



# KENTUCKY

THE FIRST ECONOMIC RESEARCH STUDY OF THE INDEPENDENT LIVE SECTOR

## WHAT IS

# INDEPENDENT LIVE?

Independent live entertainment stages are independently owned and operated, meaning they are not controlled by a multinational corporation or a publicly traded company, and their primary mission is to present live performances to the public. This includes venues, promoters, festivals and more.

# ECONOMIC IMPACT



**\$577.3 MILLION**  
TOTAL ECONOMIC OUTPUT



**\$300 MILLION**  
CONTRIBUTION TO STATE GDP



STATE AND LOCAL  
**\$27.8 MILLION**



**1,757**  
TOTAL EMPLOYEES



**2,170,906 MILLION**  
FANS SERVED



**\$169 MILLION**  
WAGES AND BENEFITS PAID



**4,413**  
JOBS SUPPORTED

# TOURISM BREAKDOWN



**\$88 MILLION**  
OFF-SITE TOURISM SPENDING

In 2024 alone, fans attending independent shows generated \$88 million in off-site spending — filling hotel rooms, crowding local restaurants, supporting shops, and tipping drivers.



**\$73.4 MILLION**  
SPENT ON LODGING



**\$7.7 MILLION**  
SPENT AT  
RESTAURANTS  
AND BARS



**\$3.8 MILLION**  
SPENT ON SHOPPING



**\$2.1 MILLION**  
SPENT ON GAS,  
PARKING AND  
TRANSPORT



**\$795,481**  
THOUSAND  
SPENT ON OTHER  
ENTERTAINMENT AND REC



## IMPACT TABLE

Impact Type	Employment	Labor Income	Value Added	Output	Local/County Tax Revenue	State Tax Revenue	Federal Tax Revenue
Direct Effect	1,757	\$50.60	\$94.20	\$207.90	\$1.50	\$3.70	\$10.90
Indirect Effect	2,117	\$87.60	\$149.80	\$275.60	\$5.30	\$11.40	\$18.50
Induced Effect	539	\$30.70	\$56.00	\$93.70	\$1.90	\$4.10	\$6.70
Total Effect	4,413	\$169.00	\$300.00	\$577.30	\$8.60	\$19.10	\$36.20
Multiplier	2.51	3.34	3.18	2.78			

This table shows the full economic ripple effect of Kentucky's independent live entertainment sector, including the jobs, income, business activity, and tax revenues (in millions of dollars) generated directly by venues and festivals, through their in-state suppliers, and from the additional local spending of workers in those jobs. For the full methodology, see the national report at [stateoflive.org](http://stateoflive.org)

## NATIONAL OVERVIEW INDUSTRY OPERATIONS SNAPSHOT

**41%**

OF STAGES HAVE SHOWS AT LEAST 4 NIGHTS PER WEEK

**94%**

OF STAGES SELL TICKETS OR CHARGE A COVER TO SHOWS

**91%**

OF VENUES OPERATE YEAR-ROUND

THE AVERAGE VENUE HAS SHOWS

**143** DAYS A YEAR



### ACROSS ALL STAGES, THE TOP OPERATIONAL CHALLENGES RANKED BY FREQUENCY INCLUDE

1. MARKETING & BRINGING IN AN AUDIENCE
2. ARTIST COSTS RISING DRIVING HIGHER ARTIST FEES
3. STAFFING COSTS
4. INFLATION
5. MONOPOLIES
6. RISING INSURANCE COSTS
7. SCALPERS & PREDATORY RESALE PLATFORMS
8. COST OF RENT AND MORTGAGE
9. UNCAPPED, UNLIMITED PERFORMING RIGHTS ORGANIZATION FEES
10. DECREASING ALCOHOL SALES

**64%**  
OF STAGES WERE NOT PROFITABLE IN 2024