

THE KENTUCKY DERBY FESTIVAL IMPACT

GET RETURNS. GET HAPPY. GET INVOLVED.



WHO WE ARE: PRIVATE, NOT-FOR-PROFIT 501(c)(4)

A powerful driver of regional growth, a source of community spirit, and a stage for unforgettable, one-of-a-kind experiences.

IMPACT NUMBERS

-  Over **1.5 million** people attend Festival events.
-  More than **150 events, programs, and promotions.**
-  Key Focus: Community, Celebration, Economic Impact.
-  Locations: Greater Louisville Area, Southern Indiana, Kentucky.
-  Reach: Local, State, Regional, National, and International.
-  **\$7.3 million** in annual revenue (Sponsorships, Merchandise and Pegasus Pins, Registration and Entry Fees, Food and Beverage, and Ticketing).



ECONOMIC IMPACT



\$204 million in economic activity generated for the Louisville metro area in 2024—up 52% from 2011



\$114 million generated by Thunder Over Louisville® alone.



For every **\$1 invested** by the Festival, **\$25.30 returns** to the city and state economy.

JOBS/VOLUNTEERS

- Over **5,600 jobs** were supported due to the Festival being a catalyst for a vibrant and resilient environment.
- **4,000 volunteer positions, 75 board members, 23 staff.**
- **\$82 million** in payroll from event attendee spending at local businesses, driving over **\$140 million** in additional revenue.

TAX REVENUE GENERATION

Includes excise and sales taxes, payroll taxes, property taxes, and fees.



Festival-driven economic activity contributes over \$39 million in local, state and federal taxes.

Induced tax impact effect equates to over **\$33 million:**

- **\$4.8 million** generated locally.
- **\$9.8 million** generated for the state.
- **\$18.4 million** generated federally.

BARRIERS

- Financial sustainability to provide events for the entire community.
- Infrastructural costs to provide a safe and secure event.
- Common misconception that we are a 'for-profit' entity and funded or operated by Churchill Downs or the City of Louisville.

FINANCIAL LOSSES/IMPACT:

- **Annual loss of \$750,000** on Thunder Over Louisville.
- **Annual spend of \$600,000** on public safety and crowd management infrastructure for Kentucky Derby Festival events.



1



Part of the fabric of the community since 1956

2



Economic engine

3



Long-term sustainability

Numbers provided by Kentucky Derby Festival and 2024 University of Louisville IMPLAN Study.