



Heaven Hill Bourbon Heritage Center Expansion Study

Bardstown, Kentucky

Hunden Strategic Partners was engaged to evaluate an application for the Kentucky Tourism Development Act incentive program. The project was a proposed expansion of the Heaven Hill Bourbon Heritage Center in Bardstown, Kentucky. The development was proposed to expand upon the existing visitor experience at the distillery by offering expanded tours, hands-on bottle filling, a rooftop bar and meeting space, demonstration kitchen, and dining options.

The project included the addition of approximately 14,000 square feet to the Bourbon Heritage Center, programmed with attractions for both out-of-state and local visitors. Other project elements proposed included the renovation of existing spaces and reprogramming to expand retail and experiential elements at the center, five interactive and educational areas, food and beverage options through a demonstration kitchen and a rooftop bar, and finally a programmed and rentable 1,500-square foot meeting space with a multi-purpose outdoor deck.

Hunden's study evaluated the state of the bourbon industry as whole as well as profiled the most visited distilleries to provide perspective for the potential expansion and evaluate best practices. Hunden's report also determined demand and financial projections as well as impact.

The study ultimately determined that the Heaven Hill expansion project met the KTDA criteria.

Client: Kentucky Tourism, Arts & Heritage Cabinet

Time Period: 2018