIGIOUS
EVENTS, WITH A SPLASH OF
LOCAL COLOR.**

*From the state fair to the world's
largest purebred livestock exposition,
we know how to put on a show.*





We've really enjoyed the partnership that's been built over the past 5 years of hosting our Annual Meeting, the largest convening of regional business leaders, at KICC. Our teams have collaborated to produce an event that is safe and brings business leaders together to discuss pressing issues as well as successes. Each year, we try to make it feel fresh and with the help of all those at Kentucky Venues, GLI has received overwhelmingly positive remarks on the event.

– GREATER LOUISVILLE INC.





NATIONAL FARM MACHINERY SHOW

The 56th National Farm Machinery Show, the largest indoor farm show in the country, returned strong after a year hiatus with a show that included innovative seminars, product unveilings and show-stopping technology demonstrations. More than 1,500 exhibits filled 640,000 square feet of exhibit space showing off the latest agricultural products. The show welcomed an estimated 255,000 attendees over four days generating \$20.5 million by filling local hotels and restaurants with attendees from around the world.



\$20.5M
Estimated Economic Impact



800+
Exhibiting Companies



255,000
Overall Attendees





CHAMPIONSHIP TRACTOR PULL

The 54th Championship Tractor Pull sponsored by Syngenta, held in conjunction with the National Farm Machinery Show, sold more than 65,000 tickets, including a completely sold-out finale. Fans flooded Freedom Hall for five pulls, where 190 of the world's top drivers competed for the title of Grand Champion and a share of more than \$300,000 in prizes. The show is the country's longest-running indoor pull. Ticket sales and livestream purchases for the pull exceeded 2020 numbers.



Livestream Numbers Set All-Time Record for Total Viewers



Drivers Hail From Coast to Coast – New Brunswick to California



Longest Running Indoor Pull in the Country





KENTUCKY STATE FAIR

The 118th Kentucky State Fair celebrated a successful year of bringing people together, with all 120 counties represented, to enjoy 11 days filled with concerts, agriculture, education and more. Entries and overall attendance increased compared to 2021.

General entries filled the South Wing and East Hall with 15,725 submissions. Livestock competitors showed their best in the western portion of the property with 7,935 entries. FFA and 4-H participants displayed their talents with 7,938 entries in AgLand.

The Fair focused on serving more Kentuckians, creating events to raise awareness and fundraising for a cause. Kentucky stepped up with a record-breaking ham auctioned for \$5 million to charity. From the second annual Sensory Friendly Morning to the inaugural Sunshine Class, and fundraising efforts for Eastern Kentucky flood relief, with support from 4-H, Danny Wimmer Presents and T. Graham Brown, the Fair is full of people who care.



31,000+
Entries at the Fair



New Sunshine Class Wins First Place for Unique Competition at IAFE Convention



120
All 120 Kentucky Counties in Attendance



43%
Increase in Advance Tickets to the Fair



20%
Increase in Overall Attendance – 525,000 Attendees





WORLD'S CHAMPIONSHIP HORSE SHOW

The 119th World's Championship Horse Show, considered the most prestigious horse show in the world, was held in conjunction with the Kentucky State Fair. Nearly two thousand horses competed in 236 classes for titles and \$1.3 million in awards. The show culminated in a six-year-old stallion from Wytheville, VA, named "Epoque Kiss NKF" being crowned as the 'Five-Gaited World's Grand Champion'. The show boasts 9 divisions of competition, and distinguished competitors from around the globe visit Kentucky to recognize the Commonwealth's only native horse breed.



236

Classes of Competition



The American Saddlebred is Kentucky's Only Native Horse



\$8.4M

Estimated Economic Impact (including the Fair)



NORTH AMERICAN INTERNATIONAL LIVESTOCK EXPOSITION

The 49th North American International Livestock Exposition (NAILE) drew over 23,000 entries with exhibitors from 48 states and Canada competing for nearly a half-a-million dollars in premiums. NAILE is the world's largest purebred livestock show and is a major livestock event with many significant activities. This year included livestock competitions, national contests, the Saddle & Sirloin Portrait Gallery Induction and more. The animals that win at NAILE are the top of their respective breeds and this show proves Kentucky sets the expectation in agriculture.



48+
48 States and Canada Represented



\$7.9M
Estimated Economic Impact



23,000+
Livestock Entries





NORTH AMERICAN CHAMPIONSHIP RODEO

The 44th North American Championship Rodeo, held in conjunction with NAILE, brought adrenaline-inducing entertainment to Freedom Hall to record-breaking crowds. The top 12 finalists from 9 different states competed in events such as bull riding, steer wrestling, team roping and more. Attendance exceeded 10-year highs and offered an opportunity for attendees to connect with their agricultural roots, shop at the Country Store and enjoy rodeo thrills with friends and family. The rodeo has created World Champion Cowboys and Cowgirls over the years and so the competition witnessed in this circuit is as tough as it gets.



32,000+
Tickets Distributed



99%+
Capacity Friday and Saturday (Sold-Out)



**OVER \$300 MILLION
IN ECONOMIC
IMPACT. NO WONDER
KENTUCKY'S ECONOMY
IS TAKING OFF.**

*The investments in
Kentucky Venues deliver benefits
far beyond the bottom line.*





The Bluegrass Volleyball Tournament has enjoyed an outstanding relationship with the Kentucky Expo Center. For more than a decade, their staff has provided our event with everything we need to make it a wonderful experience for all of our participants. Any issues we have ever had were quickly resolved and it is very obvious that they do care about the success of our event. I would hate to think of running our event without the excellent assistance of the Kentucky Venues staff. We hold this partnership in its highest regard and look forward to working together for many years to come.

– ADIDAS KIVA



FINANCIAL REPORT

Fiscal Year 2021-2022*

OPERATING REVENUES

Charges for Services	\$43,089,207
Lease Income	\$1,638,397
Other Income **	\$25,302,458
Total Operating Revenues	\$70,030,062

OPERATING EXPENSES

General & Administrative	\$5,858,469
Operating	\$30,830,876
Direct Costs of Events	\$8,463,083
Total Operating Expenses	\$45,152,428
Net Income From Operations***	\$24,877,634

NET INCOME RESULTS

Net Income (Before	
Audit Adjustments)	\$24,877,634
Transfer from Commonwealth	
Capital Projects	\$11,968,485
Contributed Property	
(Kentucky Kingdom)	\$1,527,480
Less: Depreciation, Loss on	
Asset Disposals and	
Pension Liability Adjustments	(\$16,630,109)
Total Net Income	\$21,743,490

CAPITAL PROJECTS

Capital projects are long-term investments, major maintenance or renovation projects for existing facilities. These in some cases are on-going projects that carryforward year over year until completion.

FACILITY IMPROVEMENTS

Festival Ground Improvements	\$3,400,000
KEC Roof Replacement	\$1,800,000
General Maintenance	\$1,500,000
KICC Renovation Project	\$1,000,000

Grand Total **\$7,700,000**

* Source of data is the Kentucky State Fair Board audit report through fiscal year ending June 30, 2022.

** Other Operating Income includes General Fund transfers of \$23,053,400.

*** Net Income (Loss) from Operations before audit adjustments for depreciation, loss on asset disposals and pension liability adjustments.



937 Phillips Lane • Louisville, KY 40209
1-502-367-5000 • kyvenues.com