

\$2 Billion

Agritourism in Fayette County

2016 ECONOMIC
IMPACT OF ALL
TOURISM IN
FAYETTE COUNTY



Sales Estimates	Keeneland	KHP
Accommodations	\$19.5 M	\$9.1 M
Food & Drinking Places	\$19.6 M	\$11.7 M
Gasoline	\$7.7 M	\$6.9 M
Other Retail	\$4.2 M	\$3.7 M

Source: Bollinger (2015) and CEDIK (2017)

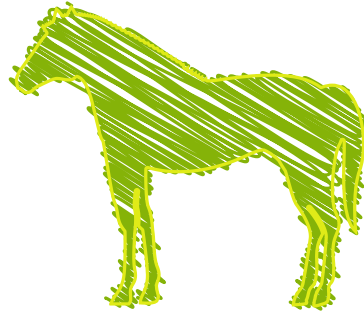


Source: Certec, 2017

Horse Country Kentucky

A relatively new tourism initiative for the equine industry, Horse Country Kentucky is similar to the bourbon trail. There are currently 20 different tour options that include horse farms, equine clinics, and training facilities.

visithorsecountry.com



What Visitors to Lexington Want to Experience

According to VisitLex, the top five requests in the last year from visitors:

1. Horse Farm Tours
2. The Lexington Walk & Bluegrass Country Driving Tour
3. Bourbon Distilleries
4. Kentucky Horse Park
5. Keeneland

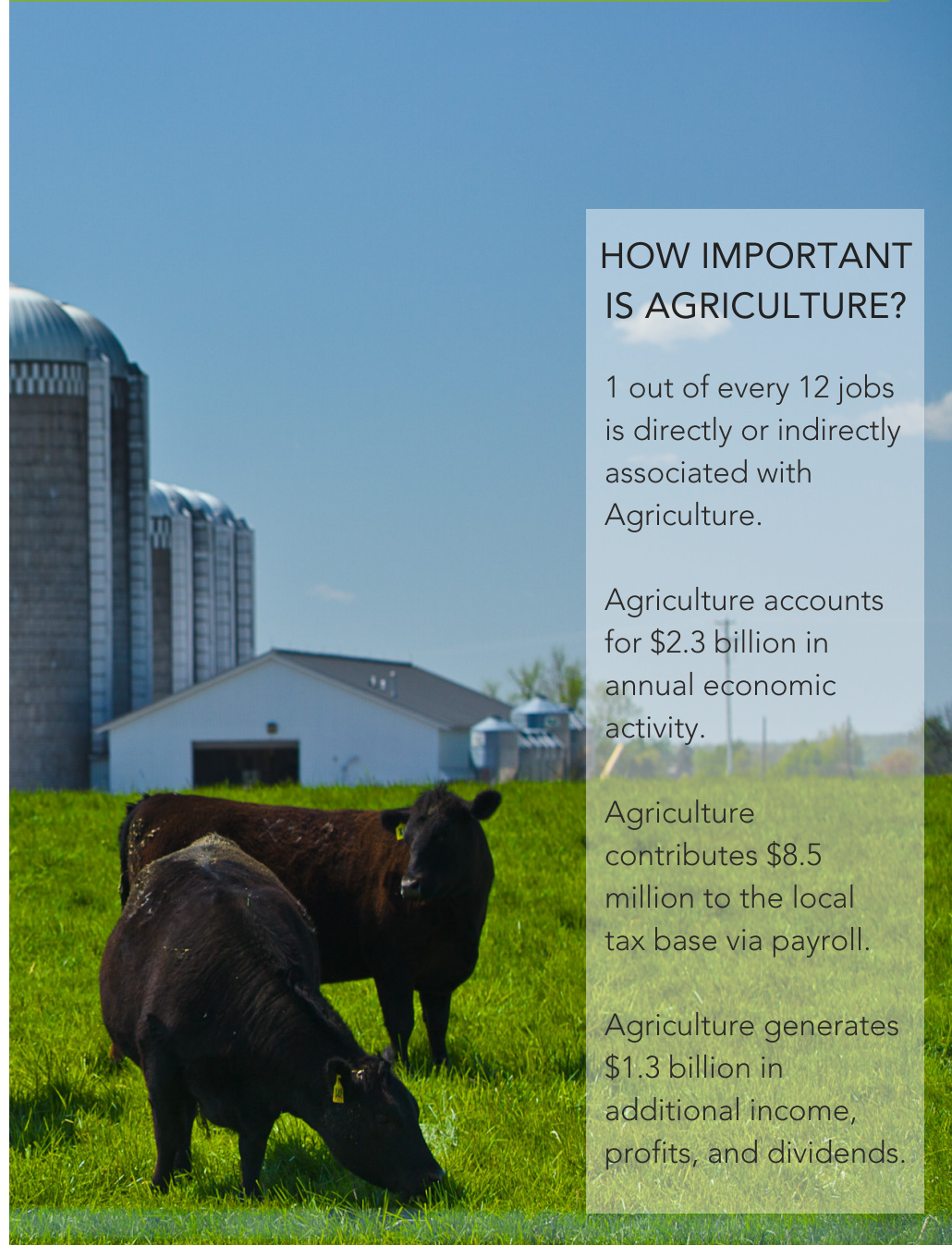
REPORT AUTHORED BY:



CEDIK
Community & Economic
Development Initiative of Kentucky
cedik.ca.uky.edu

REPORT PREPARED FOR:
Fayette Alliance
Fayette County Farm Bureau
Kentucky Thoroughbred
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Kentucky Thoroughbred
Owners and Breeders, Inc.

Fayette County Agriculture Value and Economic Impact 2017



HOW IMPORTANT IS AGRICULTURE?

1 out of every 12 jobs is directly or indirectly associated with Agriculture.

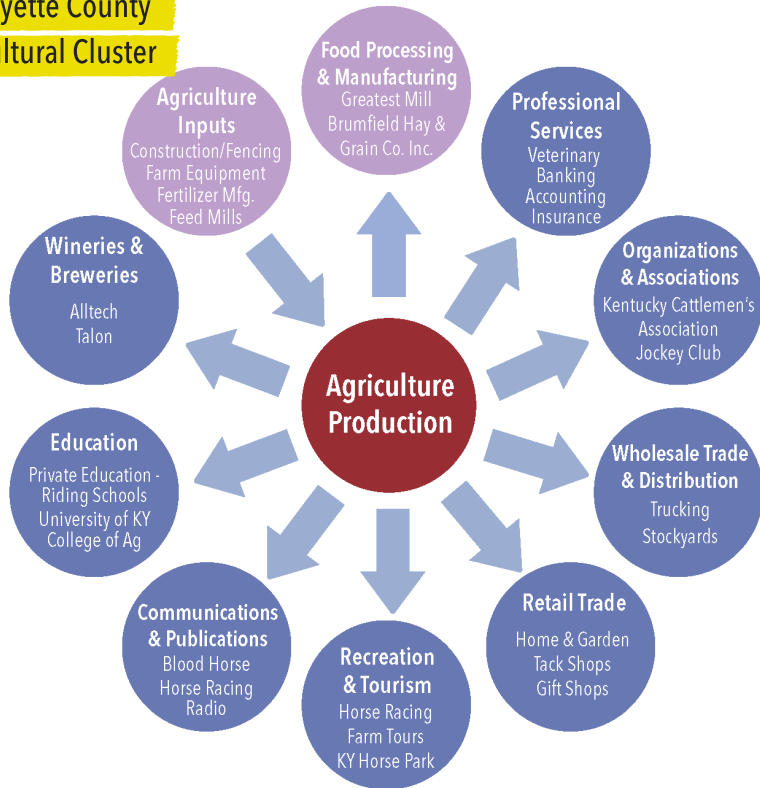
Agriculture accounts for \$2.3 billion in annual economic activity.

Agriculture contributes \$8.5 million to the local tax base via payroll.

Agriculture generates \$1.3 billion in additional income, profits, and dividends.

Fayette County has a diverse economy...
and Agriculture in Fayette County includes
so much more than farming!

**The Fayette County
Agricultural Cluster**



**Top Industries Impacted by a
10% Loss in Agricultural Sales**

- Wholesale trade
- Production agriculture (in addition to the 10% loss)
- Real estate
- Petroleum refineries
- Truck transportation
- Maint. & repair construction of nonresidential structures
- Other local government enterprises
- Insurance carriers
- Monetary authorities & depository credit intermediation
- Insurance agencies, brokerages, and related activities
- Electric power transmission and distribution
- Accounting, tax prep, bookkeeping, & payroll services
- Warehousing and storage
- Management of companies and enterprises
- Employment services

Source: IMPLAN, 2014

Agriculture Jobs (TOP 6)

- Farm, Ranch, and Aquacultural Animal Farmworkers
- First-Line Supervisors in Farming, Fishing, & Forestry
- Crop, Nursery, & Greenhouse Farmworkers & Laborers
- Animal Breeders
- Ag Equipment Operators
- All Other Ag Workers

Ag-related Jobs (TOP 6)

- Farmers, Ranchers, & Other Ag Managers
- Nonfarm Animal Caretakers
- Animal Trainers
- Landscaping & Groundskeeping Workers
- Veterinarians
- Ag & Food Science Technicians

Agriculture contributes both to the local economy as
well as the rural landscape that creates an attractive
location to work, play, and stay.

Top Five Ag Products in Fayette County by Sales:

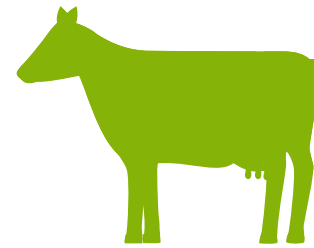
Horses and other equine

Breeding and other support services

Cattle and calves

Tobacco

Grains and oilseeds



Source: Census of Agriculture, 2012

In 2012, Fayette County ranked first in Kentucky and the United States for horse and pony inventory and sales as well first in "breeding and other support services" which includes equine breeding operations. In addition, Fayette County ranked 4th and 5th in the state in cut Christmas trees and nursery and greenhouse products, respectively.



Lexington is home to 2 world renowned equine veterinarian
hospitals, Rood and Riddle Equine Hospital &
Hagyard Equine Medical Institute.