



Makers Mark Inn at Star Hill Farm Study

Loretto, Kentucky

HSP evaluated Makers Mark Distillery's application for the Kentucky Tourism Development Act (KTDA) tax incentive program to construct a new ultra-premium 20-room lodging facility on the Maker's Mark campus. The project was proposed as a place where guests can stay for a multi-day ultimate distillery and culinary experience.

The main lodging structure was proposed to house 16 guest rooms and suites on three levels, as well as a 50-seat restaurant, 14-seat bar, a private dining room, three tasting rooms, a lawn and pool space for events, two meeting rooms, a gift shop area, and back-of-house functions including office and kitchen space. Additionally, a barn structure was proposed, detached from the main building, to act as the lobby for guest check-in. The four remaining guest rooms would be located in a two-story guesthouse adjacent to the main lodging building.

The experiences at the Inn at Star Hill Farm were proposed as completely exclusive to guests of the Inn. This also included a 600-acre Nature Preserve and Water Sanctuary open to guests and the public. New tour experiences and walking trails were also proposed to allow additional interaction with the campus. HSP studied the market viability and determined the economic impact of all the proposed elements for the Inn at Star Hill Farm project.

The final report demonstrated that the proposed development met all of the criteria identified by the KTDA.

Client: Kentucky Tourism & Heritage Cabinet

Time Period: 2019