



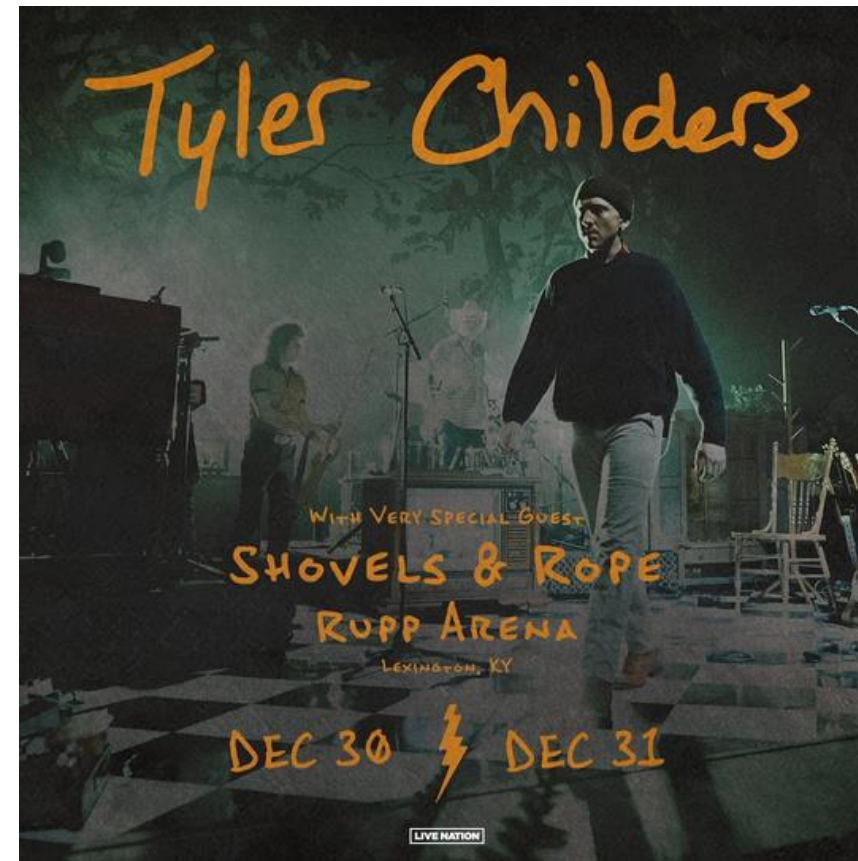
THE POSITIVE DISRUPTION STORY

THE PUBLIC PRIVATE PATH TO PROSPERITY



- 2022 Arena of The Year Nominee - Academy of Country Music
- In 2023, Rupp Arena hosted more public non-UK Athletics events in the venue's history
- Also in 2023, Rupp Arena hosted the most UK Athletics Events in its' history (MBB, WBB, VB, and Gymnastics)
- 'Kentucky Rising' raised over \$2.9M for flood relief & Nominated for The Live Music is Better Award at the 34th Annual Pollstar Awards
- Hosted major tours including Olivia Rodrigo, Lizzo, blink-182, Guns N Roses, & The Eagles. Morgan Wallen had 3 sold out nights, with 40K tickets sold , and Tyler Childers had 2 sold out nights, with 29K tickets sold
- The Judds Final Show

RUPP ARENA ACCOMPLISHMENTS



LEXINGTON OPERA HOUSE ACCOMPLISHMENTS



- The Opera House hosted both Leanne Morgan and Heather McMahan's first ever Netflix Special Tapings
- Working with VisitLEX to leverage the KY Film Incentive for more tapings/national exposure events
- The Opera House had more events in 2023 than ever before in it's 47 year history, leading the way with non traditional touring events like live podcasts, symphonies, family shows, tribute shows, etc

- Bluegrass Opera & Music Theatre
- Bluegrass Youth Ballet, Inc.
- Central Kentucky Concert Band
- Central Kentucky Youth Orchestra
- Chamber Music Festival of Lexington
- Diane Evans School of Dance
- Jane's School of Dance
- Kentuckians Chorus
- Kentucky Ballet Theatre
- LexArts
- The Lexington Ballet Company
- Lexington Children's Theatre
- Lexington Philharmonic Society, Inc.
- The Lexington Singers
- The Lexington Theatre Company
- LFUCG Parks & Recreation
- SCAPA
- University of Kentucky Opera

LOCAL ARTS GROUPS THAT PERFORM AT LEXINGTON OPERA HOUSE

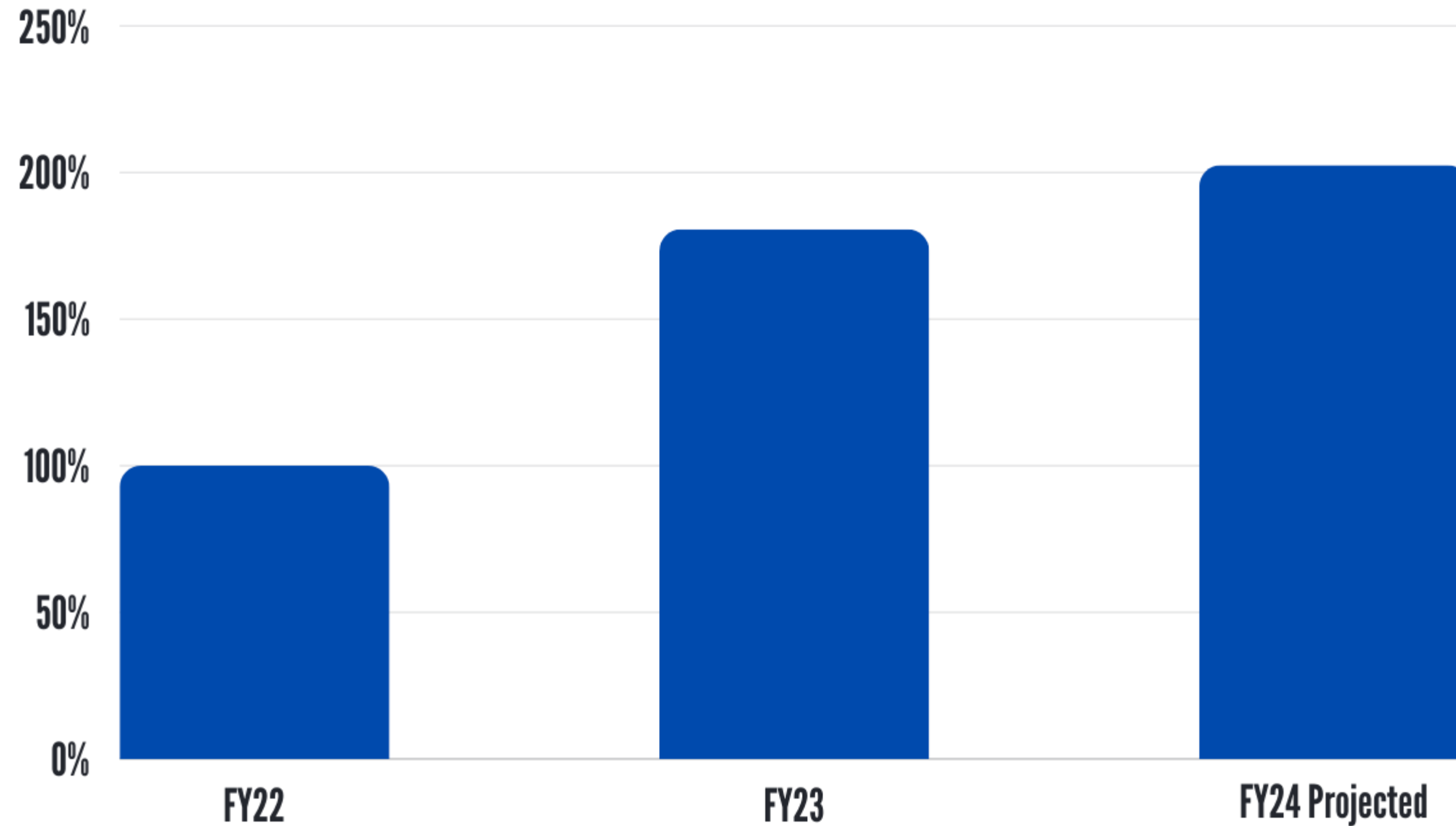


CENTRAL BANK CENTER ACCOMPLISHMENTS

- In 2023, KY Society of Human Resource Managers held it's first convention outside of Louisville at Central Bank Center, representing 720 room nights for Lexington. They are contracted to return in 2025.
- The Retail Jewelers Organization will bring 1,820 room nights to Lexington in 2026. CBC could not have accommodated this group without the expanded space.
- Southeastern Theatre Conference outgrew the old convention center, but with the renovations, they brought their event back to CBC in March 2023 - bringing over 4,000 room nights to Lexington.
- The International Conference on Missions had also outgrown our capacity. With the new CBC, they will return in November 2024 - with 8,000 in attendance and over 4,000 room nights.
- With the new exhibit halls, CBC has hosted large cheer, basketball and volleyball events, including:
 - Academy Volleyball tournaments, of 150 teams, each in spring of 2024
 - Made Hoops Basketball tournament, with 150 teams, in spring 2024
 - Champions Force National Cheerleading Championships, with 4,000 attendees, in July 2024

CONVENTION CENTER GROWTH

GROSS EVENT REVENUE

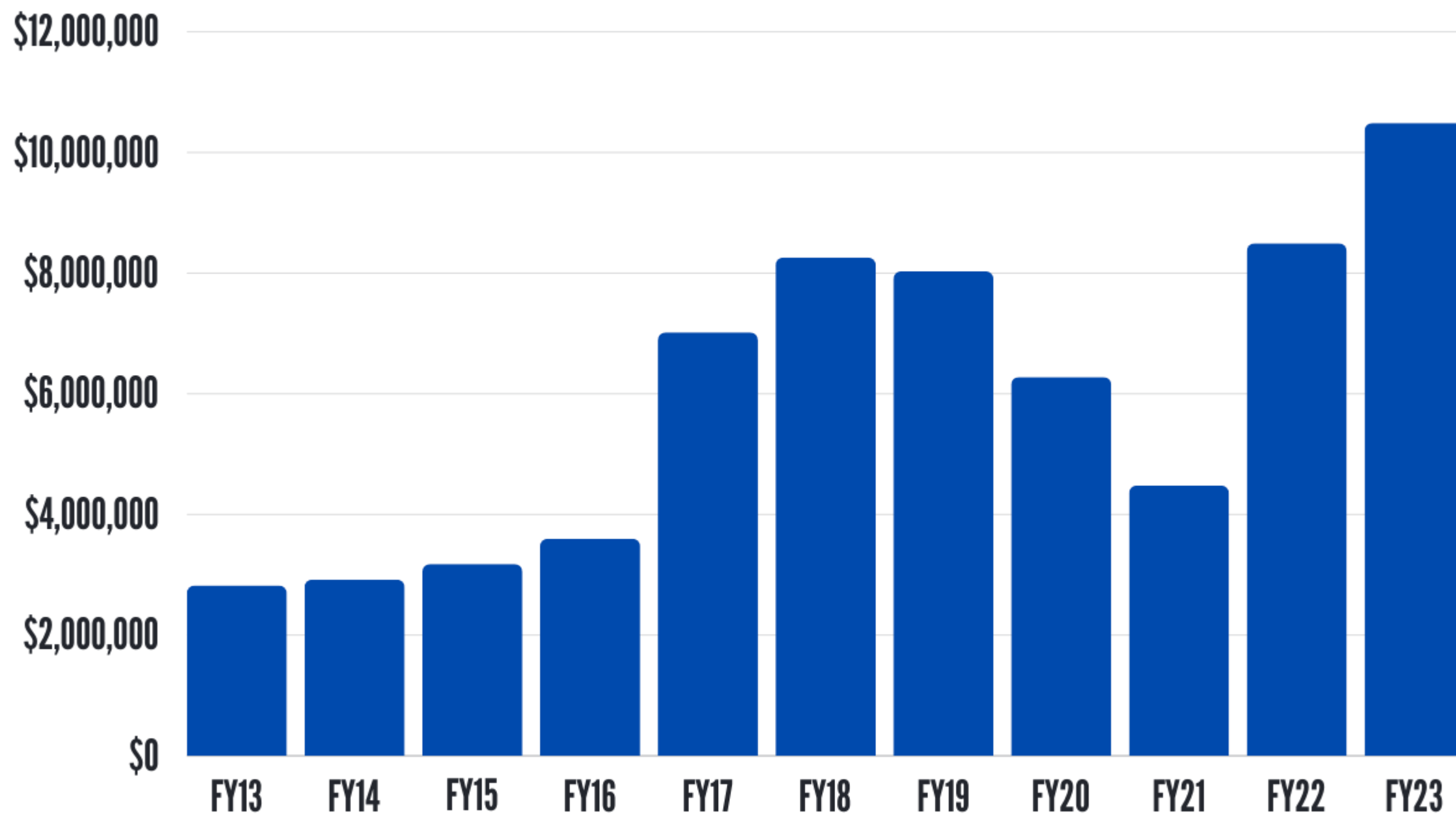


- The newly renovated Central Bank Center hosted 391 event days in FY23; its' first full year since opening.
- FY23 Gross Revenue was over 80% increase compared to FY22.
- FY24 is projected to be over 100% increase from FY22.



- OVG and VisitLEX have put a strong emphasis on partnership to ensure continued growth.
- FY23 Transient Room Tax Revenue new highest in LCC history.
- FY24 Transient Room Tax Revenue on trend to set a new high for LCC for third year straight.

LEXINGTON CENTER TRANSIENT ROOM TAX REVENUE



*Lexington Center Transient Tax share increased from 4% to 4.5% in FY17

**Renovated Central Bank Center grand opening was April 2022.

TRADE SHOW BOOTH

- As a result of attending 30 out of town meeting planner shows, the team acquired 66 meeting requests representing 100,000 room nights.



2025 BIRTHDAY BASH

incentive produced 30
qualified meeting requests
during our need months.

10 groups to arrive in LEX in
2025 representing 4,000
people and 10,000 room
nights.

\$4.5 million in economic
impact.

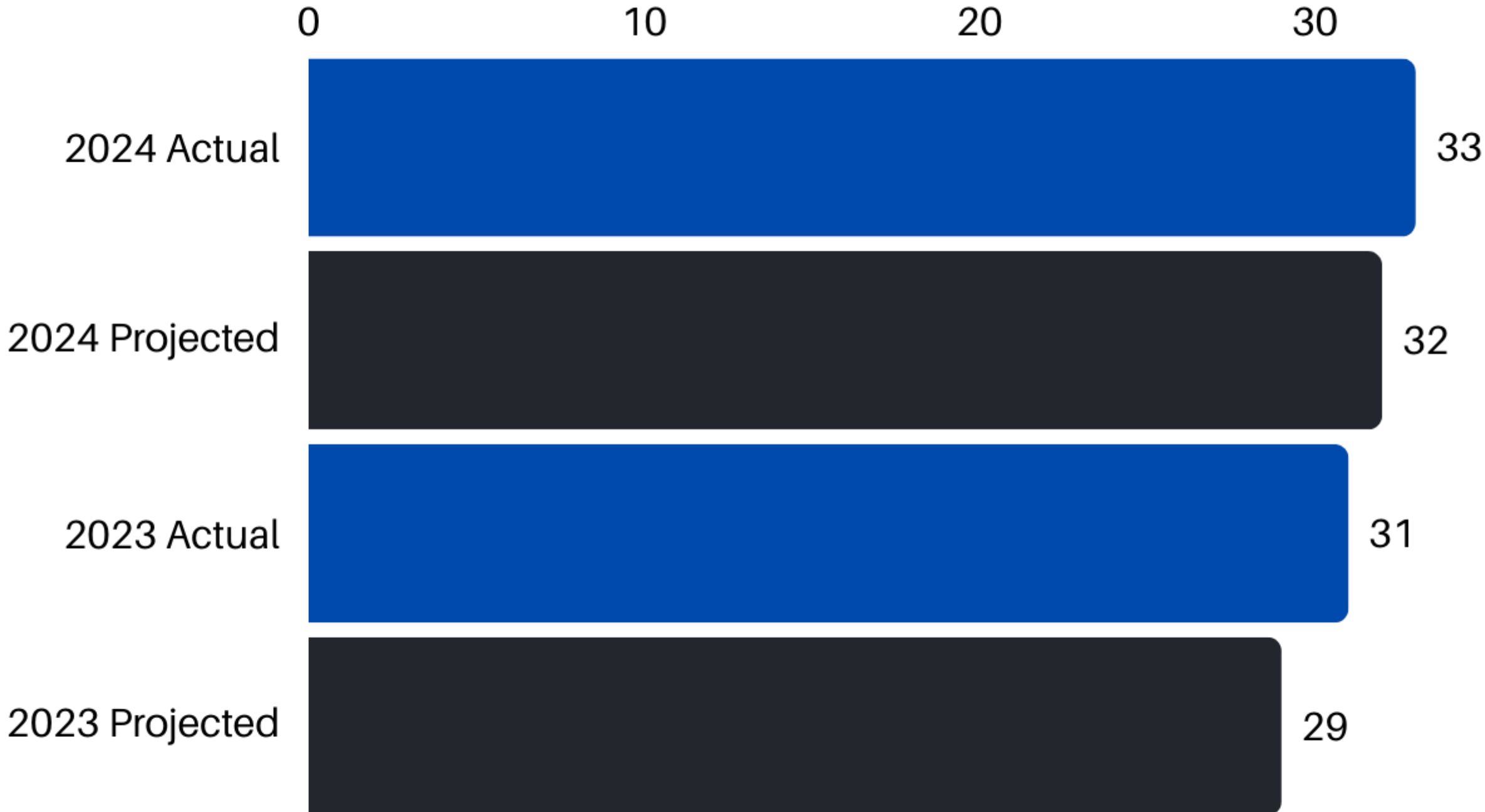


LEXINGTON FAMILIARIZATION TOURS



- Hosted two meeting planner Lexington Familiarization Tours, resulting in 26 meeting requests, representing 23,000 room nights.
- Hosted 80 local meeting planners during a VisitLEX Local Experience event to showcase new venues in Lexington.
- Hosted 50 meeting planner site visits to Lexington in 2023.
- When a meeting planner comes to Lex, VisitLEX's conversion ratio is 85%!

CONVENTION SPORTS & LEISURE STUDY ON CENTRAL BANK CENTER



- In 2023, VisitLEX booked 31 conventions representing 30,000 room nights, \$13.5 Million in economic impact.
- In 2024, VisitLEX booked 33 conventions representing 36,000 room nights, \$16.2 Million in economic impact.
- VisitLEX rooms booked for the center 2023-2026 are up 41% compared to the strongest 4 historical years.





LOOK at LEXINGTON



TEAM
KENTUCKY

Proud home of RCMA's EMERGE 2026

Lexington is the Kentucky-est meetings destination. Just look at it. With sublime bluegrass beauty, one-of-a-kind attractions and a brand new Convention Center, it's easy to see why.

Plan your event today at [VisitLEX.com/meetings](https://www.visitlex.com/meetings)



- Lexington will host the Religious Conference Management Association in February of 2026.
- 1,000 people/faith-based meeting planners.
- 2,500 room nights.
- \$1.2 million in economic impact plus residual future bookings.

"The brand-new Central Bank Center and Rupp Arena are exceptional facilities to accommodate groups of any size and are easily navigable within downtown Lexington. The support and partnership with the Central Bank Center and VisitLEX were invaluable through the planning process and helped facilitate a safe and successful in-person event! If you are looking for a centrally located destination with a vibrant downtown, superior facilities and supportive hospitality community, do not overlook Lexington. It is truly a gem!" - *Alissa Bush, Arrowhead*

"Lexington has a great presence in terms of a destination, unique attractions, and a pretty downtown. The city has taken huge leaps forward in the past 15-20 years. Your downtown Lexington hospitality crew did a super job of our 2022 Annual Convention and the new Central Bank Center is an outstanding venue." - *Matt Chaliff, KY Association FFA*



QUESTIONS

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