

Louisville...



◀ Louisville's skyline will be dramatically changed with the addition of a new waterfront arena and the 62-story Museum Plaza skyscraper.

Image courtesy of Museum Plaza and the Louisville Arena Authority.

IT'S POSSIBLE HERE.

A Community Profile
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The Lane Report



Possibilities Unlimited: Mayor Jerry Abramson, who has guided a 20-year renaissance of downtown Louisville, stands with models of the 62-story Museum Plaza project which has been called one of the world's most daring new skyscrapers. It will anchor Louisville's skyline and house a hotel, condos and contemporary arts center.

Sizzling Downtown

Downtown Louisville is in the midst of such a massive construction boom that it's easy to get lost in the numbers:

- **\$2.1 billion** in investment;
- **4,000** condominiums and apartments by 2010;
- A **\$250 million** expansion of Fourth Street Live to create the new Center City development;
- A **\$300 million** biomedical research park.

But, to understand the extent to which downtown is growing, just walk along Main Street which, over the next three years, could be renamed Construction Boulevard.



▶ **Iron Quarter:** A vibrant mix of preserved historic facades and contemporary architecture, this project will create exciting retail and office space along the eastern end of Louisville's historic Main Street — adjacent to the new waterfront arena.

There's a new downtown arena — a 22,000-seat glass box that will have sweeping views of the Ohio River. Home to the University of Louisville, it will bring hundreds of thousands of people downtown each year to enjoy major concerts, performances, NCAA competitions and other sporting events.

There's Iron Quarter, a \$50 million complex located about 40 steps from the arena. It will have offices, restaurants and retail stores.

There's Museum Plaza, the 62-story high-rise that will contain a contemporary arts center, 162 condos, 13 floors of offices and a hotel, among other things.

"Downtown has become the place to invest in our city," Mayor **Jerry Abramson** said.

Louisville has \$5 billion in construction planned or underway, according to a recent study commissioned by the city government. Of that, \$2.1 billion — nearly half — is downtown.

"Never in my lifetime — and I've been around 61 years — has Louisville seen so much development occurring downtown," Abramson said. "It's great news for our city — and great news for the Kentucky economy."

Those investments will pay significant dividends for Louisville — and the entire state — in terms of increased taxes, increased property values and a vibrant downtown, which economic development officials agree is key to attracting and retaining young professionals and new investment.

City leaders have been working to revitalize downtown since the 1970s. But, Abramson said, one project more than any — Waterfront Park — has led to the \$2.1 billion investment occurring today.

In 1986, the state legislature, at the urging of Abramson and city leaders, created the Waterfront Development Corp. to redevelop the banks of the Ohio River in downtown. At the time, the waterfront was full of heavy industry — heaps of sand, acres and acres of junkyards.

Now, 21 years later, the waterfront is an emerald green park that last year drew 1.5 million visitors. The Urban Land Institute named it one of the nation's Top 10 urban parks in 2006.

▶ **Grand Slam:** More than a jewel-box of a ball park, Louisville's Slugger Field has combined with nearby Waterfront Park to spur amazing investment and development including new housing, retail and nightlife.



▶ **Ripple Effect:** The Fleur De Lis condominiums rise across the street from Louisville's Slugger Field baseball park. The ball park, along with nearby Waterfront Park, has been the catalyst for more than \$100 million in private investment including housing, retail, offices and hotels. Throughout downtown Louisville, more than \$2.1 billion in construction is slated or underway.

"Waterfront Park changed the way people viewed downtown," said **David Karem**, a former state senator and executive director of the Waterfront Development Corp.

The park is becoming a neighborhood unto itself that includes Louisville Slugger Field. The western end of the Waterfront is anchored by the 22-story Waterfront Park Place condo building. The eastern end is being transformed into River Park Place, which will feature 621 condos and a marina. River Park Place is

under construction now and will have its first residents in 2008.

Louisville's downtown revitalization is good for the entire state, said **Joe Reagan**, president and CEO of Greater Louisville Inc. — the Metro Chamber of Commerce, just as growth in any of our urban areas is good for the entire state.

"What happens in downtown Louisville or downtown Lexington doesn't just stay in downtown," he said. "It has a ripple effect on the state's economy."



▶ **Waterfront Reshaped:** Replacing scrapyards and heavy industry, Louisville's award-winning Waterfront Park is now home to playgrounds, concerts, sporting events and more than a million users each year. It was named one of America's Top 10 Urban Parks.

Main Stays

Humana

It's been 25 years since the landmark Humana Building, designed by famed architect Michael Graves, opened at 5th and Main in downtown Louisville, ushering in the era of postmodern design.

Now, Humana has increased its presence on Main Street by purchasing five historic adjacent buildings and renovating them into an employee food



▲ **Urban Fuel:** Rapidly growing Humana, now one of Louisville's largest employers, is solidly committed to downtown. Adjoining its landmark headquarters building, Humana recently renovated five historic buildings along Main Street.

court, offices and meeting spaces. The \$20 million project, completed in summer 2007, saved buildings that had been neglected for decades.

The project also represents what makes downtown Louisville so unique — historic buildings adjacent to modern landmarks.

"Unlike other cities, Louisville didn't tear down much of its historic downtown," said **Barry Alberts**, executive director of Louisville's Downtown Development Corporation. "West Main Street, for example, has been called one of America's great Main streets by Michael Graves himself."

"We are committed not only to creating exciting new space for our associates downtown, but also to preserving the integrity of the architecture and history of the block," said **Mike McCallister**, Humana's president and CEO.

Brown-Forman

Demonstrated by the actions of both the company and its employees during the past 135 years, Brown-Forman Corporation is devoted to providing what is needed in the community, particularly in the areas of education, the environment, historic preservation, and the arts.

With a strong heritage of commitment to historic restoration and preservation, most recently Brown-Forman purchased and renovated the St. Charles Hotel and Bernheim buildings in downtown Louisville, creating 626 West Main, a state-of-the-art facility located at the corner of Sixth and Main streets.

Employing the talents of renowned architect Robert A.M. Stern of New York, Brown-Forman and the Brown family were able to save and restore two of the most endangered buildings in Louisville's West Main Street Historic District. In addition, Brown-Forman's first office was located along "Whisky Row" on Main Street in the mid-1800s, and purchasing and renovating these properties allowed the company to return to its roots.

"It's now been more than 130 years since our company first opened for business on this street," said former company chairman **Owsley Brown** during the 1999 groundbreaking for 626 West Main. "Brown-Forman is proud to return here in a way that meets our current needs while also giving a great support to the continued revitalization of our city's downtown."



▲ The University of Louisville is a major partner in the revitalization of downtown Louisville — including a planned \$300 million biomedical research park, part of a \$2.5 billion expansion of the downtown medical campus.

University of Louisville

Though many people don't realize it, the University of Louisville is one of downtown's largest investors — and that commitment is about to grow again.

U of L President **Jim Ramsey** announced last summer that the university will build a \$300 million biomedical research park downtown — part of a \$2.5 billion expansion of the downtown medical campus. Ramsey also announced this year that the U of L Graduate School of Business would relocate downtown.

The university also operates University Hospital downtown — and its Cressman Center for Visual Arts is located on Main Street, a block from where the university's men's and women's basketball teams will play in the new downtown arena.

Ramsey said the university is excited to be part of the revitalization. It makes sense for a metropolitan university to have a major downtown presence, he said.

"As U of L's downtown presence continues to grow, our engagement will have a tremendous financial and cultural impact on Louisville and the state," Ramsey said.

◀ **Preservation-minded:** By restoring two key historic buildings along Louisville's West Main Street, Brown-Forman saved badly endangered structures and returned to the roots of where the company began 130 years ago.



◀ A big believer in downtown Louisville, Jim Host of Lexington chairs the Louisville Arena Authority.

Jim Host

One of downtown Louisville's biggest leaders isn't a Louisville resident at all.

But Jim Host — yes, that Jim Host — says that for Kentucky to be successful, Louisville must be successful.

That's why he agreed to be chairman of the Louisville Arena Authority, the agency charged with building the new downtown arena. He drives to Louisville, from his Lexington home, most weekday mornings.

"Some people may be shocked to learn that I'm such a big believer in downtown Louisville," said Host, a University of Kentucky fan and founder of Host Communications. "But, in this state, we've got to get past the Louisville-versus-the-state mentality."

Holly Wiedemann

She lives in downtown Lexington and has renovated historic buildings across the state, from Glasgow to Ashland.

Now, Holly Wiedemann is turning her talents to Louisville with one of her most ambitious projects to date — building 400 houses and condominiums in Liberty Green, just east of downtown Louisville.

Wiedemann, owner and founder of AU Associates, is joining with Louisville developer **Bill Weyland** to build homes on land that, until three years ago, contained the Clarksdale public housing project.

The new mixed-income development, with houses ranging from the low \$100,000s to \$400,000s, will contain a mix of modern and historic architecture, condos and single-family homes. Wiedemann previously redeveloped the historic St. Francis building in downtown Louisville into apartments, with St. Francis High School on the lower floors. She also renovated historic schools in Glasgow, Midway, Ashland and Irvine into apartments.

"Liberty Green is exciting because I'm not just building homes," she said, "I'm helping to build an entire new neighborhood." ■

◀ Lexington architect Holly Wiedemann is developing a mix of 400 modern and historic-style houses and condominiums at Liberty Green, east of downtown Louisville.

The Lexington Connection





Iron Quarter



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Power Economy

Louisville Airport, UPS Fuel Growth

It seemed like an almost impossible task — relocate 4,000 people, 150 businesses and 16 churches to expand what was then known as Standiford Field.

But that decision, which community leaders rallied around and Louisville Mayor Jerry Abramson announced in 1987, has had a profound economic impact on Kentucky that still resonates today.

Louisville International Airport now generates 43,600 jobs, for \$1.8 billion in payroll and \$4.5 billion in business expenditures, according to a 2007 economic impact study.

The expansion allowed United Parcel Service to build its WorldPort package sorting hub at the airport. UPS is now Louisville's — and the state's — largest private employer, with 20,000 workers and the company is in the midst of its second \$1 billion expansion.

"The decision to expand the airport was difficult, but it has paid off big for Kentucky," Abramson said. "The airport — and all the business associated with it — are a driving force in Louisville's economy."

More than 110 companies — from the Geek Squad computer repair company to Zappos.com shoes to Johnson & Johnson — have located in Louisville and surrounding areas to be near UPS. Those companies alone employ more than 8,700 people for \$233 million in payroll, according to Greater Louisville Inc.—the Metro Chamber of Commerce.

▲ **Economic Magnet:** The UPS WorldPort global hub has made Louisville International Airport the third busiest cargo hub in North America. UPS is not only Kentucky's largest private employer, but it has also attracted more than 110 additional companies to the Louisville area.

Louisville International ranks third in North America — and ninth in the world — in the total amount of cargo handled. The airport handled 4.3 billion pounds of cargo, freight and mail in 2006.

"People in the state — and even here in Louisville — often don't realize the tremendous impact of the airport," said Joe Reagan, president and CEO of Greater Louisville Inc. "Louisville has served as a logistics hub from the very beginning because of the Falls of the Ohio. With the expansion of the airport and the tremendous investments made by UPS, we continue to be a leader in logistics for not only the U.S., but for the global economy."



▲ Dorsey DeMaster commutes from Brandenburg in Meade County to her supervisor job in the UPS WorldPort hub at Louisville International Airport. Kentucky's largest private employer — UPS draws its 20,000 workers from more than 100 Kentucky counties.

A Driving Force

Dorsey DeMaster leaves the bucolic setting of Doe Valley in Meade County each morning at 6:45 a.m., and 40 minutes later she's a world away at one of the busiest airline cargo hubs in the world.

Dorsey commutes to the United Parcel Service WorldPort hub operation adjoining Louisville International Airport, where she's worked for seven years.

Like many others, Dorsey and her husband were drawn to Kentucky and the Greater Louisville area for a job at UPS. The couple retired after 20 years with the U.S. Air Force. Most recent stop: Washington D.C.

"I had job offers in Washington, but moving to the Louisville area and working for UPS was a no-brainer," Dorsey said. "I was able to stay in aviation, and the cost of living here is so much friendlier on the wallet."

There's another advantage she said — as retired military, she and her husband have easy access to healthcare and other services at Fort Knox.

Dorsey, a supervisor in UPS Flight Operations, loves her work environment in the Global Operations Center. She and her team develop new — and support existing — technology for the growing fleet of UPS planes.

"There's an incredible amount of work that goes on behind-the-scenes to keep this hub operation running," she said.

Working for a Degree

Janie Day and **Deric Smith**, natives of Eastern Kentucky, had never been to Louisville. Then, one day in 2000, a recruiter from United Parcel Service showed up at their respective high schools with an offer.

UPS would pay the entire college education of any student who moved to Louisville and worked at UPS.

Janie, from the tiny town of Keavy, and Deric, from Hazard, couldn't refuse the offer.

They now attend school — Janie at Jefferson Community College and Deric at the University of Louisville — while working at night for UPS. They earn a salary, along with health care and a 401K retirement plan, while receiving a free college education.

They are among thousands of students from more than 100 Kentucky counties who have enrolled in the UPS Metro College program since it was created in 1998.

Janie, 25, said UPS has been a life-saver because her family didn't have money to pay for college.

"UPS has given me the chance to earn an education without owing student loans," she said. "It's really amazing what they do for students."

Deric, 26, plans to graduate in spring with a business degree.

UPS "has provided me with a great deal of experience in management," he said. "It gives you a realistic view of how the world operates." ■



▲ Janie Day (above) and Deric Smith (below) both earn a salary and benefits working nights at UPS WorldPort, and receive a free college education. The innovative Metro College program boosts higher education while ensuring a steady flow of employees for UPS's expanding shipping hub in Louisville.





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Kentucky's Economic Future Tied to Bridge Projects

Anyone who has driven into Louisville — and been stuck in Spaghetti Junction — knows the city has a traffic problem.

And there's a solution — build two new bridges over the Ohio River, one downtown and one in the East End, while rebuilding Spaghetti Junction.

A new bridge over the Ohio River in Louisville hasn't been built in nearly 45 years and congestion and safety problems are beginning to affect business.

"We can't afford not to build this project, and we've been talking about the need to improve our bridge and highway system for decades," said **C. Edward Glasscock**, chairman of the Build the Bridges Coalition, a network of business and civic leaders in Kentucky and Southern Indiana. "I've been involved in many high-profile economic development efforts over the years and there isn't one more important to our economy than the Ohio River Bridges Project."

Essential to the economy

The importance of the bridges to Kentucky's economy and to the Louisville and Southern Indiana region is a driving force behind the project's strong support and desire to accelerate construction.

Hundreds of Kentucky businesses, from one end of the state to the other, depend every day on the Ohio River bridges and connecting highways in Louisville.

I-65's northern entry point into Kentucky, for example, is a critical juncture for interstate shipping, with direct links to I-64 and I-71. The financial health of hundreds of firms throughout Kentucky — from Bowling Green to Louisville and from Covington to Paducah — depends on this network. These are companies crucial to Kentucky's economy such as Ford (and its suppliers), UPS (both in Louisville and Hardin County), and Toyota.

The ability of the bridge and highway system to operate safely and efficiently also directly impacts tens of thousands of employees and their families

Critical Links: Business leaders say two new bridges — one in downtown and another in eastern Louisville — are critical to keeping traffic flowing on Interstates 65, 64 and 71. A coalition of community leaders is pushing for rapid completion of the Bridges Project to save money and stay competitive with surrounding states and regions.

in Kentucky's counties. This system is on the verge of failing now and it will fail without the project's needed upgrades, based on findings in a federal study.

By 2025, all three bridges in the Louisville region will be carrying more traffic than they were designed to handle, with daily gridlock spilling onto connecting highways. Already, the Kennedy Bridge (I-65) is over capacity. And none of the bridges meet current design safety standards. Neither does Spaghetti Junction, the site of two accidents a day on average.

"The I-65 corridor needs an efficient bridge system in Louisville,"



said Bowling Green Mayor **Elaine Walker**, a member of the coalition. “Our businesses, including the Corvette Plant in Bowling Green, and other auto assembly plants throughout the state, need this project to move their products, and to compete successfully with other regions and states for good paying jobs in the future.”

In Elizabethtown, it’s a similar story.

Access to interstate highways and the UPS Worldport hub at Louisville International Airport are key selling points to businesses looking for a location, said **Richard A. “Rick” Games**, president and COO of the Elizabethtown/Hardin County Industrial Foundation, Inc.

“They want the same-day, just-in-time delivery that UPS offers,” Games said.

Kentucky’s automotive industry, both major manufacturers and suppliers, must move goods in and out efficiently, Games said. While Ford has major operations in Louisville and Toyota is based in Georgetown, auto suppliers can be found all along the I-

65 and I-64 corridors, which cross the river at Louisville.

The Kentucky Transportation Cabinet, in a report to legislators, underscored the importance of completing the Bridges Project in these terms: “The future economy of the Louisville Metro Area, and arguably of Kentucky, hangs in the balance.”

Accelerate construction, save costs

The coalition is working to ensure that the Kentucky General Assembly will approve a funding approach for the project that would accelerate construction, potentially saving hundreds of millions in costs tied to double-digit annual inflation. The project’s enormous economic benefits could also be realized sooner with an earlier completion date.

Coalition committees are examining possible funding, governance and construction options for faster progress. The coalition is also spreading the word about the need for the project and the benefits it will bring through communications efforts including a web site, www.buildthebridges.com, and a newsletter.

The project, now estimated to cost \$4 billion, was authorized by state and federal transportation agencies in 2003 following a five-year study that analyzed environmental and traffic impacts and included extensive public input.

Indiana officials have said they have the \$1.1 billion needed to cover

their share of project costs from proceeds gained by leasing the Indiana Toll Road to private interests.

The 2008 Kentucky General Assembly is expected to take up the issue of how to pay for Kentucky’s \$2.9 billion share of the project’s costs which includes the \$1.7 billion cost of rebuilding Spaghetti Junction, the single most expensive part of the project.

To date, nearly \$200 million has been invested in studies related to the project and on design work including the selection of the new bridge designs. ■



Designed to Keep Business Moving:

Residents helped choose the designs for Louisville’s two proposed bridges, downtown (above and facing page) and in eastern Louisville (below).

Combined with a rebuilding of the “Spaghetti Junction” interchange near downtown, the Bridges Project is crucial to keeping commerce flowing in and out of Kentucky.





Louisville: A Winning Sports Tradition

Louisville is a premier city for horse races and college sports, but it's also home to dozens of athletic competitions that draw thousands of athletes and their faithful fans. Since 1999, Louisville has played host to more than 150 sports events and nearly 200,000 athletes.

"Louisville has a long sports tradition, one that embraces the past while reaching out to the new sports cultures of today," said **Diane McGraw**, executive director of the Greater Louisville Sports Commission. "We've hosted events ranging from McDonald's All-American basketball to the U.S. Grand Prix

▲ **Down the Stretch They Come:** Louisville's signature sports event, the Kentucky Derby, attracts thousands of visitors from all points of the globe – and more than \$200 million in regional economic impact each year.

of Cyclocross. It's a great mix of traditional and cutting-edge sports – and they're all coming to Louisville."

The city's growing downtown, number of competition venues, and reputation for hospitality has made it a popular choice for large-scale events. Last summer, Louisville hosted its first Ford Ironman competition – a grueling triathlon that includes a 2.4-mile swim, a 112-mile bike ride and a marathon. More than 2,000 athletes competed, with thousands of spectators watching from the city's waterfront and at the finish line at Fourth Street Live. The Ford Ironman will return to Louisville for the next four years.

The National Senior Games also visited Louisville last summer, bringing an event-record 12,000 athletes. The Games stretched over two and a half



◀ **Finishing Strong:** Nearly 13,000 athletes over age 50 competed in the 2007 Senior Games in Louisville, a record number of participants. Among the competitors were 4,100 entrants in track and field and 500 teams in basketball, softball and volleyball – including eight teams in the over-80 division.



◀ **The Greatest:** The birthplace of the world's greatest fighter, Muhammad Ali, is now home to a museum dedicated to Ali's vision for peace. The Muhammad Ali Center celebrates Ali's legacy in the ring and his humanitarian work across the world.

weeks, with venues scattered throughout the city. Organizers estimate the Games created nearly \$21 million in economic impact.

Louisville also landed a stop on the fast-growing AVP Crocs professional beach volleyball tour. The Memorial Day weekend event attracted thousands of spectators eager to watch more than 150 top athletes including Olympic Gold medalists Kerri Walsh and Misty May-Treanor.

▶ **Built Tough:** Competitors in the Ford Ironman finished at Louisville's Fourth Street Live. More than 2,000 athletes swam, biked and ran through Louisville's Ironman course in July. Ironman has a five-year commitment to the city.

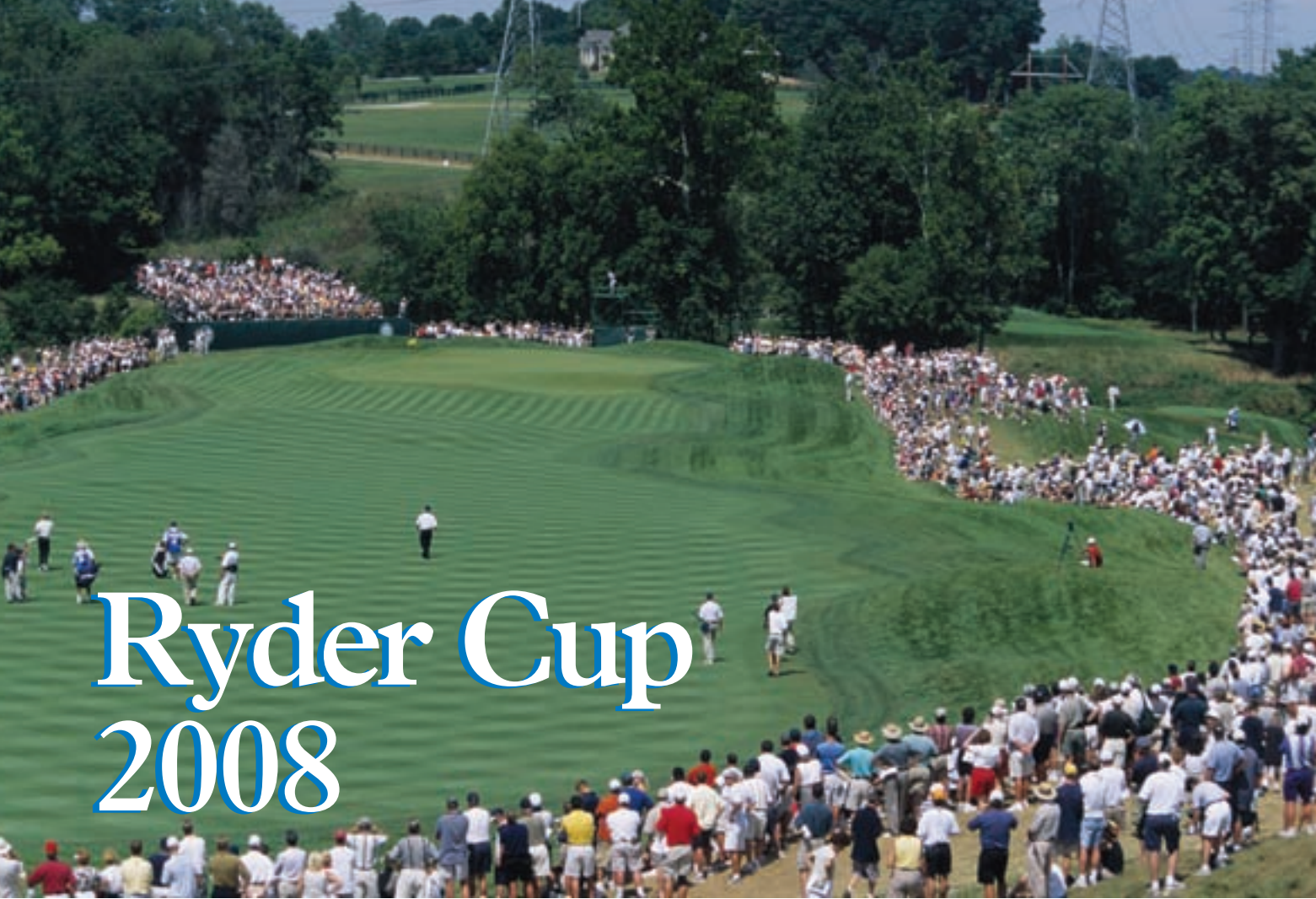
Louisville's landmark sporting event, the Kentucky Derby, remains horse racing's most prestigious contest. At least 150,000 spectators view the race from Churchill Downs each spring, with millions more watching the national broadcast. The sustained success of the Kentucky Derby has created additional opportunities for high-profile horse events in Louisville and elsewhere. The Breeders Cup has visited Louisville five times; and the World Equestrian Games come to Kentucky in 2010.

When there's a break between events, sports fans get their fix by visiting venues celebrating Louisville's rich athletic tradition. The Ali Museum, Louisville Slugger Museum, and Kentucky Derby Museum honor the city's rich sports heritage. ■



▲ **Big Bat:** The world's largest bat beckons visitors to the Louisville Slugger Museum. Fans can swing replicas of bats owned by players like Babe Ruth, Ted Williams and Derek Jeter before watching workers create the big league bats of today in the Slugger factory. You can even get your name engraved on a bat to take home.





Ryder Cup 2008

When it comes to surrounding a world-class sporting event with a major community festival, Louisville has an impressive track record.

As thousands of people experience each year, Louisville turns the “Greatest Two Minutes in Sports” into a two-week celebration enhancing the reach and appeal of the world’s most famous horse race, The Kentucky Derby.

Next fall, when Louisville hosts one of golfing’s most prestigious events, the Ryder Cup, the city will throw another major party, called The Cup Experience.

“From the Kentucky Derby and Breeders’ Cup to the Senior Games and the Iron Man competition, Louisville is a city that knows how to host major events that draw thousands of people and millions of dollars,” Mayor Jerry Abramson said.

“The 2008 Ryder Cup will place Louisville in the international spotlight, and The Cup Experience will ensure that people from around the world and around the corner can participate in exciting activities surrounding the competition at the Valhalla Golf Course,” said **Mark Wheeler**, regional director, U.S. Bank and director, The Cup Experience.

The Cup Experience, presented by Meijer and open to the public, will be anchored by four events:

- **The Cup Zone**, an interactive experience for both children and adults, for both golfers and casual fans, held at the Kentucky International Convention Center in downtown Louisville;
- **The Cup Village**, a party at Fourth Street Live! with food, live music and other festivities;
- **The Fightmaster Cup**, named for Don Fightmaster and played at the Cardinal Club in Simpsonville. It will be the first international competition pitting North American’s best one-armed golfers against their European counterparts;
- **The Soiree Under the Spires**, an evening of entertainment and dining at Churchill Downs.

▲ **Main Course:** Louisville’s Valhalla Golf Club, site of the 2000 PGA Championship, has been renovated by designer Jack Nicklaus to accommodate the best players from America and Europe who will compete at the Ryder Cup 2008

Additional Cup Experience activities will include an international food festival downtown, a concert and a new statewide golf tournament, with the finals held at Valhalla. Numerous events are expected to be added as the Ryder Cup nears. For the latest, visit www.thecupexperience.com.

The event is modeled after the successful Kentucky Derby Festival and its Pegasus Pin program. A special pin, on sale at area Meijer stores and other Louisville-area stores, will serve as admission for most Cup Experience events.

The Ryder Cup will be broadcast worldwide by NBC Sports and viewed by an audience of more than half a billion. The event is expected to generate more than \$120 million in economic impact to Kentucky. ■

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attractive

There's plenty to do, plenty to see and even more reasons to come back. Whether it's the Muhammad Ali Center, the Louisville Slugger Museum & Factory or even the fabled Churchill Downs racetrack, our city's one-of-a-kind attractions bring people from all over the globe for an experience like no other. From bourbon to bats, boxing ring to horse races, there's something here for everyone.

accommodating

A connected and cosmopolitan experience is just one of Louisville's many claims to fame. With over 4,300 rooms within a six-block radius of convention space, nightlife and entertainment, you'll barely have time to rest. But don't turn in right away. Louisville gives its guests the finest in both historic and modern accommodations at affordable prices. With places like The Brown Hotel and 21C Museum Hotel, you can dine in style on-site or venture out for a more eclectic dining experience at any of Louisville's original restaurants.

And enjoy the world's best stocked bourbon bars along the Urban Bourbon Trail.

invested

The future of our hometown is bright with the investment of over \$1.6 billion into downtown development. Plans include the \$465 million Museum Plaza, the 22,000-seat Downtown Arena, City Center, Iron Quarter, hotels, condos, retail expansions — the list goes on and on. To us, it's just a glimpse of what the future holds for our hometown. To you, it's a new way to experience the nearby city that we love so dearly.

Louisville

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◀ **Quality of Life:** Louisville is becoming known as a City of Parks, both for its historic urban parks designed by famed architect Frederic Law Olmsted and for the visionary plan to add 4,000 new acres of parkland in rapidly-developing areas to foster quality suburban development.

Abramson said the project will have implications for decades to come and it will influence suburban development, both short-term and long-term.

“Some of the most desirable neighborhoods in Louisville — those with tall, leafy trees and stately homes — are those that ring the Olmsted parks,” Abramson said. “We hope to create that same value in the suburbs.”

In addition to preserving green space, the city believes the parks will encourage better suburban development.

“Instead of having homes on five-acre lots, imagine a more compact neighborhood where homes adjoin parkland, where children and families can literally walk out their door into the woods,” Abramson said.

Thomas G. Barnes



City of Parks

Louisville is famous for many things, from the Slugger bat to the Derby.

But the city of 700,000 is making another national name for itself — the City of Parks.

Louisville is building a new park system in its rapidly-developing suburbs that includes more than 4,000 acres and a 100-mile hiking and biking trail encircling the city.

The initiative is one of the largest parks project underway in the nation, according to Wallace Roberts & Todd, the Philadelphia-based design firm helping Louisville develop its master plan.

“There is no other project like this in the country,” said Paul Rookwood, WRT’s managing principal. “It’s nationally significant.”

The new parks and 100-mile Louisville Loop will connect to the city’s historic urban park network, designed in the late 1800s by Frederick Law Olmsted and connected by tree-lined parkways. It’s one of only five major urban park systems created by Olmsted, the father of American landscape architecture.

“We are creating a new ring of green around our city,” said Louisville Mayor Jerry Abramson, who joined with business and civic leaders to create the parks initiative.

Louisville is already home to an impressive collection of 123 parks. Residents take pride in the parks and the non-profit Olmsted Parks Conservancy has raised more than \$20 million over the past 15 years to preserve the Olmsted collection.

The City of Parks plan was launched in 2005 by Abramson and Humana co-founder David A. Jones Sr. and it is redefining Louisville as a unique recreation destination. ■

▶ **Green Investment:** Louisville is adding 4,000 new acres of suburban park land — one of the largest parks expansion projects in America. In addition to preserving scenic areas like Fairmount Falls, the project will create new recreation fields and a 100-mile hiking and biking trail encircling the city.



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- Dental, Life, Vision

There's a city in Kentucky that isn't quite in the South or the Midwest — or even the North. It's an urban-but-green, nearby-but-expansive, creative-but-roll-your-sleeves-up sort of place.

It's cosmopolitan, it's thriving economically, and it boasts so many wonderful opportunities most people never want to leave. But frankly, unless you've lived there or been there, it's also the sort of place you might never think twice about. And when you're trying to attract new businesses, new workers and visitors, that's a problem.

To that end, a public/private partnership of Greater Louisville Convention & Visitors Bureau, Greater Louisville Inc., Louisville Metro Government, and other civic leaders got together to create a campaign to tell Louisville's compelling, remarkable story to the rest of the world.

Beginning with a comprehensive, year-long research program in 2006, the Brand team rallied together a range of resources, both to build community support and to develop the message for spreading the story.



"During that process, Louisville's essence (its brand) revealed itself," said **Eileen Pickett**, chair of the Greater Louisville Branding Project Team. "It's authentic, familiar, and honest, the Louisville brand is simply says 'many things are possible here — join us.'"

In combining many of the elements that make Louisville so special — such as exceptional and welcoming people; the city's ease and accessibility; a new downtown vibrancy; and a remarkable blend of different but complementary opportunities and resources — we're left with the great sense that as Louisvillians, we feel there's almost nothing that can't be accomplished. Whether it's through hard work, talent or just our community's proud but humble belief in ourselves.

Louisville's brand is aspirational in every sense. With just the right blend of eccentricity and charm, we offer beautiful parks, original attractions, creative freedom, safe and affordable living, a dynamic economic infrastructure and most importantly, a renewed sense of energy and momentum.

You can be who you want to be, get where you want to go, build what you want to build, create the kind of life you have always wanted. It's possible here.

But more than anything, more than the amazing sum of its seemingly infinite parts, Louisville is simply and easily:

A city of possibility.

For more details on the Louisville city-brand and its development, go to www.brandgreaterlouisville.com or www.possibilitycity.com.

There's a lot to do in Louisville. As in, whatever you want.

Louisville
Possibility City



Somewhere between "anything goes" and "feels like home."

There is a place where hustle co-exists with relaxation, where creativity shakes hands with status quo, and where the arts and commerce tango. It's a place where Fortune 500 companies grow and prosper, nourished by a community infused with can-do. It's a place where individuals and families enjoy a life as rich as their dreams. It's all possible here.

Louisville
Possibility City

THE CHALLENGE:

"Kentucky cannot grow and prosper and be successful if Louisville doesn't grow and prosper, and Louisville won't if the University of Louisville doesn't assume a leadership position."

—Mayor Jerry Abramson

UofL'S ANSWER:

- \$2.5 billion health sciences center capital investment, leading to
 - 8,700 new jobs
 - 3 million sq. ft. of new construction
- Cressman Center for the Visual Arts
- Louisville Medical Center Development Corp.
- Arena partnership
- Signature Partnership
- Partnership for a Green City
- Future downtown College of Business satellite
- Metroversity

THE UNIVERSITY OF LOUISVILLE & THE CITY OF LOUISVILLE

SHARING IDEALS, SHARING DREAMS, GETTING RESULTS

UNIVERSITY of LOUISVILLE

The University of Louisville is an equal opportunity institution.