



ANDY BESHEAR
GOVERNOR

EXECUTIVE ORDER

Secretary of State
Frankfort
Kentucky

2026-640
September 25, 2026

RELATING TO GOVERNOR'S OFFICE OF MUSIC

In Kentucky, we are reigniting the American Dream.

That dream starts with a job and lives in a home. For many Kentucky kids, it means picking up an instrument and following in the footsteps of Kentucky music legends.

The Commonwealth's musical influence and inspiration spans generations, geography, and genres – from Bill Monroe to Loretta Lynn, Lionel Hampton, W.C. Handy, Rosemary Clooney, The Everly Brothers, My Morning Jacket, Nappy Roots, the Judds, Jean Ritchie, Sturgill Simpson, Tyler Childers, Bryson Tiller, Chris Stapleton, Jack Harlow, and so many more.

The sounds of Kentucky music are heard around the world. Even casual listeners know the classics "Coal Miner's Daughter" and "Blue Moon of Kentucky."

Music lovers from across the United States and around the world journey to Kentucky for world-class live concerts and music festivals every year.

One festival, Bourbon & Beyond, won the 2025 Pollstar Global Music Festival of the Year and was named Festival of the Year in 2024 by the International Entertainment Buyers Association, placing it on par with some of the nation's most highly attended music festivals, including Lollapalooza, Austin City Limits, Coachella, and Bonnaroo.

Along with being a cultural asset, the Commonwealth's musical talent, heritage, and history are also economic drivers.

Kentucky's arts industry, including music, has a \$6.9 billion economic impact, supporting over 51,000 jobs, boosting economic development, and creating opportunities in every corner of the Commonwealth. The music industry, including live music, ripples through the Kentucky economy.

The independent live entertainment industry in Kentucky generates \$577.3 million in economic output, \$300 million in state gross domestic product, and \$27.8 million in tax revenue, employing 1,757 people and supporting 4,413 jobs, with \$169 million in wages and benefits, according to the National Independent Venue Association ("NIVA"). Music fans attending independent shows generated \$88 million in off-site spending in 2024 alone, including \$73.4 million on lodging, \$7.7 million at restaurants and bars, \$3.8 million in shopping, and \$2.1 million on gas, parking, and transportation, according to NIVA. Those venues served more than 2.1 million people.

Music generates economic activity and tax revenue, creates jobs, and improves quality of life by providing more options and opportunities for culture and entertainment – giving people more reasons to visit, work, and live in Kentucky.

Although Kentucky has been a leader in music in the United States and around the world, the music industry has changed dramatically, creating ongoing challenges for musicians, venues, festivals, and businesses.



ANDY BESHEAR
GOVERNOR

EXECUTIVE ORDER

Secretary of State
Frankfort
Kentucky

2026-640
September 25, 2026

Music venues face rising costs, with increased expenses for labor, food and beverage, and more. The shift to digital platforms has meant Kentucky musicians now rely on touring and live shows to support themselves.

As Governor, my job is to move our state forward for all our families. That means supporting our musicians, music businesses, venues, and music festivals. I am committed to working with our artists, music industry, and leaders at all levels to continue Kentucky's legacy and leadership in music, supporting creativity and culture, while continuing our economic momentum and reigniting the American dream.

NOW, THEREFORE, I, Andy Beshear, Governor of the Commonwealth of Kentucky, by virtue of the authority vested in me by the Kentucky Constitution, and KRS 12.029, do hereby Declare, Direct and Order the following:

- I. **Establish the Governor's Office of Music.** The Governor's Office of Music is hereby created and attached to the Kentucky Tourism, Arts and Heritage Cabinet. The Governor's Office of Music shall establish the following:
 - A. **The Kentucky Music Industry Directory.** This directory shall support Kentucky's music industry by connecting artists, businesses, venues, and festivals in one place so that they can be found, supported, and hired.
 - B. **Kentucky: Sounds Like Home License Plate.** The Office shall work with the Kentucky Transportation Cabinet to create license plates highlighting Kentucky's music legacy.
 - C. **Kymusic.ky.gov.** The Office shall launch a website as a resource for Kentucky's music industry and to highlight the people and places that have made Kentucky a global leader in music for generations.
- II. **Office to Propose Legislation.** The Governor's Office of Music shall propose legislation to promote Kentucky's musicians, venues, and festivals, recognizing the value that musicians and music venues add to the Commonwealth's economy, history, and culture.
- III. **Resources.** To support the work of the Governor's Office of Music, Sebastian Kitchen, deputy secretary of the Kentucky Tourism, Arts and Heritage Cabinet, shall serve as Executive Director and shall coordinate with staff within the Cabinet for Economic Development, the Office of Film, and any other agency to provide the staff and resources needed.

This Order shall be effective September 25, 2026.



ANDY BESHEAR
GOVERNOR

EXECUTIVE ORDER

Secretary of State
Frankfort
Kentucky

2026-640
September 25, 2026


ANDY BESHEAR, Governor
Commonwealth of Kentucky

MICHAEL G. ADAMS
Secretary of State