

THE BLUEGRASS Quality of Life

When it comes to economic development, Kentucky is on the biggest tourism and economic roll of our lifetime — a direct result of Team Kentucky's hard work and investments in building a thriving, welcoming tourism industry.

A record-setting nine new tourism development projects are adding millions of dollars in economic investment and creating hundreds of jobs. Additionally, the state's bourbon and spirits industry continues to boom, with the last four years bringing almost 100 new locations and expansion projects, billions of dollars in investments and more than 1,600 new jobs.

The success of these projects has made Kentucky more appealing than ever before as a place to live, work, play and raise a family.

The bottom line?

More and more people are choosing Kentucky as their new home and as their destination for world-class experiences in outdoor adventure, arts and culture, vacationing with family and friends — and it just keeps getting better.



KENTUCKY DAM VILLAGE STATE RESORT PARK, GILBERTSVILLE

KENTUCKY Regions

Fun Facts, Praise & Accolades

Bluegrass, Blues & BBQ

- The 20-foot-tall obelisk marking Bill Monroe's gravesite in Rosine Cemetery is made of 14 tons of granite and includes an etching of the Father of Bluegrass and his dog, Stormy. **Rosine**
- The John James Audubon State Park Museum & Nature Center has one of the few existing complete sets of the Double Elephant Folio of the ornithologist's masterwork, "The Birds of America," in its collection. **Henderson**
- USA Today 10Best — **Owensboro** Air Show: 10 Best Air Shows Across North America 2024

Western Waterlands

- Land Between the Lakes is the largest inland peninsula in the United States. **Golden Pond**
- The gravesites of two Cherokee chiefs are on the grounds of the Trail of Tears Commemorative Park — the winter camp for thousands of the Cherokee Nation in 1838. **Hopkinsville**
- Southern Living: **Paducah** — Red's Donut Shop: One of The 14 Best Doughnut Shops in the South, 2024

Bluegrass, Horses, Bourbon & Boone

- Danville** is home to the first U.S. Post Office west of the Allegheny Mountains. See it at Constitution Square Historic Site.
- Sixty-one working artists live (and create) in **Berea** — the Folk Arts & Crafts Capital of Kentucky.
- Readers Digest — **Lexington**: One of the Top 18 Places to Travel in 2024

Bourbon, Horses & History

- The 56 steps leading up to the Memorial Building at Abraham Lincoln Birthplace National Historical Park are symbolic of each year of Lincoln's life. **Hodgenville**
- The Wakefield-Searce Julep Cup, hallmarked with an eagle and the initials of the U.S. President at the time it was made, was the most collected of its kind. **Shelbyville**
- USNews.com — **Louisville**: The 14 Best Places to Honor Black History in 2024

Northern Kentucky River

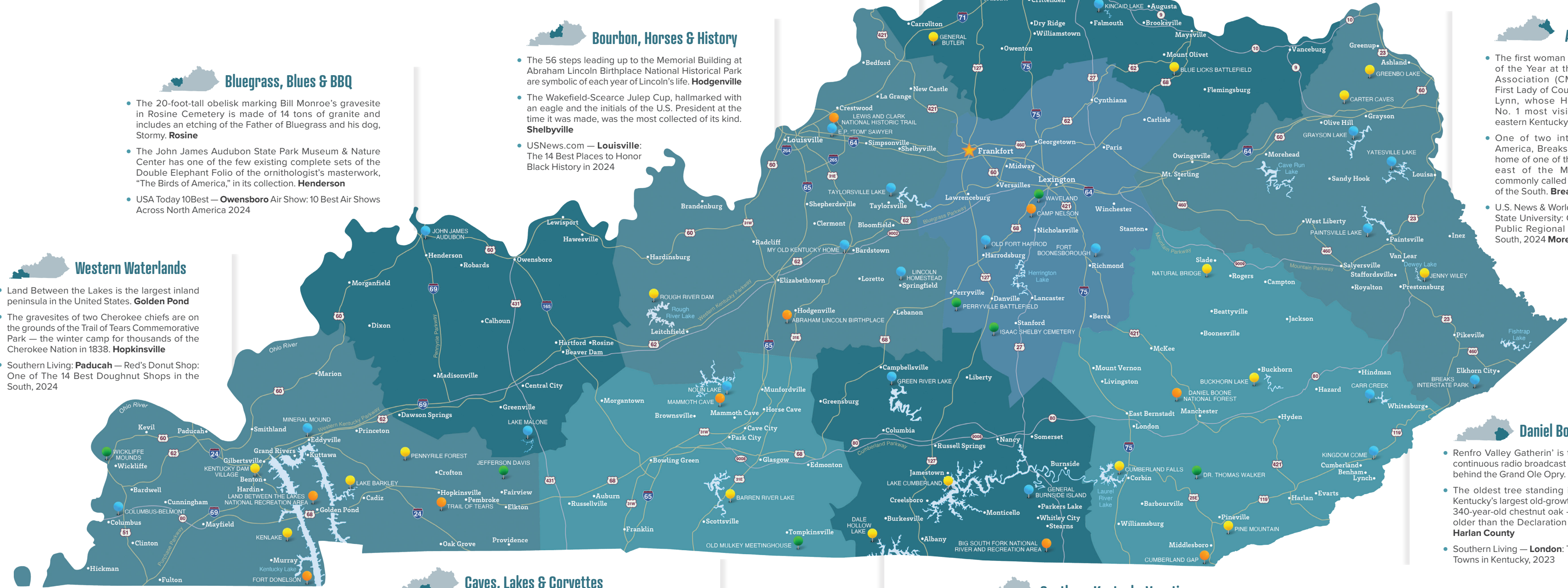
- Among the Cathedral Basilica of the Assumption's 82 stained-glass windows is the largest church stained-glass window in the Western Hemisphere, which measures 67 feet high by 24 feet wide. **Covington**
- The Rosemary Clooney House in **Augusta** has the largest collection of "White Christmas" costume memorabilia in the world.
- Money — **Covington**: The 50 Best Places to Live in the U.S., 2024

Kentucky Appalachians

- The first woman to win Entertainer of the Year at the Country Music Association (CMA) Awards was First Lady of Country Music Loretta Lynn, whose Homeplace is the No. 1 most visited attraction in eastern Kentucky. **Van Lear**
- One of two interstate parks in America, Breaks Interstate Park is home of one of the deepest gorges east of the Mississippi River, commonly called the Grand Canyon of the South. **Breaks**
- U.S. News & World Report Morehead State University: One of the Top 20 Public Regional Universities in the South, 2024 **Morehead**

Daniel Boone Country

- Renfro Valley Gatherin' is the second oldest continuous radio broadcast in the nation — just behind the Grand Ole Opry. **Mount Vernon**
- The oldest tree standing in Blanton Forest, Kentucky's largest old-growth forest, is a nearly 340-year-old chestnut oak — almost a century older than the Declaration of Independence. **Harlan County**
- Southern Living — **London**: The Best Christmas Towns in Kentucky, 2023



Caves, Lakes & Corvettes

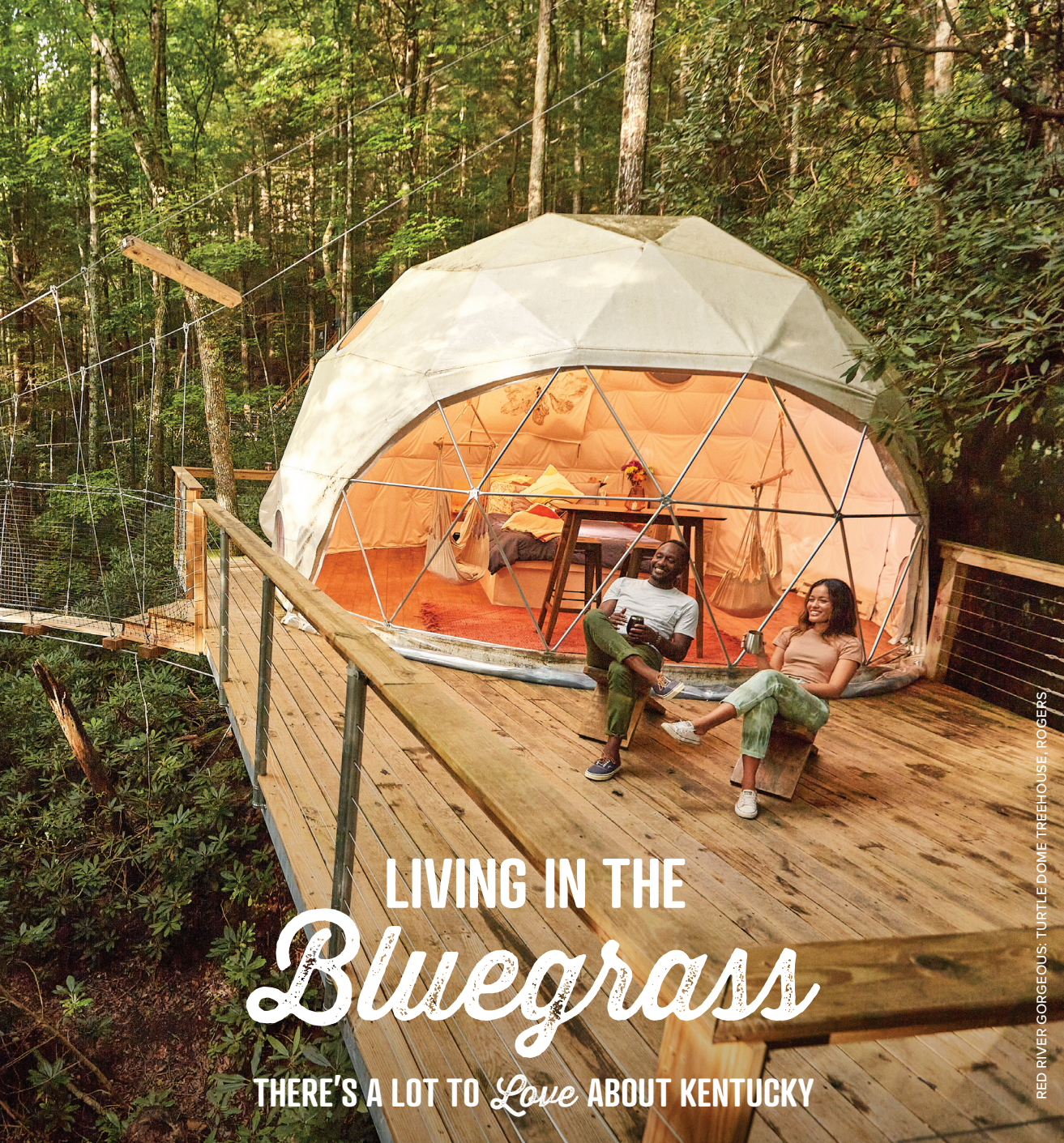
- The fossils of at least 40 different species of sharks and their relatives have been identified at Mammoth Cave National Park, including six new-to-science species. **Brownsville**
- The log cabin where "master of horror" John Carpenter ("Halloween," "The Fog") lived as a boy is near the Kentucky Museum on Western Kentucky University's campus. **Bowling Green**
- Southern Living — **Bowling Green**: Ranked seventh in the South's Best Cities On the Rise, 2024

Southern Kentucky Vacations

- The first houseboat was built in the 1950s by Jim Sharpe in what came to be known as the "Houseboat Capital of the World." **Somerset/Lake Cumberland**
- The last remaining Druther's Restaurant in the world is located in **Campbellsville**.
- Kentucky Living — **Green River Lake**: Best in Kentucky-Water Tourism Spot, 2024

KEY

- NATIONAL PARKS
- STATE HISTORIC SITES
- STATE RESORT PARKS
- STATE RECREATIONAL PARKS



RED RIVER GORGEOUS: TURTLE DOME TREEHOUSE, ROGERS

LIVING IN THE
Bluegrass
THERE'S A LOT TO *Love* ABOUT KENTUCKY

Just like Kentucky has a little something for every traveler, the Bluegrass State also offers a lot of something for every resident.

A low cost of living; a reputation as being friendly, generous and hospitable; five distinct seasons (including Derby season); and affordable housing — with homes costing much less than the national average — are some of the attributes contributing to the state's quality of life.

As home to one-of-a-kind tourism assets — Mammoth Cave, Red River Gorge, Cumberland Falls, more natural arches than any state east of the Mississippi River, including Natural Bridge — Kentucky is a hub for outdoor adventure. As a farmland state cultivating almost everything, Kentucky restaurants are blessed with an abundance of locally grown food.

A robust calendar of festivals and events, the scenic beauty of the Bluegrass and its unique geographical features all contribute to making Kentucky an enticing and attractive place to live, work and play.

Best of all, businesses are choosing to invest in Kentucky. Why? According to CNBC: it's because Kentucky ranks fourth in the nation for cost of doing business. These historic investments are not only supporting local communities but paving the way for a brighter future for all Kentucky families for generations to come.

From outstanding experiences to the best jobs and communities for raising a family, Kentucky has a lot to offer, explore and discover.

Come discover your new Kentucky home.

KENTUCKY-MADE PRODUCTS MAKE A DIFFERENCE

Playing a role every day in every way



Kentucky-made products feature into daily life — from everyday moments to milestones, beginning with breakfast fave Pop-Tarts, made by the Kellogg Company in Pikeville. When lunch rolls around, it's Hot Pockets, made at Nestlé USA's Mt. Sterling facility. Choosy mom? You know the answer: Jif peanut butter, made in Lexington by the J. M. Smucker Company.

Mizkan America Inc.'s got you covered for dinner with RAGÚ pasta sauce, made in Owensboro. Or grab some Kingsford Charcoal, made in Burnside and Summer Shade, for a summer grill-out. Leftovers? That's a job for Reynolds Wrap, made in Louisville.

Need a little something for a sweet tooth? Airheads candy is made by Perfetti Van Melle in Erlanger, and in Louisville, Art Eatables makes a variety of bourbon-infused and bourbon-themed candies and chocolates. Mmm.

When it's time for a shower, reach for beauty brand L'Oréal USA — manufacturing shampoos, conditioners and more at its Florence plant. Dry off and step into your Fruit of the Looms. Company headquarters and an outlet store are in Bowling Green. When it's time to launder said unmentionables and other garments, Henkel Corporation makes Persil, all and Snuggle laundry detergents, also in Bowling Green.

Proposing? Create ambience with a Duraflame fireplace log, made in Somerset; wine from one of Kentucky's 65-plus wineries; and Laughing Cow cheese by Bel Brands USA, made in Leitchfield. Scent the air with Candleberry Candles, made in Frankfort, and then present that little blue box containing Tiffany & Co.'s classic six-pronged diamond engagement ring, made in Lexington. And when the wedding rolls around, it's a Corvette, made at the General Motors Bowling Green Plant, as your getaway car.

Hot? Cool down with Dippin' Dots, manufactured at the company's headquarters in Paducah. Cold? Warm up with a tour of Lebanon's Kentucky Cooperage and watch flames lick the insides of sustainably harvested white oak barrels that age Kentucky bourbon.

Forgetful? Write it down on a Post-It Note, made by 3M in Cynthiana.



Road trip here we come! Pack up the Ford Expedition or Lincoln Navigator, both manufactured by Ford in Louisville. Or slip into a Toyota Camry Hybrid, America's best-selling car, made at Toyota Motor Manufacturing Kentucky in Georgetown. Head to the Louisville Slugger Museum & Factory for a tour and a souvenir wooden bat or to Rebecca Ruth Candy in Frankfort for a tour of its chocolate-making facility — and a sample of that world-famous pecan-topped Bourbon Ball. Don't forget to pack the snacks (Mingua Beef Jerky, made in Paris, washed down with Ale-8-One, Kentucky's original soft drink made in Winchester) and a deck of cards — a product of Erlanger's United States Playing Card Company.

When it's time to turn in, snuggle down into a foam mattress made by HSM in Owensboro.



FROM TOP: BOURBON BALLS; REBECCA RUTH CANDY; FRANKFORT; NATIONAL CORVETTE MUSEUM; BOWLING GREEN; ALE-8-ONE BOTTLING COMPANY; WINCHESTER

Our New Kentucky Home



The cost of living is more than 10 percent lower in Kentucky than the U.S. average, and housing costs are 45.7 percent lower than the U.S. average.

Kentucky is served by **52 public-use general aviation airports and six commercial airports** — including two international airports — plus three global shipping hubs and ranks second in the nation in total air cargo shipments.

87 universities and colleges, including the University of Kentucky, the state's largest college, and Transylvania University in Lexington, the oldest university west of the Allegheny Mountains

Kentucky State Parks encompass nearly 50,000 acres across 47 properties, including historic sites, recreational parks, resorts and two trail systems, in addition to a shared park with Virginia — Breaks, known as the "Grand Canyon of the South."

THE 15TH STATE IN THE U.S., WITH STATEHOOD GRANTED IN 1792

POPULATION: APPROXIMATELY 4.5 MILLION

LARGEST FIVE CITIES BY POPULATION:
Louisville, Lexington, Bowling Green, Owensboro, Covington

KENTUCKY *By* THE NUMBERS

MORE NAVIGABLE MILES OF WATER THAN ANY OTHER STATE EXCEPT ALASKA

TOP 4 IN THE U.S. FOR NATIVE FRESHWATER FISH DIVERSITY

THE ONLY U.S. STATE WITH A CONTINUOUS BORDER OF RIVERS ON THREE SIDES

12.4 MILLION ACRES OF FORESTLAND

MAMMOTH CAVE IS THE WORLD'S LONGEST KNOWN CAVE SYSTEM

Cumberland Falls (the "Niagara of the South") is approximately 68 feet tall and 125 feet wide and is one of the few places in the world that regularly produces a moonbow.

With more than 3,000 climbing routes, **Red River Gorge** — one of the world's top rock-climbing destinations — is a federally designated National Geological Area, National Natural Landmark, National Archaeological District and is listed on the National Register of Historic Places.

2 UNESCO sites: Mammoth Cave, a UNESCO World Heritage Site — one of only 26 in the United States, and Paducah, a UNESCO Creative City — one of only 9 in the United States and 350 worldwide

According to the United States Department of Agriculture, **more than 69,000 farms work 12.4 million acres in Kentucky.**

TOP KY INDUSTRIES:

• **Manufacturing** (including automotive and aerospace) • **Food and beverage** — 95% of the world's bourbon supply is made in Kentucky • **Logistics and transportation** — There are more than 600 logistics and distribution facilities across the state

1 National Park • 2 National Historical Parks • 2 National Recreational Areas • 32 National Historic Landmarks • 7 National Natural Landmarks • 3 National Monuments • 1 National Forest

SPY COAST FARM, LEXINGTON