



BUDGET PRESENTATION FY21
MAY 18, 2020

CEO KRISTA SNIDER
MASTER CAPT. MARK DOTY

BELLE OF LOUISVILLE

RIVERBOATS

THE OLDEST WESTERN RIVERS STEAMBOAT IN THE WORLD

105 YEARS YOUNG!

Kentucky Derby Festival
Great Steamboat Race
Economic Impact

\$700,000

78% of passengers
are from outside
Kentucky

85,000 Passengers
Annually including
5,000 School Children



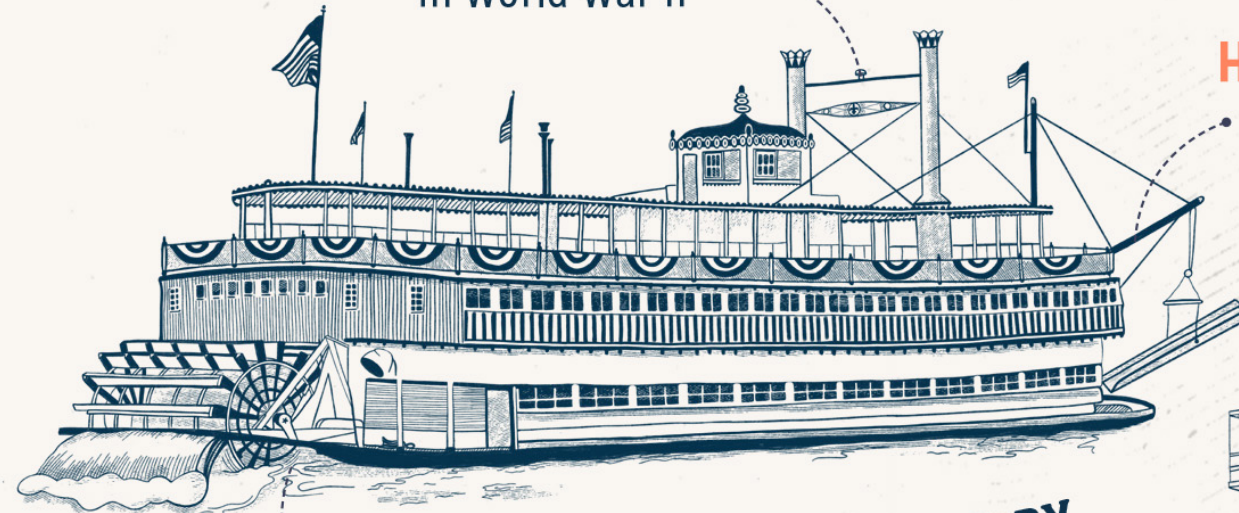
\$7.4 Million
Economic
Impact Annually

THE
CREW

25 year round
employees

Additional 85
seasonal workers

Served as a **USO**
in World War II



A LIVING PIECE OF HISTORY

The Most **Widely Traveled**
Excursion Boat in History

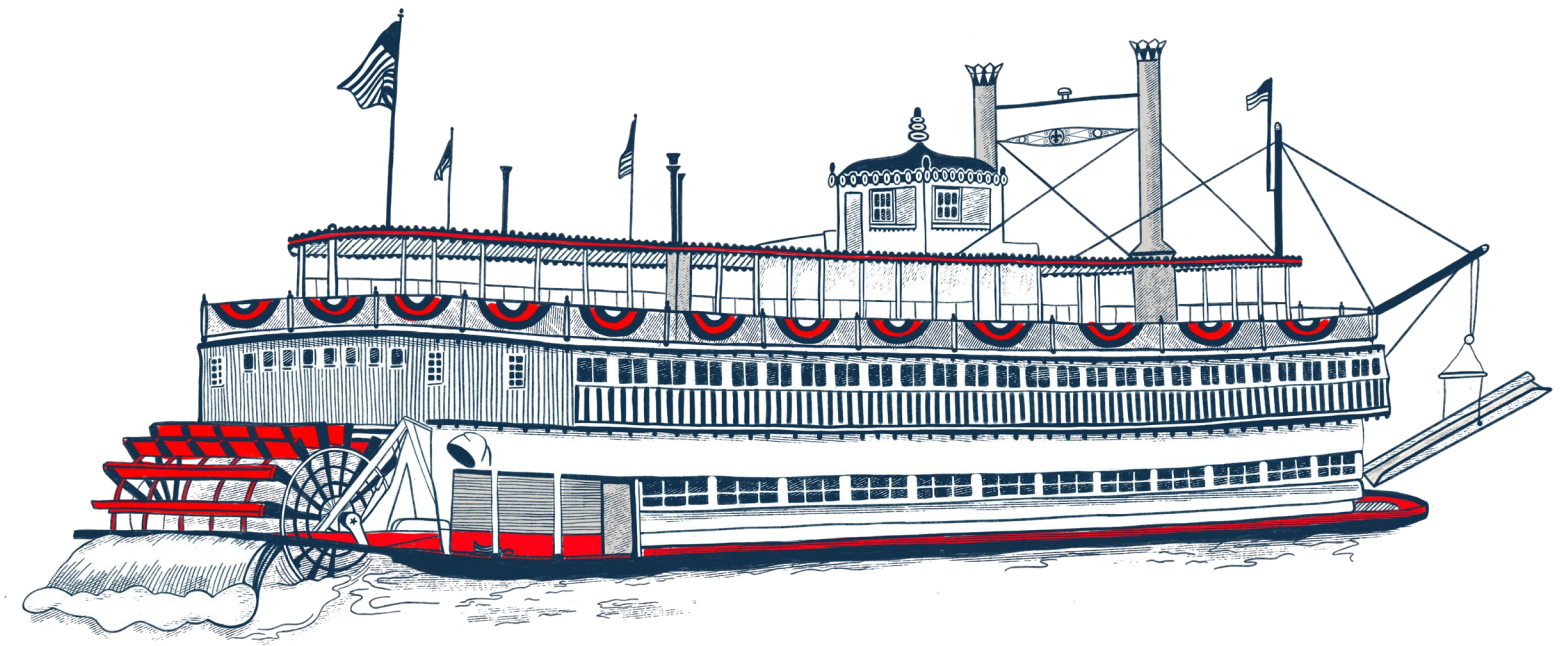
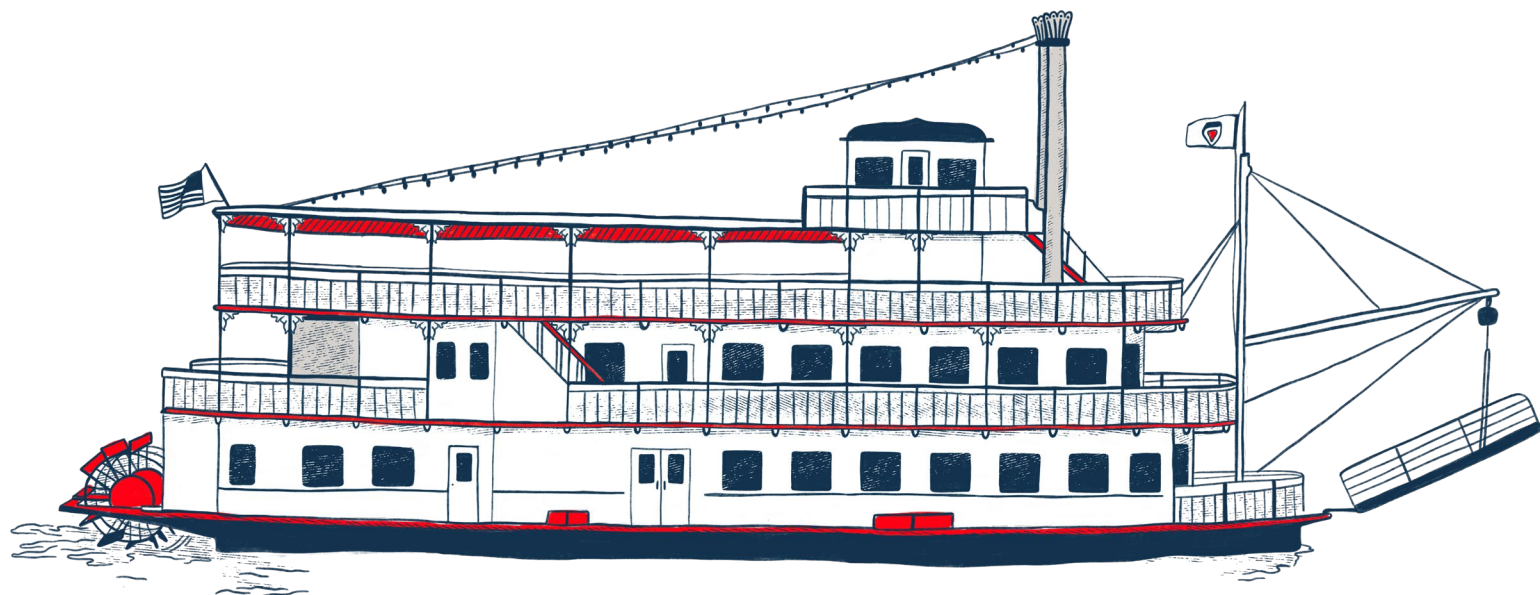
Two National
Historic Landmarks

- the Belle of Louisville
and the Mayor Andrew
Broaddus/Life Saving
Station #10



TURN THIS BOAT AROUND

From “party boat” to educational & cultural organization.



- Expanding educational offerings, including Virtual Field Trips
- “Museum Days” aboard the Belle, with historical performances
- Live music & performance venue
- Community partnerships
- Leveraging our wonderful outdoor spaces!

We're going from passively "administering" to actively promoting this organization.



TWO-YEAR FOCUS

- Professionalizing
- Brand Building
- Growing Support
- Enhancing the Passenger Experience

SHIPYARD

- US Coast Guard mandated “dry dock” every 5 years
 - Belle= Due into dry dock this Fall 2020 for one month when she wouldn't be cruising anyway
 - Without dry dock inspection, Belle loses COI
 - Delta Queen is a cautionary tale
 - The Belle MUST go to drydock this Fall... No regular cruising time lost
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A LOUISVILLE LANDMARK

**The Belle is a cherished
community icon.**

She's already survived one pandemic
and has a lot of life left in her. Don't
let this this 21st century virus sink the
Belle for good.

BELLE OF LOUISVILLE
RIVERBOATS

THANK YOU!

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