



## Rabbit Hole Distillery Development Impact Analysis

*Louisville, Kentucky*

Hunden Strategic Partners (HSP) evaluated the Rabbit Hole Distillery's application to the Kentucky Tourism Development Act (KTDA) to renovate and redevelop a 23,000-square foot facility for a proposed bourbon distillery, training/tasting room, gift shop, conference room, and gathering space. Additionally, the empty lot adjacent to the warehouse was proposed to become a pedestrian walkway with retail stores and green space, as well as a community garden.

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 and visitor centers, as well as the recently developed Craft Distillery Trail. HSP gathered and analyzed data to develop attendance assumptions and financial projections, while identifying industry metrics that assisted in forecasting the Project's performance.

Bourbon and related tourism was also analyzed, including attendance, demand and the size of comparable facilities. The results were compiled into a detailed economic, fiscal and employment model to help the Commonwealth understand the impact of the project.

The conclusion of the analysis showed that the proposed Rabbit Hole Distillery development fulfilled all of the criteria identified by the Kentucky Tourism and Development Act for the tax rebate. The distillery broke ground in October 2016 and opened to the public in 2018.

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**Client:** Kentucky Tourism & Heritage Cabinet

**Time Period:** 2015 - 2016