

2025 ESTIMATED IMPACT OF THE SOUTHERN KENTUCKY PERFORMING ARTS CENTER

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Introduction



In March 2026, the Kentucky League of Cities Community & Economic Development team met with the City of Bowling Green and the Southern Kentucky Performing Arts Center (SKYPAC) to create an economic impact study surrounding the economic activity generated by SKYPAC in the city. Through a meeting with city officials and community partners, the parameters of the study were set to reflect the impact the facility had in 2025. This included a measure of the facility's revenue through ticket sales, total employment, the salaries paid to employees, and further impacts felt by the city through visitor spending. To measure these results, this study will focus on the region contained within the 42101, 42103, and 42104 ZIP codes, which cover the City of Bowling Green.

A further element to this study is the analysis of impacts on the greater region. While the immediate impact of SKYPAC is felt by the City of Bowling Green, the total impact is not contained wholly within city limits, and economic activity will be generated in the surrounding cities and counties. It was thus determined that the counties most

impacted are those that make up the Barren River Area Development District. These counties include Allen, Barren, Butler, Edmonson, Hart, Logan, Metcalfe, Monroe, Simpson, and Warren, where Bowling Green is the county seat.

IMPLAN's results are generated in terms of direct, indirect, and induced effects on the focus region. Direct effects include those that will immediately impact the region during the period in which each event or project occurs. These direct effects will create the need for other support industries to increase their economic activity to meet increased demand created by these events. This creates a business-to-business interaction in the supply chain through further increases in employment, wages, and capital expenditures that represent the indirect effects. Since the increase in employment and public and private spending lead to increased wages and higher household incomes, consumer spending in the region increases and creates the induced effect. The sum of each of these effects gives us the total estimated impact for Bowling Green and the surrounding region.

Methodology

Through a meeting with City of Bowling Green and SKYPAC officials, total revenue generated by the facility, total number of employees, and salaries paid to employees were provided. Information on totals for ticket, concession, and merchandise sales was also provided.

Revenue generated by SKYPAC, the total number of employees, and the salaries paid to employees can be represented through an industry impact analysis within the “482 – Promoters of performing arts and sports and agents for public figures” industry in IMPLAN. This provides the estimated impact of the facility’s daily operations.

Since ticket, concession, and merchandise sales at SKYPAC are only one part of visitor spending, and these sales are captured by business revenue, an estimate for average daily spending by visitors outside of these sales needs to be calculated. It is estimated within “Economic Impact of Visitors in Kentucky 2024” by Tourism Economics that the average daily expenditure by visitors to Kentucky is \$127¹. For the purposes of this study, ticket, concession, and merchandise sales will be considered the main components of revenue and will need to be excluded from our estimation to avoid double counting. Utilizing SKYPAC revenue of these sales and dividing by the total number of visitors to the event center resulted in a known per-visitor spending figure of \$61.34. Removing

this figure from the \$127 estimate gives us a final estimated per-visitor spending amount of \$65.66. This will represent the visitor spending impact on the city and region.

Due to the limited data available and use of averages, it is safe to assume the overall impact of this tourism spending will be underestimated. Furthermore, the IMPLAN software will supplement gaps in the data with its own default values for spending patterns based on the region’s averages.

To estimate the effects of these events on the greater region, IMPLAN utilizes a methodology known as Multi-Regional Input-Output analysis which measures the business-to-business interactions across counties. This analysis also estimates changes in consumer spending, labor income, and employment in a similar fashion. These changes occur due to a new event/project taking place within one area of the region and the resulting economic activity that filters out to the other areas of the larger region.

The predicted economic impact of each of these events, including specific impacts for the City of Bowling Green and the surrounding region, is presented after the following glossary. The estimated tax impact from these events and the top industries impacted are also included.

¹ https://www.kentuckytourism.com/media/docs/default-source/default-document-library/economic-impact-of-tourism-in-kentucky---2024.pdf?sfvrsn=76a15f9f_0

Glossary

Direct Effects: One or more production changes or expenditures made by producers, consumers, or institutions as a result of the activity being studied.

Indirect Effects: Changes in the business-to-business purchases in the supply chain in response to new demands of the directly affected industries.

Induced Effects: Changes in consumer spending by households as increased wages lead to increased spending on local goods and services.

Employment: Within IMPLAN, an industry-specific mix of full-time, part-time, and seasonal employment. It is an annual average that accounts for seasonality and follows the same definition as the Bureau of Labor Statistics and the Bureau of Economic Analysis.

Labor Income: All forms of employment income, including wages, salaries, benefits, and proprietor income.

Proprietor Income: The current production income of sole proprietorships, partnerships, and tax-exempt cooperatives. This excludes dividends, interest earned by nonfinancial business, and rental income received by persons not primarily engaged in the real estate business.

Output: The value of production by industry in a calendar year.

Sub-County: Geographic locations contained in a county such as cities.

Sub-County Special Districts: Special districts contained in a county such as public school districts and fire districts.

Value Added: The difference between output and the cost of intermediate inputs throughout a defined economy during a specified period. This is equal to the industry's contribution to the gross domestic product.

Impact Results Overview

City of Bowling Green



Total
Employment
Added

209



Labor
Income
Added

\$5,510,753



Total
Value
Added

\$8,432,183



Overall Output Created

\$14,309,065

Results – City of Bowling Green Impact

The results below are set in 2025 dollars, as this is the year these impacts take place and estimated visitor numbers are generated. The outputs generated by IMPLAN are a one-time annual estimate specific to the 2025 dollar year. These numbers also focus specifically on the impact for

the City of Bowling Green and the region contained within the 42101, 42103, and 42104 ZIP codes. Please note that employment figures represent full-time-equivalent (FTE) jobs and may include fractional values due to seasonal and part-time employment modeling.

Total Estimated Impacts

Table 1: Total Economic Impact

| Impact | Employment | Labor Income | Value Added | Output |
|---------------------|------------|----------------|----------------|-----------------|
| 1 - Direct | 177.45 | \$4,194,194.57 | \$6,022,364.61 | \$9,517,504.41 |
| 2 - Indirect | 17.02 | \$625,775.74 | \$1,069,010.48 | \$2,473,890.90 |
| 3 - Induced | 14.08 | \$690,782.59 | \$1,340,807.70 | \$2,317,669.89 |
| Total | 208.55 | \$5,510,752.90 | \$8,432,182.79 | \$14,309,065.20 |

Table 2: Total Tax Impact

| Impact | Sub County General | Sub County Special Districts | County | State | Federal | Total |
|---------------------|--------------------|------------------------------|-------------|--------------|----------------|----------------|
| 1 - Direct | \$47,020.07 | \$49,697.04 | \$15,930.95 | \$272,153.17 | \$766,181.91 | \$1,150,983.13 |
| 2 - Indirect | \$8,061.94 | \$9,393.40 | \$2,979.47 | \$51,382.96 | \$124,957.38 | \$196,775.16 |
| 3 - Induced | \$13,257.81 | \$22,085.11 | \$6,903.48 | \$105,854.40 | \$145,910.61 | \$294,011.40 |
| Total | \$68,339.81 | \$81,175.55 | \$25,813.90 | \$429,390.53 | \$1,037,049.90 | \$1,641,769.69 |

Results – City of Bowling Green Impact

Individual Impacts

Table 3: SKYPAC Operations

| Impact | Employment | Labor Income | Value Added | Output |
|---------------------|------------|----------------|----------------|----------------|
| 1 - Direct | 158.00 | \$3,193,290.11 | \$4,106,702.08 | \$6,343,291.32 |
| 2 - Indirect | 12.12 | \$401,205.57 | \$704,548.72 | \$1,672,588.41 |
| 3 - Induced | 10.78 | \$528,735.19 | \$1,026,306.20 | \$1,773,991.67 |
| Total | 180.90 | \$4,123,230.88 | \$5,837,556.99 | \$9,789,871.40 |

Table 4: Visitor Spending (79,542 visitors and 84 events)

| Impact | Employment | Labor Income | Value Added | Output |
|---------------------|------------|----------------|----------------|----------------|
| 1 - Direct | 19.45 | \$1,000,904.46 | \$1,915,662.53 | \$3,174,213.09 |
| 2 - Indirect | 4.89 | \$224,570.17 | \$364,461.76 | \$801,302.50 |
| 3 - Induced | 3.30 | \$162,047.39 | \$314,501.50 | \$543,678.22 |
| Total | 27.65 | \$1,387,522.02 | \$2,594,625.79 | \$4,519,193.80 |



Results – City of Bowling Green Impact

Top Industries Impacted

Table 5: Top 10 Industries Impacted

| Industry | Total Industry Output | Impact Output | Percentage of Total Output |
|---|-----------------------|----------------|----------------------------|
| Promoters of performing arts and sports and agents for public figures | \$16,854,847.45 | \$6,524,395.56 | 38.71% |
| Independent artists, writers, and performers | \$2,233,972.49 | \$31,390.02 | 1.41% |
| Other educational services | \$31,774,826.19 | \$185,976.66 | 0.59% |
| Transit and ground passenger transportation | \$20,727,744.96 | \$93,923.21 | 0.45% |
| Travel arrangement and reservation services | \$8,603,249.35 | \$23,078.23 | 0.27% |
| Child day care services | \$21,508,528.02 | \$29,393.80 | 0.14% |
| Other ambulatory health care services | \$11,600,245.82 | \$15,784.46 | 0.14% |
| Hospitals | \$677,680,321.11 | \$910,618.60 | 0.13% |
| Residential mental health, substance abuse, and other residential care facilities | \$20,200,110.65 | \$26,022.33 | 0.13% |
| Employment services | \$186,554,394.94 | \$231,212.27 | 0.12% |

Impact Results Overview

Barren River ADD



Total
Employment
Added

222



Labor
Income
Added

\$6,292,646



Total
Value
Added

\$9,769,440



Overall Output Created

\$16,828,994

Results – Regional Impact

The results below are set in 2025 dollars, as this is the year these impacts take place and estimated visitor numbers are generated. The outputs generated by IMPLAN are a one-time annual estimate specific to the 2025 dollar year. The total impact for the region containing Allen, Barren, Butler, Edmonson, Hart, Logan, Metcalfe, Monroe, Simpson, and Warren counties is shown

below with a further breakdown of the impact in each individual county following. Note that only Warren County will show a direct impact, as this is the county where the initial economic activity is observed. Please note that employment figures represent full-time-equivalent (FTE) jobs and may include fractional values due to seasonal and part-time employment modeling.

Total Estimated Impacts

Table 6: Total Economic Impact

| Impact | Employment | Labor Income | Value Added | Output |
|---------------------|------------|----------------|----------------|-----------------|
| 1 - Direct | 179.19 | \$4,366,411.82 | \$6,288,279.85 | \$9,961,258.97 |
| 2 - Indirect | 21.38 | \$880,288.88 | \$1,466,522.23 | \$3,344,964.55 |
| 3 - Induced | 21.34 | \$1,045,944.92 | \$2,014,638.24 | \$3,522,770.12 |
| Total | 221.92 | \$6,292,645.61 | \$9,769,440.31 | \$16,828,993.64 |

Table 7: Total Tax Impact

| Impact | Sub County General | Sub County Special Districts | County | State | Federal | Total |
|---------------------|--------------------|------------------------------|-------------|--------------|----------------|----------------|
| 1 - Direct | \$51,850.66 | \$53,217.45 | \$17,099.82 | \$293,093.10 | \$811,668.64 | \$1,226,929.67 |
| 2 - Indirect | \$11,405.96 | \$13,511.70 | \$4,212.61 | \$72,498.80 | \$178,843.45 | \$280,472.51 |
| 3 - Induced | \$19,869.99 | \$34,444.38 | \$10,308.57 | \$158,882.55 | \$226,201.41 | \$449,706.90 |
| Total | \$83,126.60 | \$101,173.53 | \$31,621.00 | \$524,474.45 | \$1,216,713.50 | \$1,957,109.08 |

Results – Regional Impact

Top Industries Impacted

Table 8: Top 10 Industries Impacted

| Industry | Total Industry Output | Impact Output | Percentage of Total Output |
|---|-----------------------|----------------|----------------------------|
| Promoters of performing arts and sports and agents for public figures | \$20,604,229.37 | \$6,702,456.85 | 32.53% |
| Independent artists, writers, and performers | \$4,280,282.86 | \$36,617.32 | 0.86% |
| Other educational services | \$54,262,040.68 | \$196,957.01 | 0.36% |
| Travel arrangement and reservation services | \$10,556,032.76 | \$24,912.63 | 0.24% |
| Transit and ground passenger transportation | \$48,400,497.74 | \$112,467.94 | 0.23% |
| Hospitals | \$962,828,625.23 | \$1,055,237.92 | 0.11% |
| Directory, mailing list, and other publishers | \$3,219,611.22 | \$3,306.68 | 0.10% |
| Direct life insurance carriers | \$10,386,360.88 | \$10,426.47 | 0.10% |
| Labor and civic organizations | \$24,294,941.31 | \$24,042.74 | 0.10% |
| Child day care services | \$38,027,547.92 | \$36,491.58 | 0.10% |



Individual County Impacts

Table 9: Allen County

| Impact | Employment | Labor Income | Value Added | Output |
|---------------------|------------|--------------|-------------|--------------|
| 2 - Indirect | 0.09 | \$3,786.23 | \$6,273.36 | \$18,203.13 |
| 3 - Induced | 0.51 | \$20,733.41 | \$45,148.18 | \$84,805.58 |
| Total | 0.60 | \$24,519.64 | \$51,421.54 | \$103,008.71 |

Table 10: Top 5 Industries Impacted

| Industry | Total Industry Output | Impact Output | Percentage of Total Output |
|--|-----------------------|---------------|----------------------------|
| Other ambulatory health care services | \$628,797.78 | \$270.06 | 0.04% |
| Independent artists, writers, and performers | \$850,911.85 | \$287.26 | 0.03% |
| Child day care services | \$889,483.71 | \$168.29 | 0.02% |
| Labor and civic organizations | \$449,488.13 | \$83.61 | 0.02% |
| Other amusement and recreation industries | \$2,848,179.60 | \$523.77 | 0.02% |

Table 11: Barren County

| Impact | Employment | Labor Income | Value Added | Output |
|---------------------|------------|--------------|--------------|--------------|
| 2 - Indirect | 0.50 | \$32,616.05 | \$57,109.69 | \$121,224.59 |
| 3 - Induced | 0.66 | \$27,667.97 | \$59,524.74 | \$104,466.48 |
| Total | 1.15 | \$60,284.02 | \$116,634.43 | \$225,691.07 |

Table 12: Top 5 Industries Impacted

| Industry | Total Industry Output | Impact Output | Percentage of Total Output |
|---|-----------------------|---------------|----------------------------|
| Other accommodations | \$2,362,158.89 | \$761.94 | 0.03% |
| Outpatient care centers | \$105,232,233.42 | \$29,353.60 | 0.03% |
| Transit and ground passenger transportation | \$6,256,858.67 | \$1,553.31 | 0.02% |
| Other ambulatory health care services | \$6,548,781.49 | \$1,362.53 | 0.02% |
| Amusement parks and arcades | \$4,978,565.29 | \$1,017.20 | 0.02% |

Individual County Impacts

Table 13: Butler County

| Impact | Employment | Labor Income | Value Added | Output |
|---------------------|------------|--------------|-------------|-------------|
| 2 - Indirect | 0.16 | \$6,833.50 | \$10,137.44 | \$23,307.11 |
| 3 - Induced | 0.16 | \$6,123.18 | \$15,568.01 | \$26,883.55 |
| Total | 0.32 | \$12,956.68 | \$25,705.46 | \$50,190.67 |

Table 14: Top 5 Industries Impacted

| Industry | Total Industry Output | Impact Output | Percentage of Total Output |
|---|-----------------------|---------------|----------------------------|
| Transit and ground passenger transportation | \$2,211,164.96 | \$3,048.55 | 0.14% |
| Residential mental health, substance abuse, and other residential care facilities | \$5,721,482.70 | \$2,766.43 | 0.05% |
| Electric power generation - Wind | \$4,198,287.98 | \$1,844.73 | 0.04% |
| Securities and commodity contracts intermediation and brokerage | \$4,207,718.74 | \$1,825.22 | 0.04% |
| Nursing and community care facilities | \$8,640,596.15 | \$3,160.31 | 0.04% |

Table 15: Edmonson County

| Impact | Employment | Labor Income | Value Added | Output |
|---------------------|------------|--------------|-------------|-------------|
| 2 - Indirect | 0.02 | \$571.26 | \$748.08 | \$2,125.75 |
| 3 - Induced | 0.27 | \$7,248.59 | \$23,258.71 | \$42,199.73 |
| Total | 0.29 | \$7,819.85 | \$24,006.79 | \$44,325.48 |

Table 16: Top 5 Industries Impacted

| Industry | Total Industry Output | Impact Output | Percentage of Total Output |
|---|-----------------------|---------------|----------------------------|
| Other accommodations | \$800,042.13 | \$220.27 | 0.03% |
| Labor and civic organizations | \$2,313,154.49 | \$615.18 | 0.03% |
| Hospitals | \$303,002.85 | \$75.94 | 0.03% |
| Community food, housing, and other relief services, including rehabilitation services | \$324,314.28 | \$78.48 | 0.02% |
| Individual and family services | \$641,581.26 | \$155.16 | 0.02% |

Individual County Impacts

Table 17: Hart County

| Impact | Employment | Labor Income | Value Added | Output |
|---------------------|------------|--------------|-------------|-------------|
| 2 - Indirect | 0.04 | \$1,728.84 | \$2,829.70 | \$6,728.30 |
| 3 - Induced | 0.06 | \$2,272.04 | \$5,187.87 | \$8,965.57 |
| Total | 0.09 | \$4,000.89 | \$8,017.57 | \$15,693.87 |

Table 18: Top 5 Industries Impacted

| Industry | Total Industry Output | Impact Output | Percentage of Total Output |
|---|-----------------------|---------------|----------------------------|
| Vegetable and melon farming | \$794,895.76 | \$192.87 | 0.02% |
| Animal production, except cattle, poultry, and eggs | \$4,624,016.59 | \$420.31 | 0.01% |
| Postal service | \$3,988,160.77 | \$308.33 | 0.01% |
| Newspaper publishers | \$1,709,645.28 | \$116.38 | 0.01% |
| Oil and gas extraction | \$17,505,663.20 | \$958.91 | 0.01% |

Table 19: Logan County

| Impact | Employment | Labor Income | Value Added | Output |
|---------------------|------------|--------------|-------------|--------------|
| 2 - Indirect | 0.21 | \$12,187.32 | \$26,921.68 | \$106,191.26 |
| 3 - Induced | 0.31 | \$13,445.02 | \$30,904.85 | \$54,725.53 |
| Total | 0.52 | \$25,632.34 | \$57,826.53 | \$160,916.79 |

Table 20: Top 5 Industries Impacted

| Industry | Total Industry Output | Impact Output | Percentage of Total Output |
|--|-----------------------|---------------|----------------------------|
| Transit and ground passenger transportation | \$2,779,784.59 | \$2,444.76 | 0.09% |
| Environmental and other technical consulting services | \$11,000,272.14 | \$3,077.09 | 0.03% |
| Petroleum refineries | \$434,539,558.96 | \$77,346.95 | 0.02% |
| Commercial and industrial machinery and equipment repair and maintenance | \$45,745,290.56 | \$6,262.55 | 0.01% |
| Pipeline transportation | \$88,150.63 | \$10.95 | 0.01% |

Individual County Impacts

Table 21: Metcalfe County

| Impact | Employment | Labor Income | Value Added | Output |
|---------------------|------------|--------------|-------------|------------|
| 2 - Indirect | 0.02 | \$754.83 | \$768.33 | \$1,323.69 |
| 3 - Induced | 0.03 | \$925.83 | \$2,888.90 | \$5,436.27 |
| Total | 0.05 | \$1,680.66 | \$3,657.22 | \$6,759.96 |

Table 22: Top 5 Industries Impacted

| Industry | Total Industry Output | Impact Output | Percentage of Total Output |
|--|-----------------------|---------------|----------------------------|
| Hospitals | \$222,421.26 | \$8.30 | 0.00% |
| Individual and family services | \$29,523,959.49 | \$1,080.37 | 0.00% |
| Child day care services | \$347,615.11 | \$12.38 | 0.00% |
| Owner-occupied housing | \$42,731,381.97 | \$1,519.63 | 0.00% |
| Grantmaking, giving, and social advocacy organizations | \$1,915,355.66 | \$67.81 | 0.00% |

Table 23: Monroe County

| Impact | Employment | Labor Income | Value Added | Output |
|---------------------|------------|--------------|-------------|------------|
| 2 - Indirect | 0.001 | \$84.71 | \$112.30 | \$262.06 |
| 3 - Induced | 0.03 | \$1,112.53 | \$2,330.54 | \$4,309.72 |
| Total | 0.03 | \$1,197.24 | \$2,442.84 | \$4,571.78 |

Table 24: Top 5 Industries Impacted

| Industry | Total Industry Output | Impact Output | Percentage of Total Output |
|---|-----------------------|---------------|----------------------------|
| Child day care services | \$679,391.43 | \$11.11 | 0.00% |
| Hospitals | \$45,225,761.40 | \$705.93 | 0.00% |
| Community food, housing, and other relief services, including rehabilitation services | \$412,542.92 | \$6.31 | 0.00% |
| Owner-occupied housing | \$46,459,162.91 | \$708.60 | 0.00% |
| Medical and diagnostic laboratories | \$601,180.80 | \$9.13 | 0.00% |

Individual County Impacts

Table 25: Simpson County

| Impact | Employment | Labor Income | Value Added | Output |
|---------------------|------------|--------------|-------------|--------------|
| 2 - Indirect | 0.47 | \$23,860.03 | \$40,513.05 | \$82,403.89 |
| 3 - Induced | 0.25 | \$11,816.50 | \$25,582.70 | \$42,356.40 |
| Total | 0.72 | \$35,676.53 | \$66,095.74 | \$124,760.29 |

Table 26: Top 5 Industries Impacted

| Industry | Total Industry Output | Impact Output | Percentage of Total Output |
|--|-----------------------|---------------|----------------------------|
| Other ambulatory health care services | \$138,851.62 | \$57.17 | 0.04% |
| Transit and ground passenger transportation | \$5,308,950.02 | \$1,850.86 | 0.03% |
| Lessors of nonfinancial intangible assets | \$44,071,666.34 | \$14,009.12 | 0.03% |
| Retail - Furniture and home furnishings stores | \$10,158,456.67 | \$2,629.27 | 0.03% |
| Employment services | \$32,316,240.70 | \$8,002.73 | 0.02% |

Table 27: Warren County

| Impact | Employment | Labor Income | Value Added | Output |
|---------------------|------------|----------------|----------------|-----------------|
| 1 - Direct | 179.19 | \$4,366,411.82 | \$6,288,279.85 | \$9,961,258.97 |
| 2 - Indirect | 19.88 | \$797,866.10 | \$1,321,108.61 | \$2,983,194.76 |
| 3 - Induced | 19.07 | \$954,599.84 | \$1,804,243.74 | \$3,148,621.30 |
| Total | 218.14 | \$6,118,877.76 | \$9,413,632.19 | \$16,093,075.03 |

Table 28: Top 5 Industries Impacted

| Industry | Total Industry Output | Impact Output | Percentage of Total Output |
|---|-----------------------|----------------|----------------------------|
| Promoters of performing arts and sports and agents for public figures | \$16,854,847.45 | \$6,701,742.96 | 39.76% |
| Independent artists, writers, and performers | \$2,494,514.53 | \$36,315.55 | 1.46% |
| Other educational services | \$31,774,826.19 | \$194,922.30 | 0.61% |
| Transit and ground passenger transportation | \$22,128,268.27 | \$103,139.14 | 0.47% |
| Travel arrangement and reservation services | \$8,603,249.35 | \$24,759.43 | 0.29% |



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