

SENATE BILL 63

An opportunity for
economic growth and
adventure

Presented by: Erik Hubbard



At Backroads of Appalachia, we are dedicated to marketing and promoting all of our region as a destination for Powersports and Motorsports tourism, creating opportunities for local communities and businesses alike. We are committed to ensuring that Kentucky's unique cultural heritage and breathtaking natural resources are celebrated and showcased on a national and international stage.



WHY SENATE BILL 63 MATTERS:

1. Economic Growth and Tax Revenue
2. Competitive Advantage
3. Community Revitalization
4. Kentucky's Motorsports Legacy



1. ECONOMIC GROWTH AND TAX REVENUE

Powersports and Motorsports are proven economic drivers, with millions in tax revenue generated annually in states like West Virginia and Tennessee. Kentucky is perfectly positioned to replicate and expand upon these successes, fueling local economies, supporting small businesses, and contributing directly to the state's general fund

**24 Hours of Appalachia:
Booneville, KY**



2. COMPETITIVE ADVANTAGE

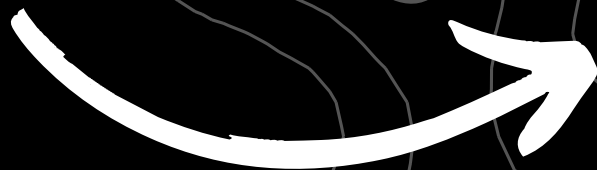
With programs like West Virginia's Hatfield-McCoy Trails and Tennessee's Motorsports initiatives setting benchmarks for success, Kentucky has the opportunity to rise above the competition. Our existing infrastructure, combined with our commitment to regional promotion through organizations like Backroads of Appalachia, ensures we can attract enthusiasts, major events, and sponsors to the state.



3. COMMUNITY REVITALIZATION

Many rural communities in Kentucky have been economically impacted by the decline of traditional industries. Powersports and Motorsports offer a pathway to revitalize these areas by attracting tourism, fostering small business development, and providing second-chance employment opportunities.

24 Hours of Appalachia:
Hinton, WV



4. KENTUCKY'S MOTORSPORTS LEGACY

Kentucky's Motorsports culture is a strong foundation for growth. By passing Senate Bill 63, we not only honor this legacy but also create new opportunities for professional development, recreational enjoyment, and youth engagement in these industries.



SUCCESS IN OTHER STATES

States with Full or Near-Full Legality:

- Arizona
- Idaho
- Michigan
- Montana
- North Carolina
- North Dakota
- Oklahoma
- South Dakota
- Utah
- Wyoming

States with Some Street Legality, but Additional Restrictions:

- Alaska
- Arkansas
- Connecticut
- Florida
- Georgia
- Illinois
- Indiana
- Iowa
- Kansas
- Kentucky
- Louisiana
- Minnesota
- Missouri
- Nevada
- New Hampshire
- New Mexico
- North Carolina
- Ohio
- Pennsylvania
- Tennessee
- Vermont
- Washington
- West Virginia
- Wisconsin

States Where Street-Legal UTVs are Generally Not Permitted:

- Alabama
- California
- Colorado
- Delaware
- Hawaii
- Maine
- Maryland
- Massachusetts
- Mississippi
- Nebraska
- New Jersey
- New York
- Oregon
- Rhode Island
- South Carolina
- Texas
- Virginia
- Washington, D.C.

SUCCESS IN OTHER STATES

“We see so many people from Ohio, just because West Virginia is attractive to them,” Smalley said. “They can get outdoors. They have the mountains, the beauty, and I see it making a big tourist attraction from the side-by-side and off road business.”

Smalley said this legislation has also opened the market up to people who do not want to buy or have room to store a trailer. They can now ride straight from their house to the nearest trail head and make their way from there.

-WSAZ News Interview 2020



SUCCESS IN OTHER STATES

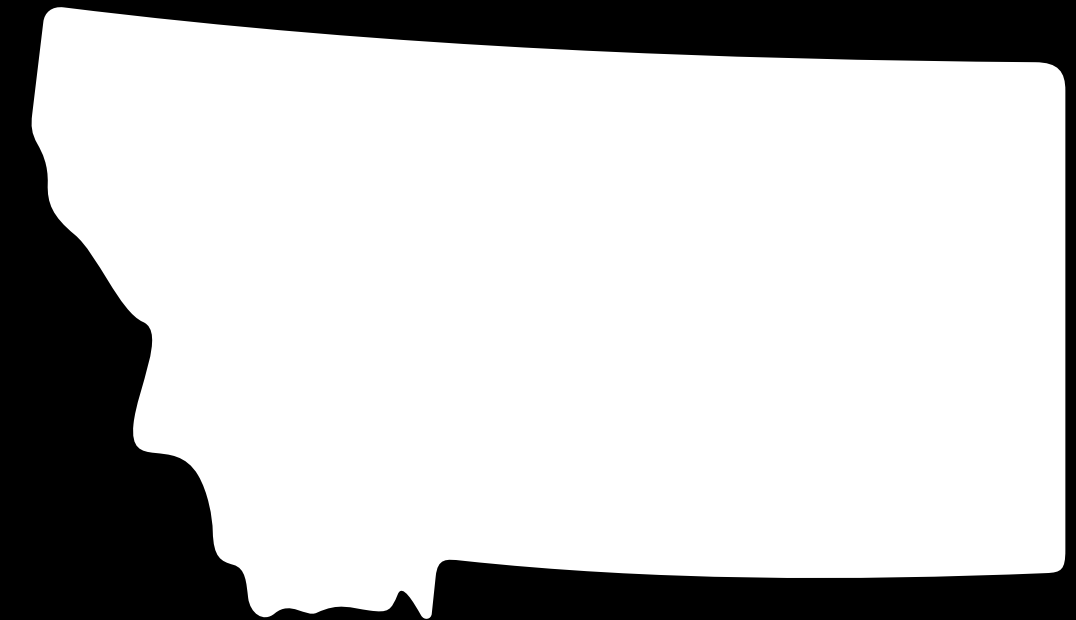
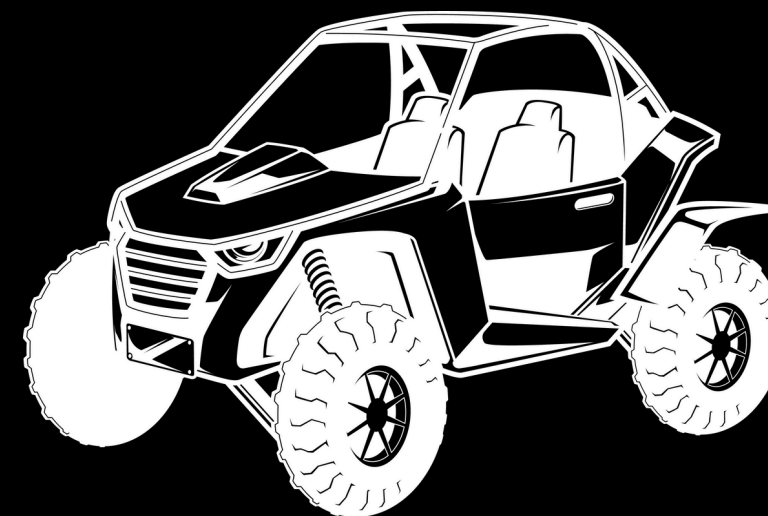
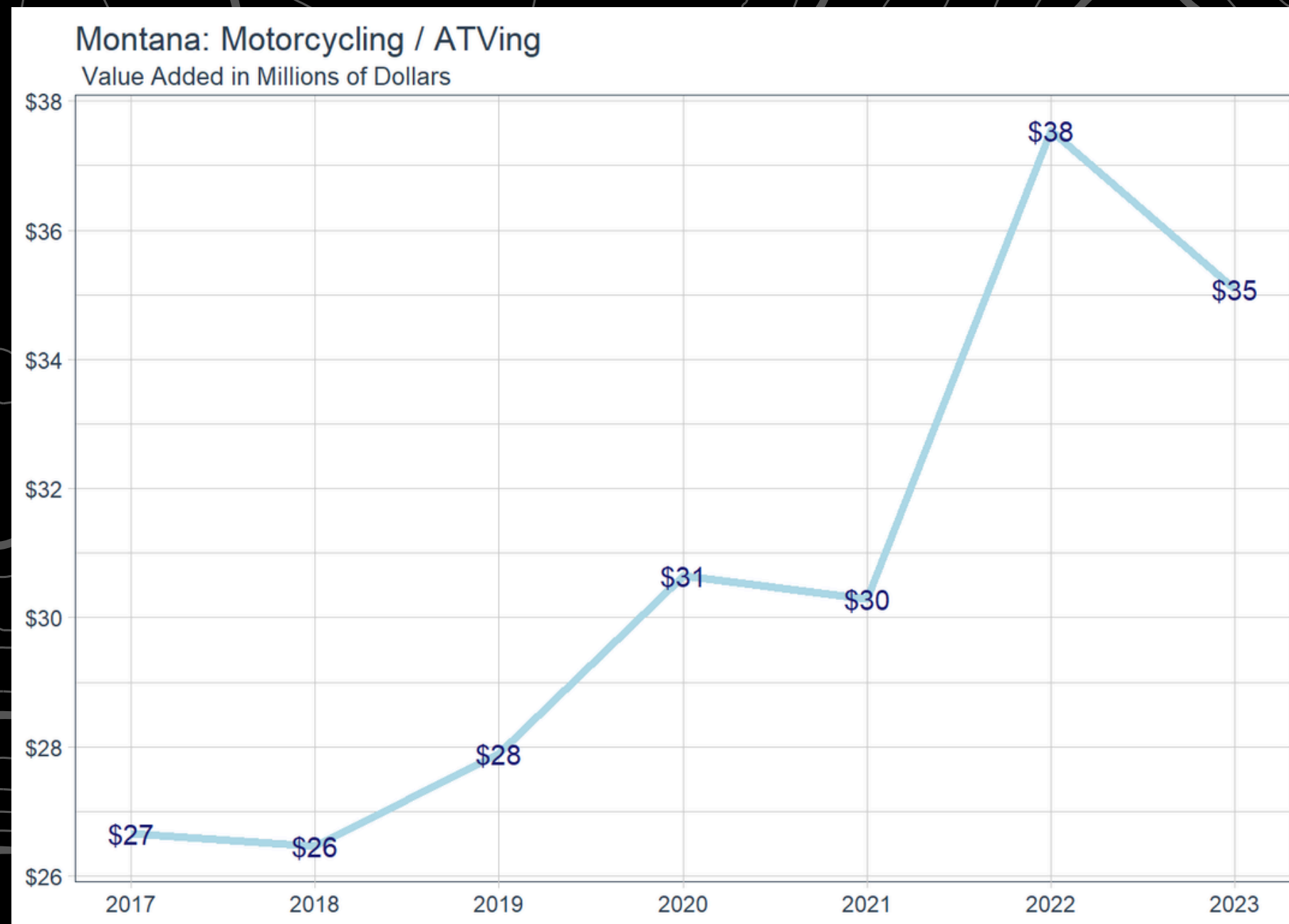
“This analysis indicates that the roughly \$7.4 million in spending by the HatfieldMcCoy Trails generated an additional \$7.3 million in economic activity within the State, for a total operational impact of \$14.7 million. Even more notably, the Hatfield-McCoy Trails bring non-local visitors to the area whose spending is estimated to generate an additional \$53.4 million in economic activity in West Virginia. Combined, the total estimated economic impact of the HatfieldMcCoy Trails in 2021 is more than \$68 million.”



**Hatfield
McCoy
Trails**

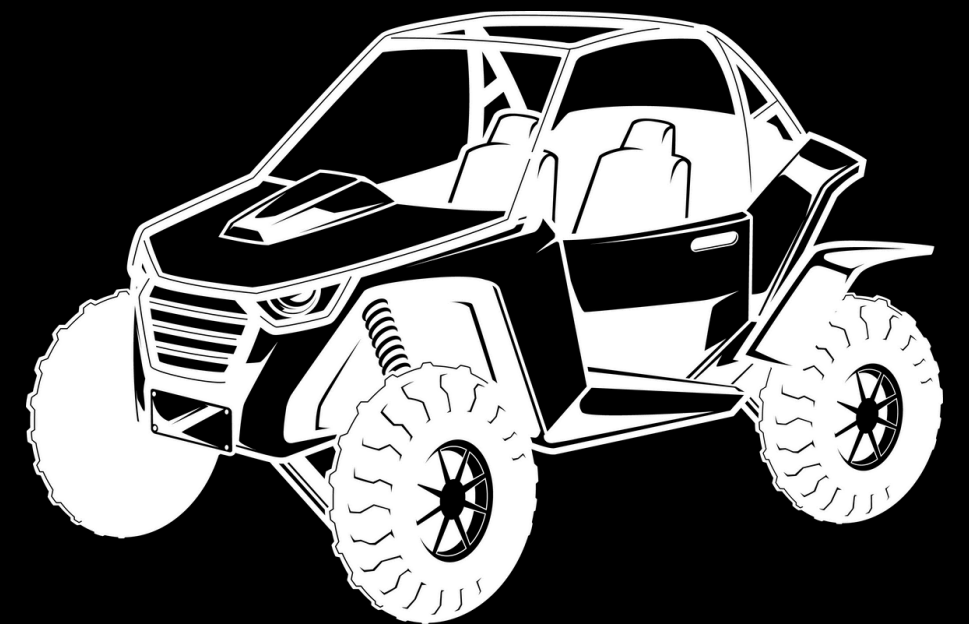
SUCCESS IN OTHER STATES

In 2023, Montana's ATV/UTV recreation generated \$35 million in value added, reflecting a 25.8% growth since 2019, compared to 39% in the overall state economy during the same period.



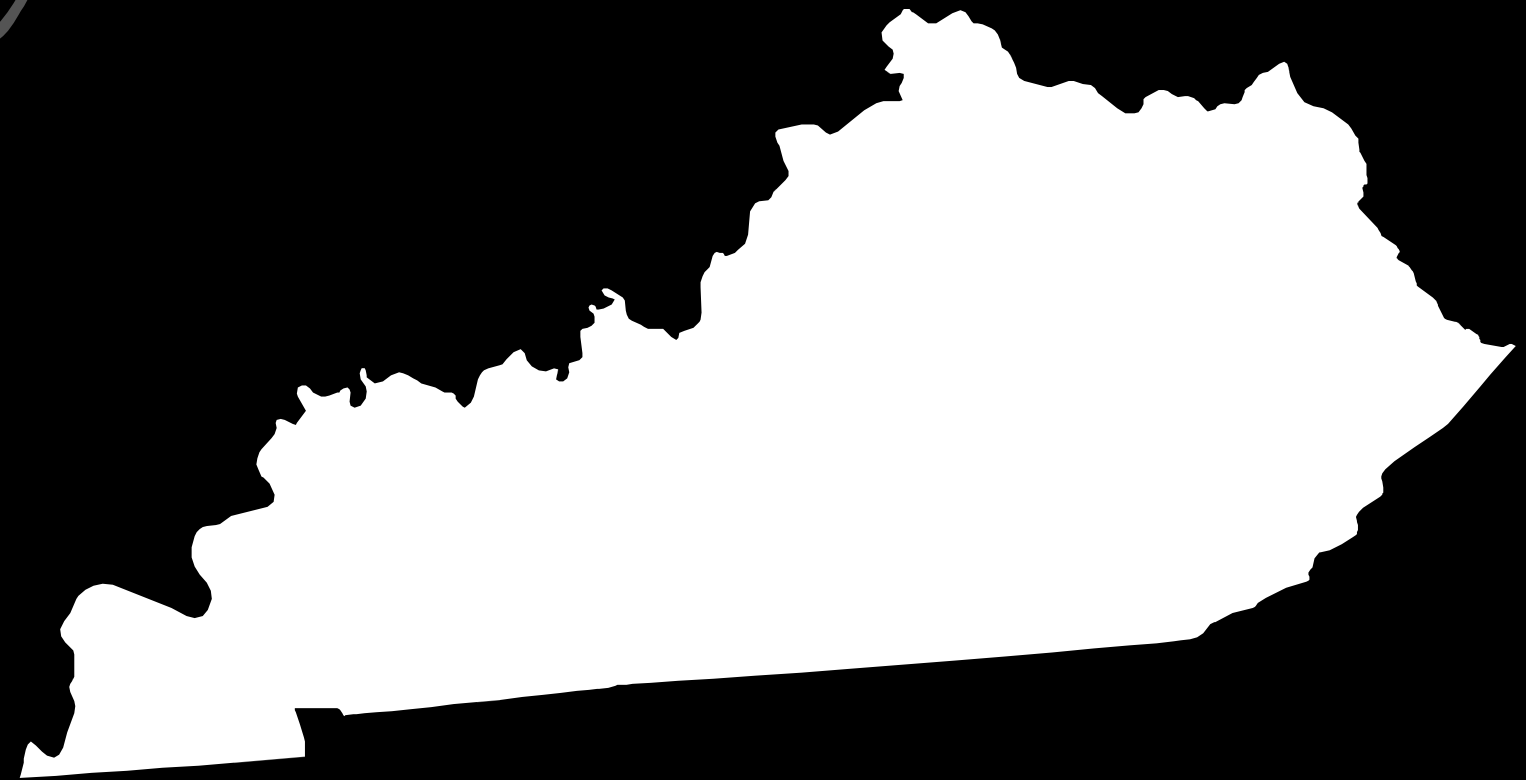
SUCCESS IN OTHER STATES

“In 2023, ATV/UTV riders in Wisconsin generated substantial economic activity, spending an estimated \$4.2 billion and creating 25,845 jobs. This spending occurred across various industries, including motor vehicle dealers, lodging facilities, restaurants, gas stations, and retail stores.”



RIGHT HERE AT HOME

Based on data from ESRI, within a 20 mile radius of Louisville, KY, over 20,000+ people own one or multiple UTV's or ATV's. This is just one example of a major city in Kentucky. What does the rest of the state look like?



POWERSPORTS GLOBALLY

So how much?

The global powersports market, currently valued at \$37 billion, is forecast to reach a valuation of \$69 billion by 2032, with a 6% compound annual growth rate (CAGR) during the period, according to a 2023 survey published by Allied Global Insights.



CURRENT STATE OF AFFAIRS

Currently, Kentucky citizens are going out of state and registering their UTV's and other like vehicles through states that allow non-residents to register a vehicle (Montana and Vermont). By doing this, Kentucky is losing out on tax revenue and they are bypassing what could be a legal act. Furthermore, many are simply ignoring the current set of rules and riding on state owned roads illegally. Uninsured and unregistered.



186.140 Reciprocity for nonresidents.

Except as provided in KRS 281.835 and 281.836, a nonresident owner, from a state not requiring registration of nonresidents temporarily in it, who has complied with the laws of the state of his residence relating to registration of motor vehicles, and who displays the requisite plates and holds the requisite receipt or certificate of registration as required by his resident state, shall be exempt from registration in this state for the same period of time as is granted to nonresident owners by the laws and regulations of his state. Registration in any other state shall not relieve any owner resident in this state from the penalties provided in KRS 186.990.

Effective: June 18, 1970

History: Amended 1970 Ky. Acts ch. 57, sec. 3, effective June 18, 1970. -- Recodified 1942 Ky. Acts ch. 208, sec. 1, effective October 1, 1942, from Ky. Stat. sec. 2739g-5.

<https://montanatags.com/products/sxs-utv-package>



24 Hours of Appalachia: 2024 Re-Cap

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QUESTIONS?

