



## Buffalo Trace Visitors Center Expansion – Two Studies

*Frankfort, Kentucky*

In 2014, Hunden Strategic Partners evaluated the Buffalo Trace application to the Kentucky Tourism Development Act to expand their visitor center to include an additional 11,200 square feet of meeting and event space, tasting area and gift shop. The Center at the time of analysis was so popular that it could not adequately service the number of tourists wanting a full tour and tasting experience. The Center was also experiencing requests for engraved merchandise and special events.

In its analysis, HSP completed a full market and financial feasibility study for the facility and determined the economic, fiscal and employment impact for the project. This included a comparable analysis of existing visitor centers which are located at distilleries along the Kentucky Bourbon Trail. Bourbon related tourism was also analyzed, including attendance, demand and the size of comparable facilities. The final report revealed that the project met the guidelines established by the KTDA, and the expansion was approved.

In the process of excavation, a historical/archeological discovery was made related to the history of bourbon on the site. As a result, the expansion project changed and needed to be reviewed again in 2017 as a separate study regarding the changes to the prior project approach. The changed project included a \$2.21 million renovation and expansion of the current 6,000-square foot visitor center, known as the Gallery Shop, and Dickel Building along the Kentucky River on the grounds of the Buffalo Trace Distillery in Frankfort. HSP determined that the Project met all criteria identified by the KTDA.

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**Client:** Kentucky Tourism & Heritage Cabinet

**Time Period:** 2014; 2017