



Peristyle/Old Taylor Distillery Market & Impact Study

Millville, Kentucky

Hunden Strategic Partners (HSP) evaluated the Peristyle Distillery's application to the Kentucky Tourism Development Act (KTDA) to renovate and redevelop the Old Taylor Distillery, which is the oldest distillery in Kentucky. The renovation was projected to have over 250,000 square feet in functional space and include indoor and outdoor meeting and event space, a tasting area and a gift shop. The renovation included building a craft distillery operation within the existing boiler room structure to produce bourbon, moonshine, vodka, gin and other spirits for onsite sales as well as for distribution. Additionally, renovations to the existing barrel warehouse storage facilities were planned for storing onsite-produced spirits as well as store barrels for producers in the Central Kentucky region.

In its analysis, HSP completed a full market and revenue study for the facility and determined the economic, fiscal and employment impact for the project. This included a comparable analysis of existing distilleries, including the recently developed Craft Distillery Trail. Bourbon and related tourism was also analyzed, including attendance, demand and the size of comparable facilities.

The conclusion of the analysis revealed that the proposed renovation met all of the criteria identified by the Kentucky Tourism and Development Act, however the Old Taylor Distillery renovation moved in a different direction.

Client: Kentucky Tourism & Heritage Cabinet

Time Period: 2015