



Prizer Point - Lake Barkley Resort & Marina Impact

Cadiz, Kentucky

Hunden Strategic Partners completed an impact analysis report and Kentucky Tourism Development Act Application review for a \$5 million expansion of the Prizer Point Resort and Marina in Cadiz, Kentucky.

The site currently includes a multitude of businesses, including lodging, campgrounds, rentals, outdoor play park, and store. Prizer Point proposed to expand and improve outdoor recreational offerings, including inflatable water park, splash pad, rope course, pavilion, jumping pillow, and moving peddle cart track. The proposed expansion will also include lodging and camping offerings.

HSP conducted the application review that the project developer submitted to the Kentucky Tourism Development Act program, which allows up to a 25 percent rebate on certain types of defined tourism projects that meet several hurdles. HSP has provided reviews of more than thirty such projects. HSP completed a full analysis of the business plan, the expected tourism from outside of Kentucky as well as comparable and competitive projects. From this data, the economic, fiscal and employment impact was determined.

At the conclusion of the study, HSP determined that the Prizer Point Resort and Marina expansion project met all of the criteria identified by the Kentucky Tourism and Development Act and qualified for the 25 percent tax rebate.

Client: Kentucky Tourism & Heritage Cabinet

Time Period: 2015 - 2016