



Trees May Not, But State's Exposition Facilities See Money Grow!

For many of the largest tradeshows, expositions and entertainment productions across the country and around the world, the Bluegrass State and its Louisville-based exhibition venues must be doing something right. According to a recent economic impact study covering the Kentucky Exposition Center and Kentucky International Convention Center's overall business conducted during 2005, business is good. The study, researched by the University of Louisville, found that the economic impact of the 2005 events at the two facilities combined for \$453 million. That figure represents a 6.4 percent increase over 2001, the last year that this type of study was performed.

A large part of the success can be attributed to expansion projects, the sprouting of nearby businesses drawn to the areas around the facilities, and the venues' respected nation-wide presence, which spurred many multi-year event contracts.

A number of categories experienced significant growth that generated positive effects on local and state-wide levels. Compared to the 2001 study, the following economic factors realized improvements:

- The 2005 event activities generated \$26.1 million in state and local income taxes, and \$6.9 million in local occupational and room taxes. These represent increases of 8.2 and 20.6 percent, respectively. Over 95 percent of these tax dollars are believed to be generated by nonresident attendees and exhibitors, meaning they bring about new tax dollars, rather than a collection from Kentucky residents.
- New dollars generated by Kentucky State Fair Board events supported approximately 7,150 jobs locally, with an annual payroll of \$146 million – an increase of \$6 million.
- Total receipts collected by the Kentucky State Fair Board equaled \$40.3 million, an increase of 17.6 percent from 2001.
- Out-of-town attendees and exhibitors rented nearly 778,000 rooms at area hotels and motels. Total direct spending by non-residents, including lodging, food, shopping, business and entertainment expenses, totaled more than \$224 million.

Many of the dollars generated from overnight stays and visits to area restaurants and other businesses were seen in part because of the influx of new or newly renovated hotels and eating establishments around the Kentucky International Convention Center (KICC) in the last few years. In turn, the facility helped attract even more events through its own recent expansion projects, which include a state-of-the-art 175 seat Conference Theatre, as well as above-ground pedways connecting KICC to downtown Louisville's Galt House Hotel & Suites, Hyatt Regency, and Marriott hotels.

All of this is good news for the Kentucky Exposition Center (KEC), which opened its new South Wing C in the fall of 2005. The exhibit hall holds 237,000 square feet of exhibit and meeting space, and the fall of 2007 will welcome a completely renovated East Wing building to match the high ceilings, few columns and excellent lighting of all of the venue's South Wing structures. The completed expansion will help KEC maintain its stronghold as one of the top six exposition centers in the country, and keep dollars pouring in that benefit the local and state-wide communities.



AT THE TICKET OFFICE Tickets for the following are on sale now

U.S. National Arabian and Half-Arabian Championship Horse Show
October 12-21
Freedom Hall, 8 a.m., 1 p.m. and 7 p.m. daily
8 a.m. & 1 p.m. on Friday, October 20
Tickets: \$21 – Reserved
\$11 – Adults
\$8.50 – Students & Senior citizens
Free to children 12 & under

Delirium – A Cirque du Soleil Live Music Event
October 27-29
Freedom Hall, 8 p.m. Friday;
2 & 8 p.m. Saturday; 6 p.m. Sunday
Tickets: \$100.50 – Reserved/all evening shows
\$85.50 – Reserved/all evening shows
\$70.50 – Reserved/all evening shows
\$89 – Reserved/Saturday 2pm
\$69 – Reserved/Saturday 2pm
\$39 – Reserved/ Saturday 2pm

North American Championship Rodeo
November 9-11
Freedom Hall, 7:30 p.m.
Tickets: \$26 – Reserved/ Thursday and Friday
\$8 – Reserved/Children 12 and under with purchase of adult ticket – Friday
\$31 – Reserved/Saturday

Harlem Globetrotters
January 13, 2007
Freedom Hall, 7 p.m.
Tickets: \$106 – Courtside
\$44 – VIP
\$27 – Reserved
\$21 – Reserved
\$17 – Reserved

Arenacross
January 26-28, 2007
Broadbent Arena, 7:30 p.m. Friday & Saturday;
12 p.m. Sunday
Tickets: \$23 – Reserved/Adult
\$6 – Reserved/Children 2-12
\$21 – Reserved/Adult - Sunday only

McDonald's All American Games Jamfest
March 26, 2007
Bellarmine University - Knights Hall, 7 p.m.
Tickets: \$15 – General Admission
On sale: October 9, 2006

McDonald's All American Boys & Girls High School Basketball Games
March 28, 2007
Freedom Hall; Girls – 5:30 p.m., Boys – 8 p.m.
Tickets: \$60 – Reserved
\$38 – Reserved
\$28 – Reserved
\$15 – Reserved
On sale: October 9, 2006

All tickets subject to availability
All prices include a \$1 facility charge

To order tickets:
KEC Ticket Office (502) 367-5144
Ticketmaster (502) 361-3100
TDD (502) 367-5131

Order tickets online and print them from your personal computer using ticketFast at www.ticketmaster.com.



Featured in this issue:

- **Livestock's Finest Decided at Upcoming Exposition**
- **Only the Best to Fill Arabian Days and Nights**
- **East Wing Expansion Continues**
- **Fair Enjoys Large Crowd and Record-Earning Entries**

Front & Center is a quarterly publication of the Kentucky State Fair Board, promoting the business and activities of the Kentucky Exposition Center and its interests.



LIVESTOCK'S FINEST DECIDED AT UPCOMING EXPOSITION

Livestock owners, breeders and exhibitors from around the globe will make the Bluegrass State their temporary home when the 33rd annual **North American International Livestock Exposition (NAILE)** returns November 4-17. Recognized as the largest all-breed, purebred livestock show in the world, the expo annually draws more than 4,000 exhibitors, 20,000 entries and 200,000 visitors through the gates of the Kentucky Exposition Center.

The thousands of entries vying for the title of champion span across nine major divisions of livestock: dairy cattle, dairy goats, llamas and alpacas, quarter horses, draft horses, market swine, beef cattle, Boer goats and sheep. The hard work and dedication of the owners comes to fruition when the chosen few animals are then auctioned at the Sale of Champions.

In conjunction with the livestock judging contests, the show will also feature the action-packed North American Championship Rodeo inside Freedom Hall November 9-11,

and the canine Frisbee-catching stunts of the U.S. Disc Dog National Championships from November 11-12. All of the entertainment, sales, breed meetings and contests that take place during NAILE help generate more than \$11 million in economic impact for Kentucky each year. For more information about the show, its competitions or a schedule of events, visit www.livestockexpo.org.



ONLY THE BEST TO FILL ARABIAN DAYS AND NIGHTS

In the state where horses are king, the finest Arabian horses in the world will come together to showcase their grace and beauty during the 40th **U.S. National Arabian & Half Arabian Championship Horse Show**. The most prestigious

North American championship in the Arabian show horse industry will visit the Commonwealth when the Kentucky Exposition Center welcomes the event October 12-21.

The list of competitions throughout the 10-day event is extensive, and will feature amateur and professional riders in halter, reigning, cutting, park horse, driving, side saddle, English, hunter and western classes, just to name a few. The show, however, includes much more than an exhibition of the breed's finest competitors. Attendees will also find the largest Arabian horse shopping expo in the world, an elaborate barn party series and the chance to get up close to the equines in a meet-and-greet format.

From the quality of competitions to the adjoining entertainment, Arabian horse fans will find a little of everything. For more information about the show, visit www.arabianhorses.org.



Recent visitors to the Kentucky Exposition Center (KEC) have probably noticed the facility is in the middle of a growth spurt. The "rebuilding" portion of the East Wing's re-construction is underway, as the structure will soon contain 216,000 square feet of Class "A" exhibit space. The new East Wing will mirror the show floor space of the venue's three South Wing buildings, which feature 27-foot tall ceilings, abundant lighting and very few columns. Additional East Wing features will include a large reception area and a pedway that stretches from the southeast parking lot behind Cardinal Stadium to the lobby of the exhibit hall. Recently completed work includes:

- Installed new sanitary and storm sewer lines
- Drilled new caissons and placed pile caps
- Installed new sub surface steel and grade beams
- Started setting new pre-cast columns
- Started parking lot connector and entry building
- Started installing sub-surface plumbing and electric

FAIR ENJOYS LARGE CROWDS AND RECORD-EARNING ENTRIES

Record-setting auctions and packed crowds defined the 102nd **Kentucky State Fair**, August 17-27, as the overall attendance of 614,477 for the 11-day festival topped 600,000 for the 18th consecutive year.

Sold-out concert crowds filled Freedom Hall to see the performance by the American Idols and the show featuring Rascal Flatts. The free concerts in Cardinal Stadium also drew impressive numbers, particularly headliner Blake Shelton, who attracted 20,000 fans, the second-largest attendance at any Kentucky State Fair free concert. More than 13,000 students set a new mark for field-trip attendance, and multiple new ticket promotions, offered by North American Midway Entertainment, kept the Thrillway bustling with adventure seekers.

In addition, the Fair's winning country ham pulled in a remarkable \$500,000 at the 43rd Annual Kentucky Ham Breakfast & Auction, shattering last year's previous record of \$340,000. The 4-H & FFA Sale of Champions also set a new high as the champion steers, hogs, lambs and goats earned a combined \$110,500.

For updates on all of this year's winners or information on the 2007 Kentucky State Fair, visit www.kystatefair.org.

SCHEDULE OF EVENTS

OCTOBER

- 4 JCPs Health Benefits Fair
- 6-8 International Lawn, Garden & Power Equipment Expo*
- 12-21 U.S. National Arabian & Half Arabian Championships
- 15 UPS College & Career Expo
- 21 National Youngbird Show
- 23-25 Kentucky Tourism Industry Annual Conference*
- 25 Fall Food Show
- 27-28 Cirque du Soleil
- 27-29 Kentucky Flea Market
- 28 General Electric Quarter Century Club Outing*
- 28 Saint Xavier High School Fall Dance*
- 28 Kentucky State Champs Standard Card Tournament
- 28-29 Louisville Collector Car Fest

NOVEMBER

- 1 University of Louisville vs. Bellarmine
- 4 Breeder's Cup TARC Shuttle
- 4-17 North American International Livestock Exposition
- 9-11 North American Championship Rodeo
- 18 University of Louisville vs. Northwestern State
- 19 University of Louisville (W) vs. Furman
- 19 University of Louisville vs. Kentucky Wesleyan
- 28-30 44th Annual National RV Trade Show*

DECEMBER

- 2 University of Louisville vs. Sacramento State
- 3 University of Louisville (W) vs. Kentucky
- 8-10 NABC Classic (University of Louisville & teams TBA)
- 8-10 Christmas Gift & Décor Show
- 9 University of Louisville (W) vs. Western Kentucky
- 9 University of Kentucky vs. Indiana University
- 9-10 Dimes & Dollars Championship Household Pet & Agility Cat Show
- 9-10 National Gun Day Holiday Show
- 13 University of Louisville vs. Massachusetts (Billy Minardi Classic)
- 14 University of Louisville (W) vs. Cincinnati
- 16 University of Louisville vs. Kentucky
- 16 University of Louisville (W) vs. Belmont
- 18 University of Louisville (W) vs. Butler
- 20 University of Louisville vs. Savannah State
- 23 University of Louisville vs. Miami
- 27 University of Louisville vs. Northeastern
- 28 University of Louisville vs. San Francisco
- 29 University of Louisville (W) vs. Eastern Illinois
- 29-31 Tri-State Gun & Knife Show
- 29- Jan. 1 Kentucky Flea Market
- 30 University of Louisville vs. UNC Asheville
- 31 University of Louisville (W) vs. Sacramento State

*Closed to the public

THIS LIST IS SUBJECT TO CHANGE

For more information, contact: Kentucky Exposition Center
P.O. Box 37130
Louisville, KY 40233-7130

Event Hotline: (502) 367-5005
KEC Main Number: (502) 367-5000
Sales Department: (502) 367-5150
www.kyexpo.org

SALES & MARKETING REPORT

The Kentucky Exposition Center's at-a-glance review of major conventions and trade shows signed in the last quarter.

GROUP	EVENT DATES	ESTIMATED ATTENDANCE	ANNUAL ECONOMIC IMPACT
Educational Testing Services Advanced Placement Reading Program & Studio Art Reading Program	May 13 - June 30, 2007	4,000	\$20 million
2007 Summer National Senior Games	June 22 - July 7, 2007	35,000	\$20 million
19th Annual Show of Shows Antique Military Show	February 22-24, 2008	6,000	\$1.5 million