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# **Bardstown & Nelson County, Kentucky Economic Profile**



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# ABOUT US

## BARDSTOWN/NELSON COUNTY

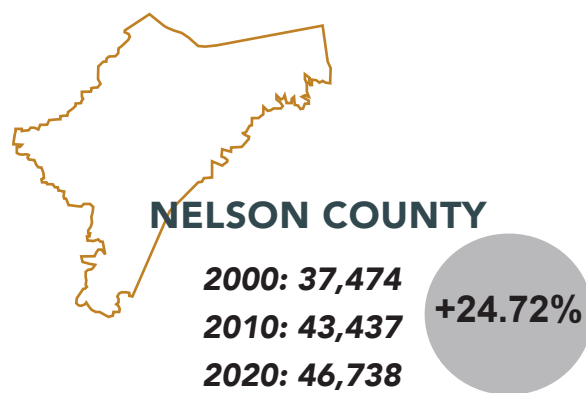
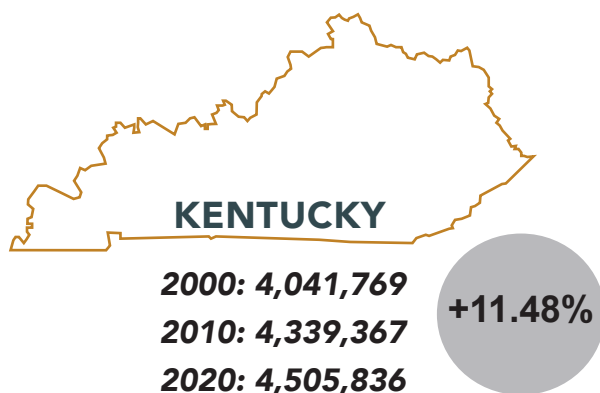
Bardstown/Nelson County is located in Central Kentucky within minutes of Kentucky's two largest cities, Louisville and Lexington. Founded in 1780, Bardstown is the second oldest town in Kentucky.

Bardstown is one of the most celebrated small towns in the U.S. acquiring numerous national accolades, including:

- **Most Beautiful Small Town in America** - USA Today and Rand McNally
- **Best Small Town in the South** - Southern Living Magazine
- **Top 10 Micropolitan for Doing Business in U.S.** - Site Selection Magazine
- **Top 25 Coolest Towns in U.S.** - Southern Business & Development Magazine
- **Top 10 Best Small Towns in America** - Fodor's



# KEY GROWTH INDICATORS



## NELSON COUNTY KEY INDICATORS

<b>18,376</b>	<b>2.53</b>	<b>40.2</b>	<b>\$60,127</b>	<b>\$154,700</b>	<b>78</b>	<b>193</b>	<b>21</b>
Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

### BARDSTOWN

2000: 10,625  
2010: 11,700  
2020: 13,567

**+27.69%**

### NEW HAVEN

2000: 837  
2010: 855  
2021: 908

**+8.48%**

### BLOOMFIELD

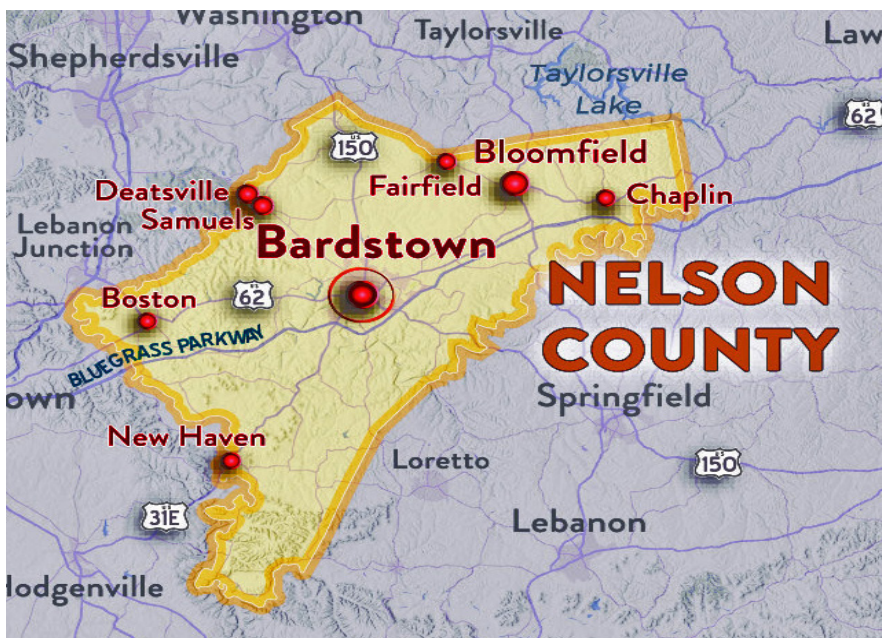
2000: 767  
2010: 838  
2020: 1,078

**+40.55%**

### FAIRFIELD

2000: 105  
2010: 113  
2020: 118

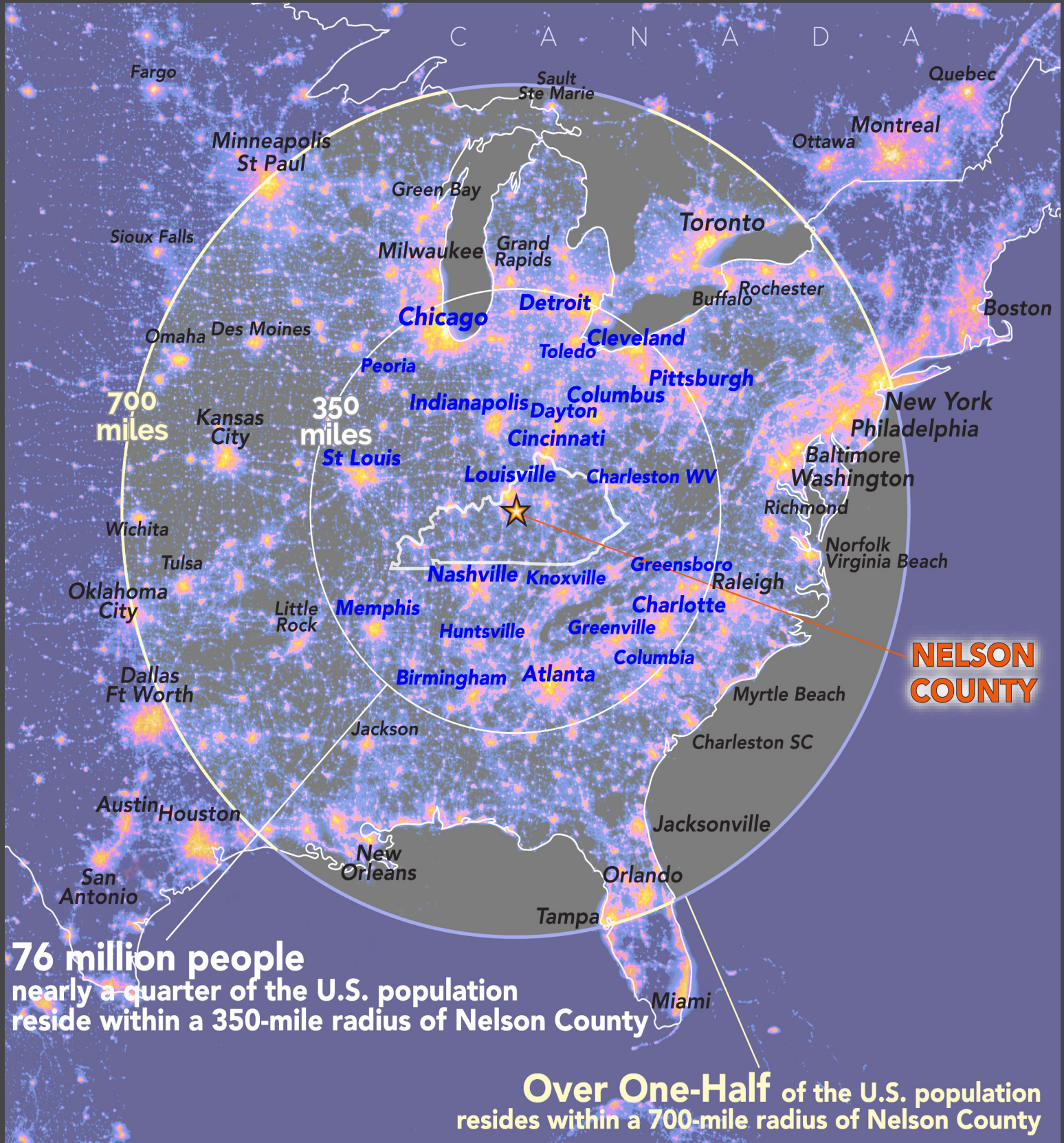
**+12.38%**



Nelson County is the **23rd largest** county in Kentucky.



# LOCATED FOR DOING BUSINESS





# ECONOMIC OVERVIEW



Nelson County's economy is very diverse and is driven by manufacturing which includes automotive, bourbon production and packaging. Most industrial companies are located in one of the three City/County owned industrial parks. Site Selection Magazine has consistently ranked Bardstown in the Top 20 Micropolitans in the U.S. to locate a company. The area benefits from a diverse economy experiencing strong growth.

## TOTAL EMPLOYMENT (2020)

**21,889**  
TOTAL JOBS

### MANUFACTURING

21.8%

### GOVERNMENT

9.0%

### RETAIL TRADE

10.1%

### HEALTH CARE

8.3%

### CONSTRUCTION

10.1%

### ACCOMODATION

6.9%

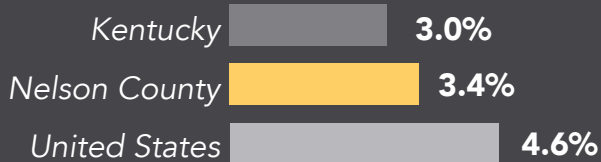
Source: Bureau of Economic Analysis



# BUSINESS AND INDUSTRY

TOP INDUSTRIES: MANUFACTURING, AUTOMOTIVE, CONSTRUCTION, RETAIL TRADE

## UNEMPLOYMENT RATE (2021)

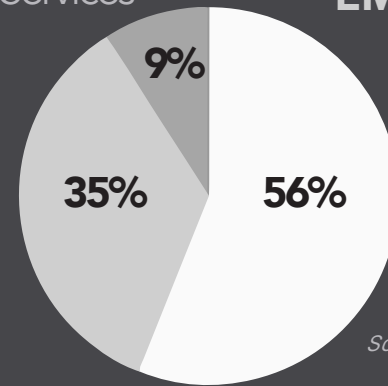


Source: Bureau of Labor Statistics

Services

EMPLOYMENT

Blue Collar



White Collar

Source: ESRI

## MANUFACTURING & LOGISTICS

With multiple industrial sites, an ideal location, excellent infrastructure and a community certified as a KENTUCKY WORK READY COMMUNITY, over 60 industrial facilities call Nelson County home. This includes several corporate headquarters and 10 international companies.

## TOP EMPLOYERS - NELSON COUNTY

American Fuji Seal, Inc

Tower International

ORBIS Corporation

Sazerac Distillers

Toyota Boshoku

Takigawa Corporation America

Heaven Hill Distilleries

Johnan America, Inc

Flower Foods, Inc

Source: Nelson County Economic Development Agency





# KENTUCKY ECONOMIC DEVELOPMENT

## COST OF DOING BUSINESS

**#1 in the nation for cost of doing business**

**#1 in vehicle production per capita**

**#1 in bourbon exports**

*Source: Kentucky Cabinet for Economic Development*

## WORLD AIR CARGO LEADER

**#2 in the nation of air cargo shipments.**

*Source: Kentucky Cabinet for Economic Development*

**Kentucky is the only state with three international air shipping hubs.**

*Source: Kentucky Cabinet for Economic Development*

"Kentucky is well-served by 20 interstates and major highways, major rail networks, barge traffic on the Ohio and Mississippi rivers, five commercial airports and dozens of regional airports - our ideal transportation network can move products easily and efficiently by air, rail, road and water to all points of the globe."

*Source: Kentucky Cabinet for Economic Development*

## TOP STATE EMPLOYERS

**UPS Worldport, Louisville**

**GE Appliances, Louisville**

**Amazon, Louisville**

*Source: Kentucky Cabinet for Economic Development*

**Norton Healthcare, Louisville**

**Yum! Brands, Louisville**

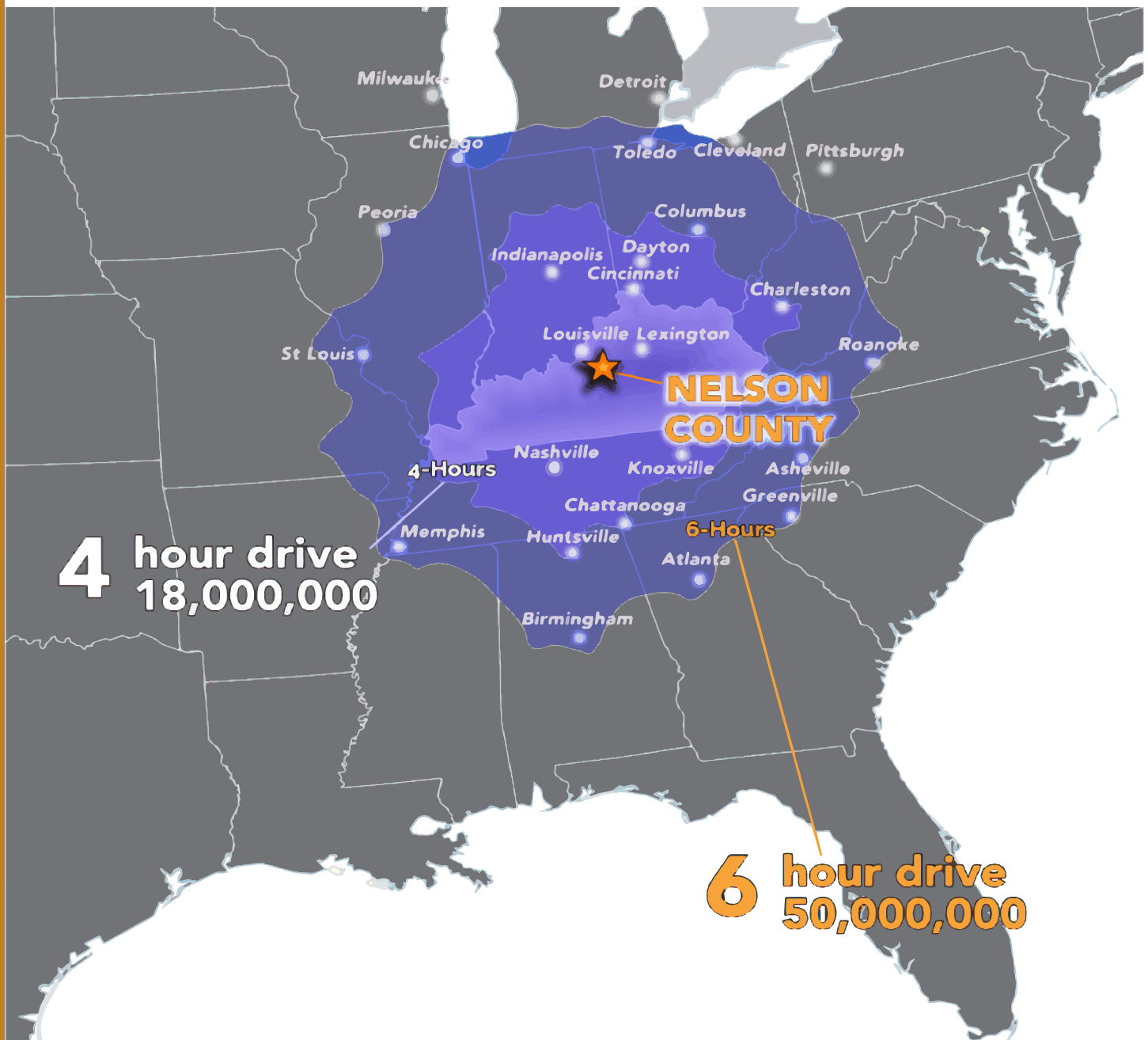
**Ford Motor Company, Louisville**





# LOCATION, LOCATION, LOCATION

Nelson County is centrally located within the United States providing a competitive advantage to businesses and residents that locate here. Within a four-hour drive time, the population reaches 18 million people that include major market cities such as **Nashville**, **Cincinnati**, and **Indianapolis**. The population is approximately 50 million within a six-hour drive time and includes major cities such as **Atlanta**, **St. Louis**, **Columbus**, and **Chicago**. Kentucky's borders are within a six-hour drive time of over 65 percent of the nation's population, personal income and manufacturing business establishments. Nelson County's location and accessibility allow manufacturing and logistics businesses to reach a massive industrial and consumer market with ease and affordability.





# AIR

# ROAD

# RAIL



The **Louisville Muhammad Ali International Airport** (SDF) is located 37 miles northwest of Bardstown. SDF offers nonstop flights to 30 destinations across the United States.

The **Blue Grass Airport** located right outside of Lexington is approximately 54 miles northeast of Bardstown. It is one of the nation's fastest growing airports and serves over 1.2 million passengers annually.

**Samuels Field** in Bardstown is owned by the City of Bardstown. It is located two miles west of Bardstown and is designed for the corporate or leisure traveler. It features a paved/lighted 5000 x 75 ft. runway with a taxiway parallel to runway. Amenities include a 24-hour self-service 100LL Avgas and Jet A fuel pumping station which accepts credit cards.

Nelson County is located right outside of the major metropolitan area of Louisville, approximately 40 miles southeast from downtown.

Half of the U.S. markets are within a one-day drive of Nelson County. Within a three hour radius, you can reach major cities such as Nashville, Cincinnati, and Indianapolis.

U.S. Route 31E runs directly through the center of Bardstown and is a thoroughfare that navigates north to Louisville and south to Nashville. I-65 runs north to south approximately 25 miles west of Bardstown.

The Martha Layne Collins Bluegrass Parkway is a major Kentucky roadway with two exit ramps in Bardstown providing transportation from Lexington to Elizabethtown and to I-65 north and south.

There are currently four Class I railroads serving Kentucky that include BNSF Railway, CSX Transportation, Norfolk Southern, and Canadian Pacific. A Class I railroad is classified as any carrier earning annual revenue greater than \$504 million.

A few regionals and short lines also serve the state. Kentucky railroads are mostly the domain of Norfolk Southern and CSX, where they operate Kentucky's east-west main lines and also control several miles of branch and secondary lines to tap coal reserves. Bardstown and Nelson County is served by the R.J. Corman short rail line serving Nelson County's corporate and manufacturing clients.

In addition to corporate rail, the Old Kentucky Dinner train offers guests an experience of fine dining aboard luxurious rail cars in the heart of Kentucky Bourbon Country in a two hour round trip excursion.

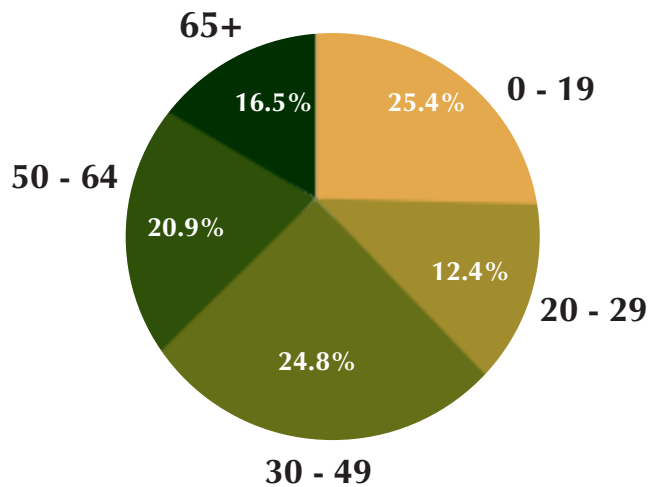


# DEMOGRAPHICS

## BARDSTOWN MICROPOLITAN STATISTICAL AREA

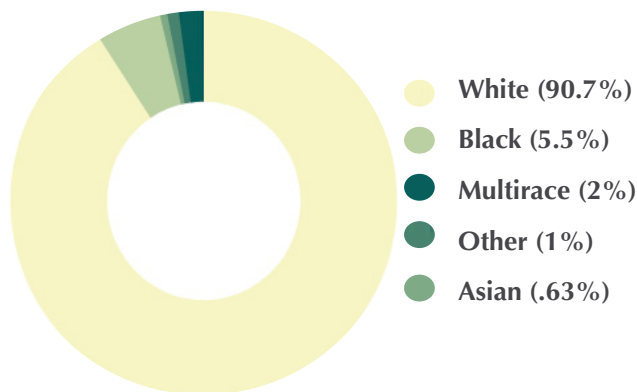
U.S. Census Bureau

### AGE DISTRIBUTION



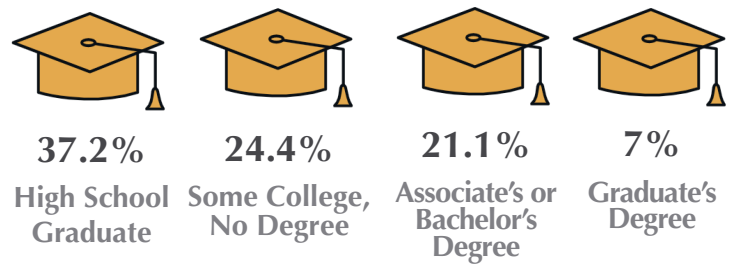
Source: Kentucky Cabinet for Economic Development

### RACE/ETHNICITY



Source: Kentucky Cabinet for Economic Development

### EDUCATIONAL ATTAINMENT



Source: U.S. Census Bureau



### HOUSING & HOUSEHOLD INCOME



76%  
Homeownership  
rate

\$154,700  
Median  
Home Value



Average household  
size: 2.53 people



Median household  
income: \$60,127



Total number of  
households: 18,376



Source: U.S. Census Bureau



# LOCAL EDUCATION

For the 2021-22 school year, there are 18 public schools serving 7,329 students in Nelson County. Nelson County has one of the highest concentrations of top ranked public schools in Kentucky. Schools are offered for every age group at the public and private level.

SCHOOL, LOCATION	ENROLLMENT	TYPE	GRADES
Nelson County High School, Bardstown	791	Public	9 - 12
Thomas Nelson High School, Bardstown	678	Public	9 - 12
Foster Heights Elementary School, Bardstown	639	Public	K - 5
Bardstown Elementary School, Bardstown	616	Public	3 - 5
Bardstown High School, Bardstown	604	Public	9 - 12
Bardstown Primary School, Bardstown	599	Public	K - 2
Bardstown Middle School, Bardstown	597	Public	6 - 8
Coxs Creek Elementary School, Coxs Creek	473	Public	K - 5
St. Joseph School, Bardstown	466	Private	PK - 8
Bloomfield Middle School, Bloomfield	390	Public	6 - 8
Old Kentucky Home Middle School, Bardstown	350	Public	6 - 8
Boston School, Boston	326	Public	K - 8
Bethlehem High School, Bardstown	316	Private	9 - 12
Bloomfield Elementary School, Bloomfield	314	Public	K - 5
The New Haven School, New Haven	304	Public	K - 8
St. Gregory Elementary School, Coxs Creek	191	Private	PK - 8
St. Catherine Academy, New Haven	133	Private	PK - 8
Bluegrass Christian Academy, Bardstown	66	Private	PK - 8
Horizons Academy, Bardstown	56	Public	8 - 12
Nelson County Baptist School, Bardstown	55	Private	K - 12
St. Ann School, New Haven	23	Private	K - 8
Bardstown Alternative School, Bardstown	22	Public	6 - 12

Source: Nelson County Schools



# HIGHER EDUCATION

*Within a 60-mile range of Nelson County, there are nine colleges and universities that offer either an Associate's degree, Bachelor's degree, Master's degree, or Doctorate. The following institutions are sorted by distance from Bardstown.*

INSTITUTION BY DISTANCE	ENROLLMENT	DISTANCE
Elizabethtown Community and Technical College	6,648	22 mi
Bellarmino College	3,331	30 mi
Louisville Presbyterian Theological Seminary	152	31 mi
Sullivan University	3,318	31 mi
University of Louisville	21,670	31 mi
ATA College	332	31 mi
Campbellsville University	12,381	32 mi
Southern Baptist Theological Seminary	4,139	33 mi
Galen College of Nursing - Louisville	2,126	33 mi
University of Kentucky	31,110	59 mi

*Source: National Center for Education Statistics*



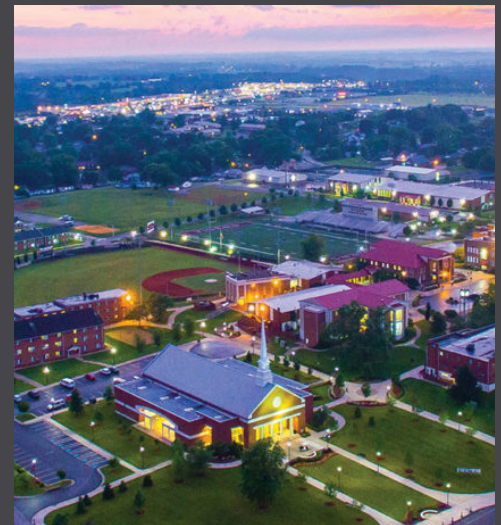
*Source: Lexington City*

**University of Kentucky**  
Lexington, Kentucky



*Source: U of L | LinkedIn*

**University of Louisville**  
Louisville, Kentucky



*Source: Campbellsville University*

**Campbellsville University**  
Campbellsville, Kentucky



# TOURISM



With its movie set good looks, historic charm, bustling downtown business district and one-of-a-kind attractions, Bardstown continues to enjoy national and international attention. Whether it's enjoying the title **"Most Beautiful Small Town in America"** as given by USA Today and Rand McNally or the media generated **"Napa Valley of the Bourbon Industry"** visitors from all across the world find Bardstown to be a great multi-day destination.

Music and history is abundant here with My Old Kentucky Home State Park and the J. Dan Talbott Amphitheatre. The amphitheatre is the setting for the Stephen Foster Story musical and multiple outdoor concerts.

Nelson County has over 600 overnight accommodations which include national franchise hotels, trendy boutique hotels, Bed and Breakfast establishments and over 40 locally owned vacation rentals.

Bardstown has also become a foodie town featuring restaurants within distilleries, international cuisine, historic restaurants with southern favorites, a brewery and a host of well-known franchise eateries.



# BOURBON TOURISM

Bardstown is the “**Bourbon Capital of the World**”® and is home to many of the most popular names in bourbon history. Located in the heart of the Kentucky Bourbon Trail, national and international visitors use Bardstown and Nelson County as base camp for their multi-day bourbon experience. **Eleven distilleries** are located within a 16-mile radius of Bardstown including:

James B. Beam Distilling Co.  
Four Roses Bottling House and Warehouse  
Lux Row Distillers  
Bardstown Bourbon Company  
Heaven Hill Distillery  
Barton 1792  
Willett Distillery  
Preservation Distillery  
Log Still Distillery  
Makers Mark Distillery  
Old Steelhouse Distillery  
Kentucky Owl Distillery





# BOURBON DISTILLERY EXPERIENCES

HEAVEN HILL BOURBON EXPERIENCE



WILLETT DISTILLERY



BARDSTOWN BOURBON COMPANY



LOG STILL DISTILLERY



LUX ROW DISTILLERS





# BOURBON DISTILLERY EXPERIENCES

**PRESERVATION DISTILLERY**



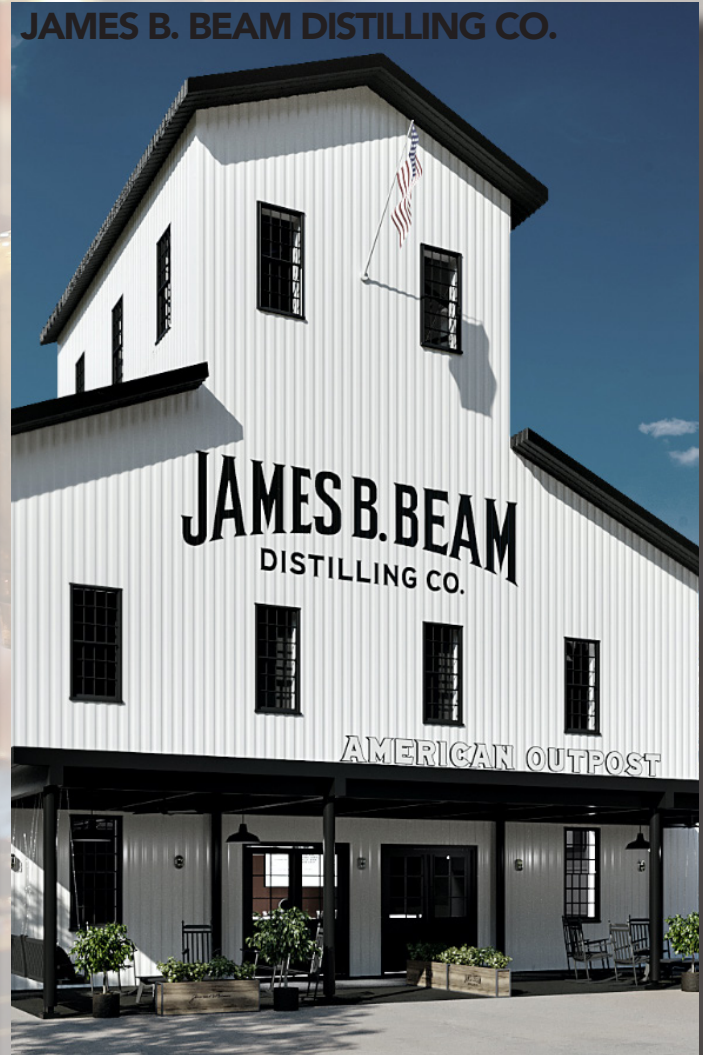
**BARTON 1792**



**OLD STEEL HOUSE DISTILLERY**



**JAMES B. BEAM DISTILLING CO.**





# SPECIAL EVENTS & FESTIVALS



*"Proof" I was Here!*

***In Bardstown and Nelson County we like to celebrate what makes us special and that's why we host over 40 events year round. From our Bourbon Festival in September to our award winning Bardstown Arts and Crafts Fair in October, our local events attract over 100,000 visitors and media from around the world.***

***A month-long Christmas celebration begins the day after Thanksgiving when Bardstown transforms into a Norman Rockwell-esque Christmas destination.***





# QUALITY OF LIFE

*Southern charm and rich history are woven through out Bardstown and Nelson County. Residents here enjoy strong local leadership, diverse housing options, public and private school systems, and quality health care services and enjoy a rich religious heritage. We also like to have fun and that's why we are home to many parks, recreational offerings, entertainment venues, and popular events. We celebrate and welcome a diverse and inclusive population. It's not just a place where you want to locate a business, but it's also a place you want to call home.*





# CONTACT US

## **Nelson County Economic Development Agency**

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Bardstown, KY 40004  
**[www.nceda.net](http://www.nceda.net)**  
(502) 348-6402 Ext 101

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Kim Rogers, Executive Assistant  
[kimrogers@nceda.net](mailto:kimrogers@nceda.net)

## **Nelson County's Partners for Progress**

Bardstown-Nelson County Tourism - [www.visitbardstown.com](http://www.visitbardstown.com)

Bardstown-Nelson County Chamber of Commerce - [www.bardstownchamber.com](http://www.bardstownchamber.com)

Bardstown Main Street Program - [www.bardstownmainstreet.com](http://www.bardstownmainstreet.com)

