

*Greetings from*



*America's Newest Top 20 City*

AN OFFICIAL PUBLICATION OF GREATER LOUISVILLE INC. COMMEMORATING  
THE MERGER OF JEFFERSON COUNTY AND THE CITY OF LOUISVILLE

■ 2003 ■

PUBLISHED BY

The Lane Report

A nighttime photograph of the Louisville, Kentucky skyline, featuring several illuminated skyscrapers and buildings. The lights are reflected in the water in the foreground. The sky is dark, and the overall scene is framed by the silhouettes of trees in the foreground.

Many people have always recognized  
Louisville for great horse racing.

Others have always recognized  
Louisville for great basketball.

But it was only a matter of time until Louisville  
was truly recognized for what it is, a great city.

National City is proud to be part of Greater Louisville, America's Newest Top 20 City.

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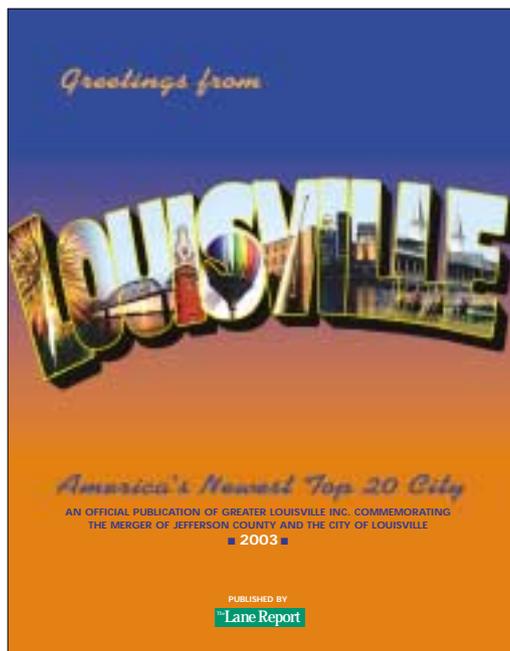
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**THE COVER DESIGN, CREATED BY MICHAEL P. LAUER, WILL BE FEATURED ON BILLBOARDS AND TARC BUSES AROUND THE CITY TO CELEBRATE THE MERGER OF LOUISVILLE AND JEFFERSON COUNTY GOVERNMENTS.**



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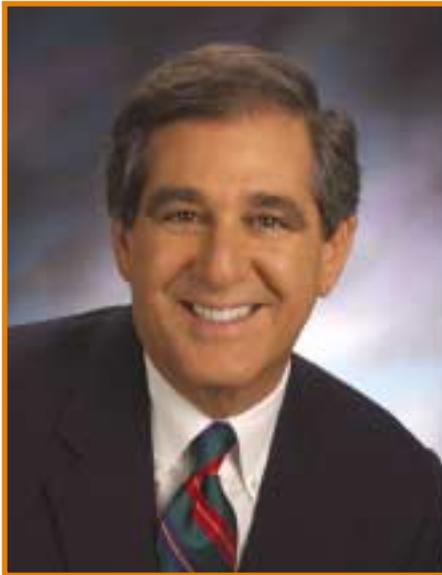
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## THE 'NEW' LOUISVILLE: A COMMUNITY UNITED



LOUISVILLE MAYOR  
JERRY ABRAMSON

Welcome to America's Newest Top 20 city! No. 16, to be exact. That's what Louisville became on January 6, 2003, when the City officially merged its government with Jefferson County's.

Overnight, the city limits expanded from 61 square miles to 386 square miles, and the population skyrocketed from about 260,000 to nearly 700,000 – just ahead of Austin, Texas, and right behind Columbus, Ohio, on the list of America's largest cities.

Of course, merger hasn't changed the actual population of the seven-county metropolitan area, which has grown to more than one million residents. But merger has already changed the way others look at Louisville – and the way we look at ourselves. There's a new excitement in our community, a renewed sense of purpose and a feeling of opportunity.

Over the course of the next few months and years, we are going to re-invent an entire city. The new unified government will speak with one voice for a community that is united in its vision.

That vision includes making Louisville a place of unlimited opportunity, a center for medical and technological breakthroughs and a magnet for researchers, entrepreneurs and bio-tech start-ups. We're home to UPS Worldport, the largest, fastest and most-automated cargo-sorting hub on earth – and a major economic engine for the entire Commonwealth of Kentucky. We have a thriving high-tech sector, and a manufacturing base that is the envy of many cities.

Louisville is not just one of the biggest U.S. cities – it's also one of the best. The latest edition of *Places Rated Almanac* ranks Louisville the 14th-best place to live out of 354 cities in the U.S and Canada.

Whether you're moving to Louisville or just planning a visit, you'll find everything you need right here – world-class arts and entertainment, vibrant neighborhoods, wonderful parks and outdoor recreation, some of the best restaurants in America, job opportunities galore and the friendliest people anywhere.

The "old" Louisville was a great city. The "new" Louisville will be even greater. Come check it out for yourself.

**Jerry Abramson**  
Mayor

**LOUISVILLE BEFORE AND AFTER THE MERGER**

(2000 US Census Bureau)

	BEFORE	AFTER
<b>Area</b> (sq. miles)	61	386
<b>Population</b>	256,231	693,604
<b>US Rank</b>	67th	16th
<b>White</b>	64%	79%
<b>African American</b>	34%	19%
<b>Hispanic</b>	2%	2%
<b>Education</b>		
High School	76%	82%
Bachelor Degree	21%	25%
Graduate Degree	9%	10%
<b>Median household income</b>	\$28,843	\$39,457
<b>Median home price</b>	\$82,300	\$103,000
<b>Home ownership</b>	52.5%	64.9%
<b>Median age</b>	35.8	36.7
<b>Unemployment rate</b>	7.4%	5%

Photo by Dan Dry



**TOP 20 CITIES**

	CITY	POPULATION
1.	New York	8,008,278
2.	Los Angeles	3,694,820
3.	Chicago	2,896,016
4.	Houston	1,953,631
5.	Philadelphia	1,517,550
6.	Phoenix	1,321,045
7.	San Diego	1,223,400
8.	Dallas	1,188,580
9.	San Antonio	1,144,646
10.	Detroit	951,270
11.	San Jose	894,943
12.	Indianapolis	791,926
13.	San Francisco	776,733
14.	Jacksonville	735,617
15.	Columbus	711,470
16.	Louisville	693,604
17.	Austin	656,562
18.	Baltimore	651,154
19.	Memphis	650,100
20.	Milwaukee	596,974

Source: U.S. Census Bureau

Photo by Dan Dry



## LOUISVILLE: A NEW CITY FOR A NEW CENTURY

As it enters the 21st century, Louisville is also entering a bold new era in the history of its growth. Under a new government charter, Louisville is being reborn.

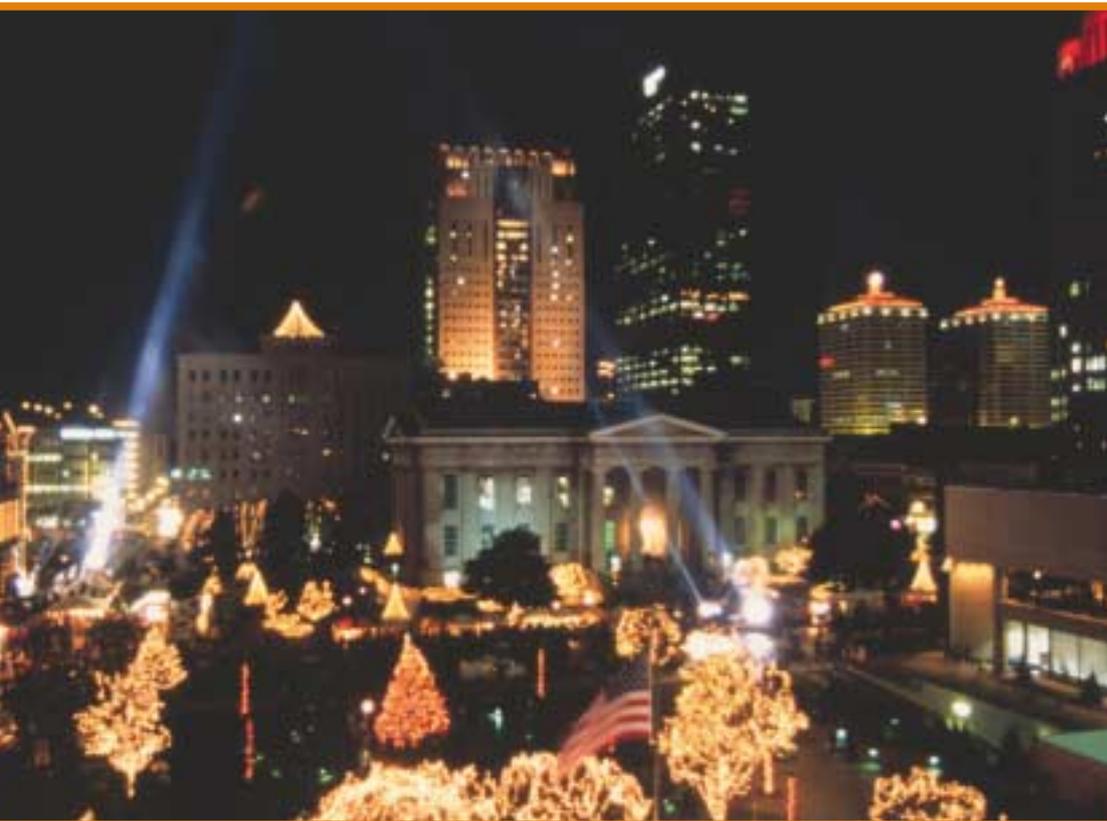
As its borders and agencies expand to embrace the greater metropolitan area, Louisville becomes one of the 20 largest cities in the United States, with a new identity. The new Louisville is more prosperous and better educated, more professional and unified and more ambitious, with a new vision for itself and for the Commonwealth from which its accomplishments spring.

This new Louisville will be a place of greater importance and benefit for the entire state, for as Kentucky's largest – and dramatically enlarged – city, Louisville is Kentucky's ambassador to the world, and a powerful economic presence whose products, services and opportunities extend to the farthest corners of the state.



The range of world-class medical services offered by the city's hospitals and treatment centers have brought international recognition to Kentucky and restored the health of its citizens. The medical research and innovations now being undertaken by the city's rapidly growing biomedical industry promise new technologies and treatments that will keep Louisville at the forefront of medical progress in the years to come and assure Kentuckians that the best therapies medical science can offer will continue to be near at hand.

Louisville's industries supply many of the services and products vital to economic activity throughout the state – from the sturdy, dependable Ford trucks that are the indispensable work horses of many farms and businesses to the international shipping services



**BROWN & WILLIAMSON'S "LIGHT UP LOUISVILLE" PUTS A GLOW ON DOWNTOWN DURING THE HOLIDAY SEASON.**



Photo by Dan Dry

available through Worldport, the United Parcel Service air express hub in Louisville. UPS delivers Kentucky products and services to the world and brings the world's products and services to Kentucky's doorstep.

The city's professional services, legal, financial and administrative, help advise and promote the development of businesses throughout the state. A growing pool of Louisville venture capital is available for investment in promising new businesses anywhere in the Commonwealth.

Perhaps as important as any of its activities is the role the new Louisville will play in representing Kentucky. The state's traditional image is epitomized by the string-tie and white suit stereotype of the Kentucky Colonel, a stereotype that suggests charm, warm hospitality, gracious living and rich tradition – but does not, unfortunately, suggest a progressive state equipped to take a leading role in the nation's affairs.

That image is not accurate, and it is not the image the new Louisville projects to the nation. True, the city's attractions include its traditional hospitality, easy living and places and events



**TOP: THE NEW MERGED CITY OF LOUISVILLE IS A THRIVING METROPOLIS OF NEARLY 700,000 RESIDENTS AND RANKS AS THE NATION'S 16TH-LARGEST CITY.**

**BOTTOM: THE RECENTLY EXPANDED KENTUCKY INTERNATIONAL CONVENTION CENTER OFFERS WORLD-CLASS SPACE AND PROVIDES THE ULTIMATE IN MODERN, HOSPITABLE DOWNTOWN CONVENTION AND MEETING FACILITIES.**

Photo by Dan Dry



THE LOUISVILLE SCIENCE CENTER IS A MAJOR ATTRACTION ALONG THE CITY'S WEST MAIN CULTURAL AND HISTORIC DISTRICT.

that are a continuation of its proud history – Churchill Downs and the Kentucky Derby, the Hillerich & Bradsby bat factory and museum and, coming soon, the Muhammad Ali Center. But what increasingly attracts national attention to Louisville are its achievements in commerce and science and the arts.

The city is home to Fortune 500 companies and major manufacturing facilities. It is a center for pioneering accomplishments in transplant surgery. It is a major convention and trade-show location. Its fine restaurants rank among the best in the country and its arts scene is nationally respected. It is one of

Photo by Dan Dry

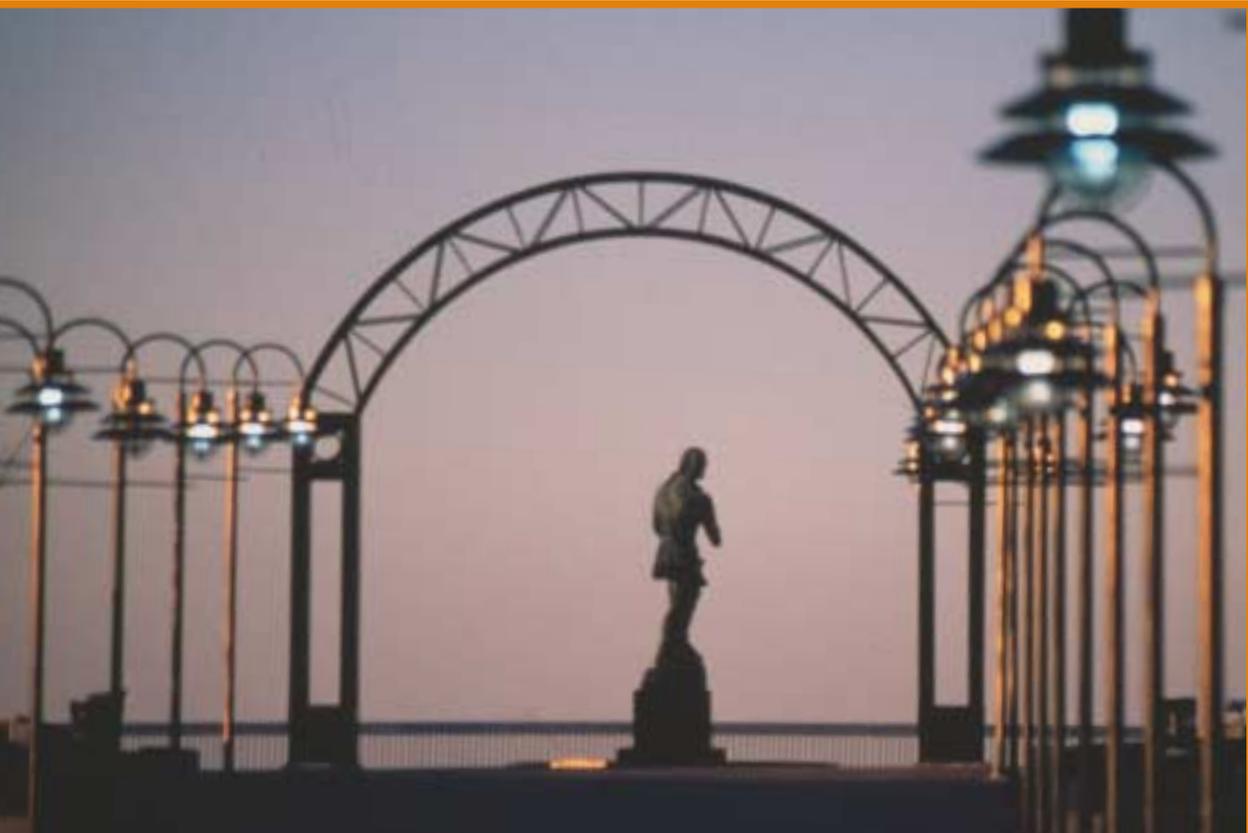


FAMILY-FRIENDLY LOUISVILLE IS A GREAT PLACE FOR YOUNGSTERS.

only nine U.S. cities that have resident professional opera, orchestra, ballet, children's theater and theater companies. Actors Theatre of

CONTINUED ON PAGE 12

Photo by Dan Dry



A BRONZE STATUE OF GEORGE ROGERS CLARK PEERS OUT OVER THE OHIO RIVER FROM ATOP THE BELVEDERE IN DOWNTOWN LOUISVILLE.

# Breakthrough Business Law

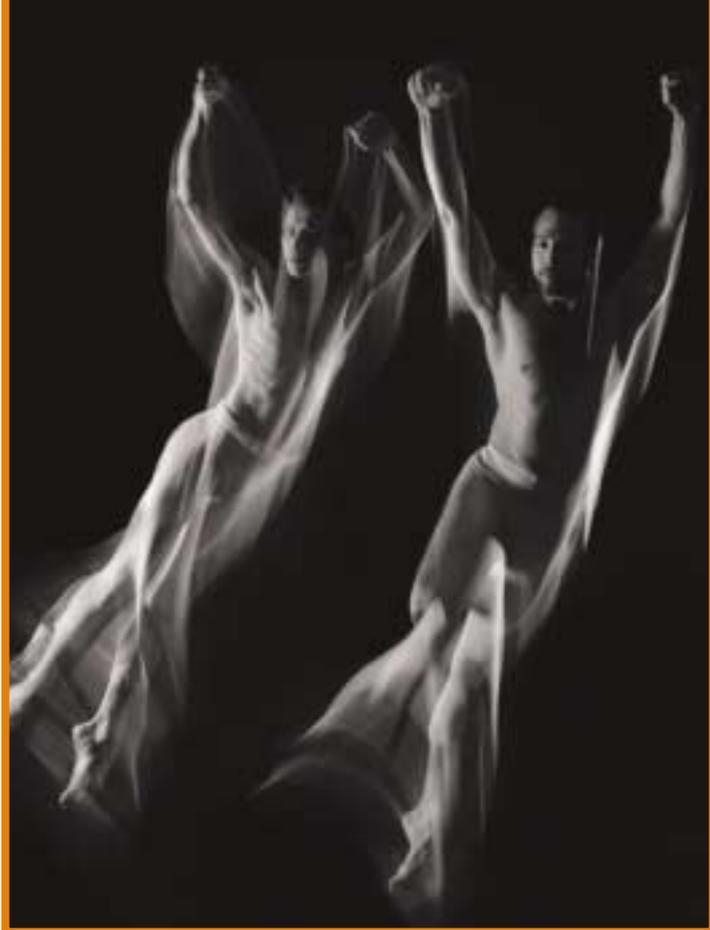
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For 50 years, Greenebaum has distinguished itself as a progressive business law firm committed to the practice of breakthrough law. Clients count on Greenebaum to find creative solutions to complex issues and break through legal stalemates. It's known for getting the deal done. Based in

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BREAKTHROUGH LAW



CONTINUED FROM PAGE 10

Louisville has become an international showcase for new playwrighting talent that perhaps only the New York theater scene can equal.

These are achievements that truly represent Kentucky's role in the nation's culture. When the world sees Kentucky through the lens of the new Louisville, it will see what it should see: A place deeply rooted in a grand history, headed purposefully toward an equally grand future. ■

THE LOUISVILLE BALLET IS ONE OF MANY QUALITY ARTS PROGRAMS AVAILABLE TO RESIDENTS OF THE GREATER LOUISVILLE AREA.

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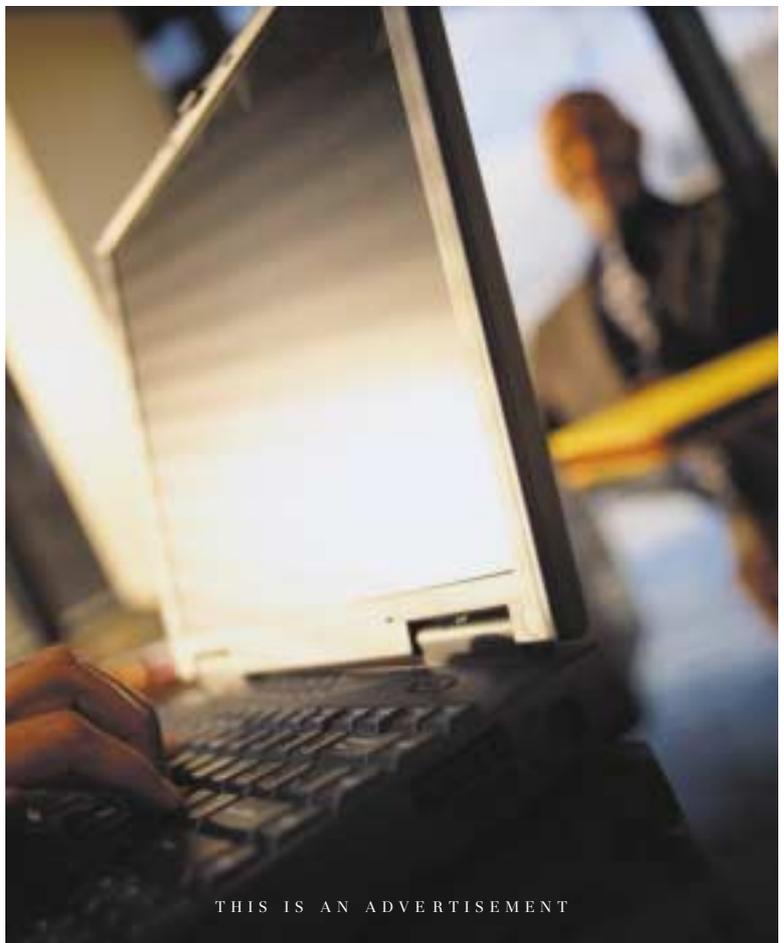
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## LOUISVILLE SCHOOLS MAKE THE GRADE

A community's educational system is not only one of its greatest assets, but also represents an essential investment in the future. In Louisville, that investment has been considerable. The quality of local schools is a

source of great and justifiable local pride.

From Montessori preschools to career-oriented magnet high schools to outstanding colleges and research universities, Louisville's public and private schools offer a wide range of educational opportunities.

For a comprehensive overview of available educational opportunities in the Louisville area, go to <http://www.greater-louisville.com/download/>

[default.htm](http://www.greater-louisville.com/download/default.htm) and download a copy of the 2002-2003 Greater Louisville School Directory.

### JEFFERSON COUNTY PUBLIC SCHOOLS

The Jefferson County Public School District (JCPS) is Kentucky's largest public school district and serves more than 95,000 students in preschool through Grade 12 at 152 school sites throughout Louisville.

JCPS is committed to educating each student to the highest academic standards, not just to the minimum levels of literacy.

Outreach programs and activities are designed as safety nets to prevent students from slipping through the cracks.

As the 26th-largest school district in America, JCPS offers students a variety of instructional programs. Its 5,600 teachers have an average of 14 years of experience and 79 percent have a master's degree or higher. The District's \$625 million budget is invested in initiatives to improve student performance.

The Jefferson County Public Schools system was the first in the nation to receive the Scholastic Community Award for Excellence in Education for distinguishing itself as a trailblazer in education reform. And in 2001, the Los Angeles-based Broad Foundation named JCPS as one of two districts nationwide that serve as benchmarks for the use of technology.

Diverse magnet schools and career academies offer specialized technical and college preparatory instruction. In 2000, Atherton High School – a JCPS magnet school – received the Grammy Signature School Award, recognizing the school's music program. The school's chorus has performed in Russia, New Zealand, Holland, France, the Czech Republic and Brazil.

JCPS also touts its Youth Performing Arts School, one of only 11 such schools in the country. Additionally, the district's comprehensive technical education system features specialized academies that integrate hands-on training in such areas as information technology, avionics/aviation, public services, hospitality, construction and others. JCPS also offers a wide variety of adult education programs, serving more than 6,000 adults.

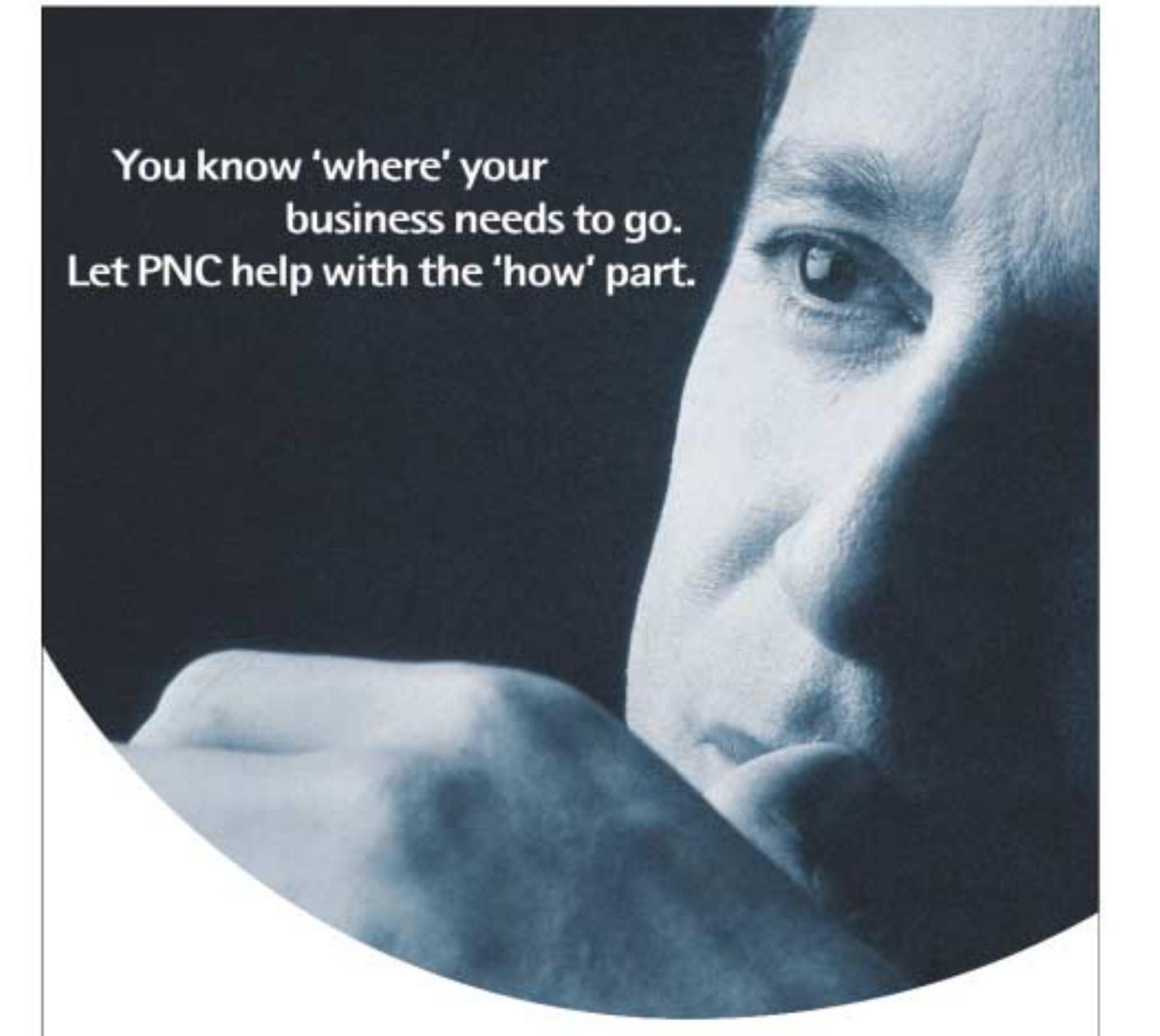
### PRIVATE AND CATHOLIC SCHOOLS

Louisville also offers a wide selection of private and parochial schools that employ a variety of teaching styles – from traditional to Montessori. Louisville's highly regarded Catholic schools offer excellent academic and extracurricular opportunities at all grade levels. In fact, the Archdiocese of Louisville's 66 schools constitute the state's third-largest school system. In addition, Louisville has a proud history of academic excellence among its independent private schools. ■

Photo by Jonathan Roberts



THE JEFFERSON COUNTY PUBLIC SCHOOL SYSTEM IS ONE OF THE MOST TECHNOLOGICALLY ADVANCED SYSTEMS IN THE NATION, WITH COMPUTER LABS IN EVERY SCHOOL.



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## HIGHER EDUCATION OPPORTUNITIES ABOUND IN LOUISVILLE METROPOLITAN AREA

Education in Greater Louisville doesn't stop at the secondary level. Today, more than 54,000 students attend 22 public and private institutions of higher learning in the area. These educational institutions serve a broad spectrum of the regional populace, and are also deeply involved with the business community, helping local companies keep pace with changing technology and an increasingly competitive marketplace.



Photo courtesy of University of Louisville

**THE UNIVERSITY OF LOUISVILLE HAS 21,000 STUDENTS AND IS RAPIDLY GAINING A NATIONAL REPUTATION AS A TOP URBAN RESEARCH UNIVERSITY.**

Kentuckiana Metroversity, a consortium of seven Greater Louisville institutions, allows students at one institution to take up to three hours of course work per semester and to access libraries at any other Metroversity school without paying additional fees. Schools included in Metroversity are Bellarmine University, Indiana University Southeast, Jefferson Community Technical College, Louisville Presbyterian Theological Seminary, Southern Baptist Theological Seminary, Spalding University and the University of Louisville.

### THE UNIVERSITY OF LOUISVILLE

The University of Louisville is Kentucky's metropolitan research university. Nearly

21,000 undergraduate, graduate and professional students attend one of the university's 11 schools and colleges. The university awards graduate, professional, bachelor's and associate's degrees (as well as certificates) in more than 170 fields of study. Its schools of engineering, dentistry, law and medicine, in particular, are among the nation's finest.

In 1998, the university launched the "Challenge for Excellence" – an ambitious 10-year strategic plan to become a premier, nationally recognized metropolitan research university. U of L is ahead of schedule in achieving the plan's goals. Its endowment is up to \$503 million from \$183 million, its endowed chairs have tripled in number and extramural funding for science and engineering research has grown from \$14.6 million in 1995 to \$38.4 million in 2001.

In 2002, the university landed a new president, James Ramsey, a former Kentucky state budget director and an educator with extensive academic experience. During his distinguished career, Ramsey has served as vice chancellor for finance and administration at both the University of North Carolina at Chapel Hill and Western Kentucky University. He has been associate dean, assistant dean and director of public administration in the College of Business Administration at Loyola University and a research associate for the University of Kentucky's Center for Public Affairs. He has served on the faculties of the University of North Carolina at Chapel Hill, Western Kentucky University, the University of Kentucky, Loyola University and Middle Tennessee State University, in addition to U of L.

The university has three campuses. The 177-acre Belknap Campus is three miles from downtown Louisville and houses seven of

CONTINUED ON PAGE 18

# University of Louisville: An Economic Partner with the Community



**I**n 2001, high-tech ABIOMED Inc. of Danvers, Mass., entrusted University of Louisville surgeons at Jewish Hospital to perform the world's first surgery to replace a human heart with a fully implantable artificial heart.

It was a high-profile example of an innovative university/business partnership that showed Louisville's biomedical research capabilities.

U of L is a serious and aggressive incubator for new business in biomedical research, telecommunications and more, often in partnership with the Louisville Medical Center Development Corp. and others. New facilities, recently recruited top scientists and fresh partnerships with business are creating new opportunities and new ventures.

**MedCenter One** is a newly renovated multi-tenant facility providing more than 90,000 square feet of space for life science companies.

**MedCenter Two** is a 90,000-square-foot facility on the eastern corridor of the Louisville Medical Center. It is the headquarters of a growing biotech company—MedVenture Technology Corp. Another 20,000 square feet is being developed into offices and wet lab suites for emerging life science and medical device companies.

**201 E. Jefferson** is a 50,000-square-foot facility soon to open at the Louisville Medical Center. It will house the MetaCyte Business Lab, an incubator for life-science companies, and the University of Louisville Information Technology Resource Center (iTRC), an incubator for information technology start-ups.

**Shelby Campus**, a 236-acre campus in eastern Jefferson County, will be developed into a business and technology park. Already on site is part of the iTRC, an incubator for emerging technology ventures.

**Entrepreneurial faculty** are in all U of L departments, especially in biomedical fields, where bench-to-bedside innovation is leading to new ventures.

Just a few examples:

- Surgeon **Suzanne Ildstad** has founded RegenerEx, a biotech company that focuses on bone marrow graft engineering.
- Microbiologist and immunologist **Haval Shirwan** has founded AppoImmune Inc. and is using

tobacco leaves to develop a cancer-fighting protein treatment.

- Cancer specialist **Donald Miller** established Aptamera Inc. to develop early screening, diagnostic and treatment technologies for cancer-related diseases.
- Anesthesiology professor **Daniel Sessler** heads Outcomes Research, a group of 65 investigators in 10 countries pursuing 60 studies on improving the surgical experience for patients.

**Qualified students**, 21,000 in all, gain real-world experience through internships and co-op programs with businesses, arts and social service agencies in the Louisville area. Many are recruited as permanent employees after graduation.

U of L offers programs in engineering, business, medicine, nursing, dentistry, music, social work, education and the arts, sciences and humanities

**U of L's business outreach** through partnerships with major companies including Ford, General Electric and United Parcel Service (UPS) has helped solve business challenges.

Just a few examples:

- The innovative **Metropolitan College** program helps pay student tuition while reducing worker turnover at UPS
- The university-based **Kentucky Pollution Prevention Center** helps businesses to clean up, improve operations and save money.
- The **Logistics and Distribution Institute** and a new transportation center are helping businesses move goods faster and more efficiently for more profit.
- The **Rapid Prototyping Center** in the Speed Scientific School assists businesses in creating cheaper product prototypes with the very latest machinery.
- The College of Business and Public Administration's **Center for Research on Entrepreneurship and Enterprise Development** helps fledgling companies grow. The college's **Small Business Institute** was chosen from 200 programs to receive the Small Business Institute Directors' Association 2001 Showcase Award for excellence in assisting small business.

There's a lot more under way at U of L. To learn more about the university, visit [www.louisville.edu](http://www.louisville.edu).

UNIVERSITY of LOUISVILLE<sup>®</sup>  
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The University of Louisville is  
an equal opportunity institution.

CONTINUED FROM PAGE 16

the university's 11 colleges and schools. The Health Science Center is situated in Louisville's downtown medical complex and houses the university's health-related programs and the University of Louisville Hospital. On the 243-acre Shelby Campus located in eastern Jefferson County are the National Crime Prevention Institute and the University Center for Continuing and Professional Education. In recent years, the university has also offered expanded campus courses at Fort Knox, Ky.

#### OTHER UNIVERSITIES IN THE LOUISVILLE AREA

Bellarmino University, the area's nationally renowned, Catholic-founded liberal arts school, is undergoing a \$26 million expansion program that includes a 28,500-square-foot, \$6 million science center. The expansion will help draw more healthcare students and science majors to the area and boost the school's teaching and research capabilities. Bellarmino has an enrollment of nearly 2,300.

Indiana University Southeast, just across the Ohio River from Louisville, has more than 6,500 students enrolled in six master's degree programs, 41 bachelor degree programs and nine associate degree programs. A new \$10 million renovation and addition to the Life Sciences Building was recently completed. Under a reciprocal arrangement, Jefferson County students pay in-state tuition rates.

STUDENTS AT SPENCERIAN COLLEGE PREPARE FOR JOB OPPORTUNITIES IN LOUISVILLE'S GROWING HEALTH-CARE INDUSTRY.



Photo courtesy of Spencerian College

Photo courtesy of Sullivan University



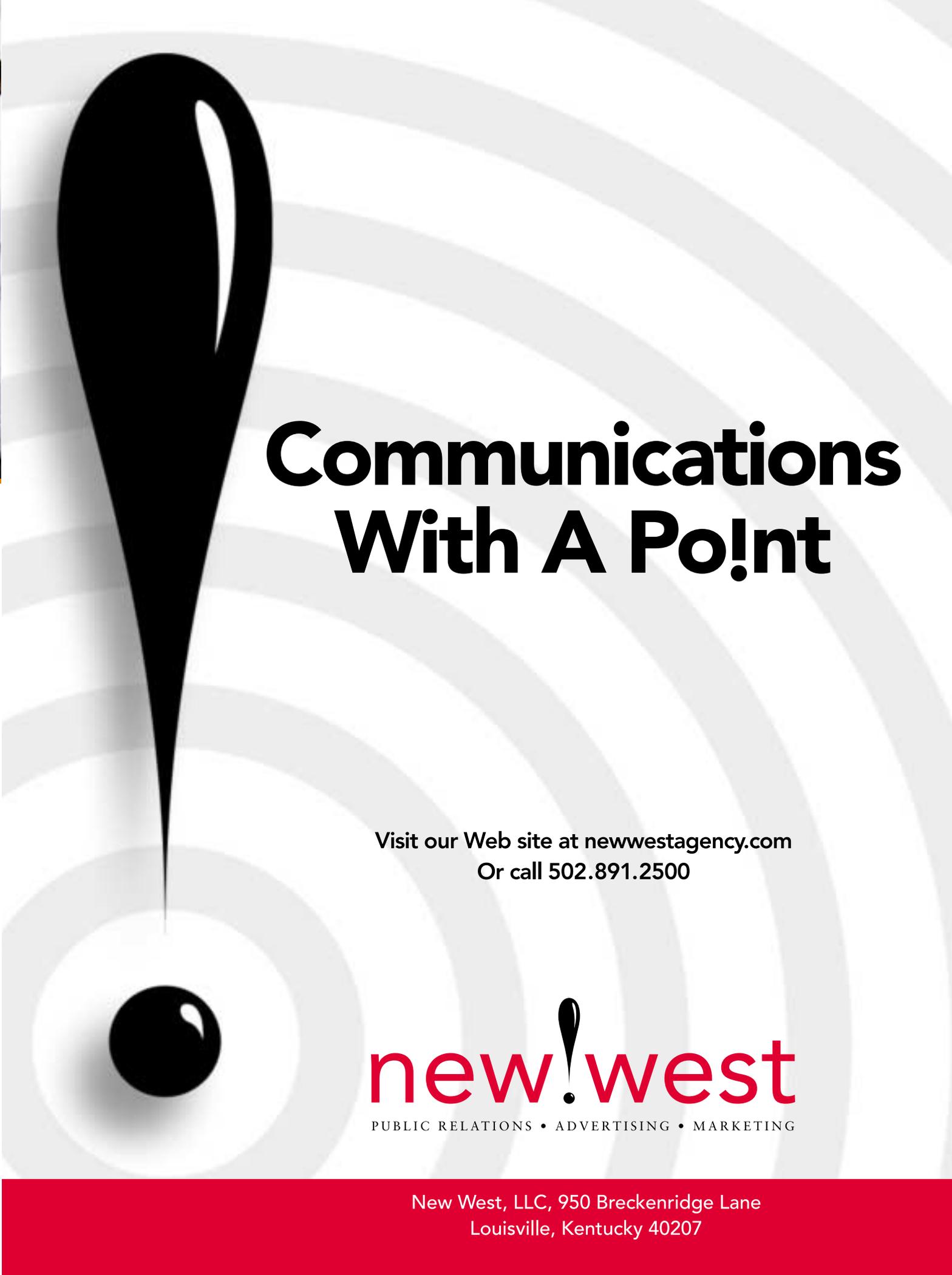
SULLIVAN UNIVERSITY'S CULINARY PROGRAM IS CONSIDERED ONE OF THE BEST IN THE NATION.

Spalding University, founded in 1814, has been a diverse community of learners dedicated to meeting the needs of the times through quality undergraduate and graduate liberal and professional studies. The current enrollment is nearly 1,700.

Sullivan University, with an enrollment of 4,400, is home of the renowned National Center for Hospitality Studies, providing education in the culinary and hospitality industries. The campus also offers career programs in business, childhood education, computer technology, legal studies, Microsoft certification and office administration.

In addition, many area schools, including Jefferson Community Technical College, offer workforce-training opportunities in a variety of specialties. Technical programs include business technology and graphics communications, construction technology, health and human services, manufacturing technology and transportation technology.

Greater Louisville is also home to Presbyterian Theological Seminary and Southern Baptist Theological Seminary. Both offer ministerial and divinity degrees for professionals, in addition to lay education programs. ■



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## ONLINE JOB DATABASE HELPS KENTUCKIANS LAUNCH CAREERS CLOSE TO HOME

“The Brain Drain.” Young, intelligent men and women taking their skills and talents to other states because they think few opportunities exist in their community. While not as ominous as the latest sci-fi thriller, it’s still pretty scary given the impact it has on a region’s economy.

Changing that perception and making it easier to bring together job seekers and employers in a 24-county region encompassing Greater Louisville and surrounding counties is the goal of the Regional BrainGain Alliance. And to jump-start that effort, the Alliance – formed by KentuckianaWorks, Greater Louisville Inc., Career Resources Inc. and MyCareerNetwork.com – is counting on a Web site it launched last September, [www.greaterlouisvilleworks.com](http://www.greaterlouisvilleworks.com).

The one-of-a-kind job site, which is free for those looking for work, is a one-stop data-

base for employers and job seekers in the region. It matches resumes against job requirements, rating those work histories on a 0-4 scale to help employers determine how closely an applicant’s skills match the job’s requirements. Individuals are able to apply for a job and are also notified when that position is filled. They can also create a professional profile, which allows them to receive information about future career opportunities. Fees for companies posting positions vary depending on size and other factors.

KentuckianaWorks, the official coordinating body for the region’s workforce development, is the largest financial contributor to the Web site.

“We made an investment in this site because we saw a need in the region to more easily connect job seekers and employers through one

Mile After Mile –

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*Toyota Sequoia*



*Toyota MR2 Spyder*

resource,” says Michael Gritton, interim executive director of KentuckianaWorks.

Career Resources, Inc., a private, nonprofit organization, runs the business aspect of the portal. It works directly with job seekers and employers and even trains people who may not be computer savvy on how to use the service.

Ruth Gardner, director of business services for Career Resources, Inc., says the job site has great potential. “Some people think they have to leave to find a great job,” she says. “In reality, there are more jobs here than people give us credit for. And now recent college graduates, as well as experienced employees – and even those who have moved away from Louisville but would consider returning home – can find those jobs much more easily.”

MyCareerNetwork.com handles the technical end of the portal and manages its database.

For more information about greaterlouisville-works.com, contact Career Resources Inc. at (502) 574-1285.



In addition to its involvement in the job portal, KentuckianaWorks has overseen a major research project to determine the makeup of the region’s labor force and its occupational trends. Researchers from the University of Louisville and the University of Kentucky will assess the local labor supply, the job outlook and the skills and education people will need to pursue career options. The first report is due early this year. The findings will be available on KentuckianaWorks’ Web site at [www.kentuckianaworks.org](http://www.kentuckianaworks.org). ■

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## GREATER LOUISVILLE'S 25 LARGEST PRIVATE EMPLOYERS

	PRODUCTS/SERVICES	# OF EMPLOYEES
<b>United Parcel Service, Inc.</b>	Package Delivery Service	22,303
<b>Ford Motor Co.</b>	Automotive Manufacturing	9,956
<b>Norton Healthcare, Inc.</b>	Healthcare	7,034
<b>The Kroger Co.</b>	Retail Grocer	6,665
<b>GE Appliances</b>	Appliances	5,800
<b>Humana, Inc.</b>	Managed Healthcare	4,672
<b>Jewish Hospital Healthcare Services</b>	Healthcare	4,352
<b>Catholic Archdiocese of Louisville</b>	Nonprofit Organization	2,580
<b>Caritas Health Services</b>	Healthcare	2,380
<b>Caesars Indiana</b>	Gaming and Entertainment	2,221
<b>Baptist Hospital East</b>	Healthcare	2,149
<b>Kindred Healthcare, Inc.</b>	Healthcare	2,003
<b>University Hospital</b>	Healthcare	1,963
<b>Bank One</b>	Financial Services	1,807
<b>Anthem Blue Cross &amp; Blue Shield</b>	Healthcare	1,787
<b>Yum! Brands, Inc.</b>	Restaurants	1,752
<b>Publishers Printing Co. LLC</b>	Printing	1,650
<b>Sears, Roebuck and Co.</b>	Retail	1,591
<b>National Processing Co.</b>	Business Transaction Processing	1,397
<b>BellSouth</b>	Communications	1,300
<b>National City Bank of Kentucky</b>	Financial	1,300
<b>Clark Memorial Hospital</b>	Healthcare	1,214
<b>Seven Counties Services</b>	Mental Health and Other Social Services	1,214
<b>Swift &amp; Co.</b>	Manufacturing	1,200
<b>Brown-Forman Co.</b>	Producer and Marketer	1,194

Source: *Business First of Louisville*

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## LOUISVILLE BREAKS NEW GROUND IN HEALTHCARE RESEARCH AND MEDICAL TECHNIQUES

When Neil Armstrong, the first man to walk on the moon, lost a fingertip in an accident at his farm near Lebanon, Ohio, in 1978, he was flown for treatment to a world-class medical facility – the Kleinert Kutz & Associates Hand Care Center in Louisville.

In 1998, when the first electronic nerve stimulator for the treatment of epileptic seizures was implanted into a patient, the operation was performed at a top spinal-care facility – the Norton Hospital Spine and Neuroscience Center in Louisville.

In 2001, when the world's first self-contained artificial heart was implanted into a human, the surgery took place at a leading-edge transplant center – Jewish Hospital in Louisville.

For decades, medical professionals have recognized that Louisville's thriving healthcare community includes some of the leading medical programs in the nation and the world. Healthcare has also become a major industry. Among the 16 cities considered its peers, Louisville ranks third in the size of its health services payroll, which is \$2.1 billion annually. The health services industry accounts for 10 percent of the total payroll in the Louisville area and is growing at a healthy seven percent a year.

The cornerstone of the city's medical activity is the Louisville Medical Center, an impressive concentration of healthcare-related institutions that is in the beginning stages of a campaign to become a national leader. The center includes the University of Louisville School of Medicine, five acute-care hospitals, specialty clinics and treatment centers, physicians' offices and laboratories and imaging services.

For citizens throughout the Commonwealth, the Medical Center means world-class medical care is available in their home state. In fact, three of every five patients served in the Medical Center come from beyond Jefferson County.

Near the Medical Center is the new Louisville Life Sciences Research Park, being developed by a multi-hospital partnership



Photo courtesy of Norton Hospital

**THE IMRI AT NORTON HOSPITAL IS ONE OF ONLY A HANDFUL OF ITS KIND IN THE COUNTRY. IT ALLOWS PHYSICIANS TO VIEW DETAILED IMAGES OF THE BRAIN AND OTHER ORGANS WHILE PERFORMING SURGERY. AMONG ITS MANY BENEFITS, THE IMRI ENABLES PHYSICIANS TO TREAT MANY TUMORS THAT WERE ONCE THOUGHT INOPERABLE BECAUSE IT HELPS GUIDE THEM TO DIFFICULT-TO-REACH AREAS OF THE BRAIN.**

CONTINUED ON PAGE 26



## YOU SEE AN OPERATION. WE SEE NEW HOPE FOR HEART PATIENTS.

INSIDE THE JEWISH HOSPITAL HEART & LUNG INSTITUTE, EXPERT PHYSICIANS AND RESEARCHERS ARE WORKING RIGHT NOW, PERFORMING REVOLUTIONARY CARDIAC PROCEDURES. AND DEVELOPING NEW TECHNIQUES THAT WILL CHANGE HEART CARE FOREVER. ALL BECAUSE OF AN UNWAVERING DEDICATION TO SAVING LIVES, AND A COMMITMENT TO HELPING PEOPLE WHEN NO ONE ELSE CAN. FOR MORE INFORMATION ABOUT OUR NATIONAL TOP TEN HEART CENTER, OR FOR A FREE PHYSICIAN REFERRAL, CALL 1-800-333-2230.



**Jewish Hospital**

Heart & Lung Institute  
EXCELLENCE ABOVE ALL

**CONTINUED FROM PAGE 24**

called the Louisville Medical Center Development Corp. The park's mission is to nurture young biomedical businesses that are developing the cutting-edge technologies that will become the medical treatments of tomorrow.

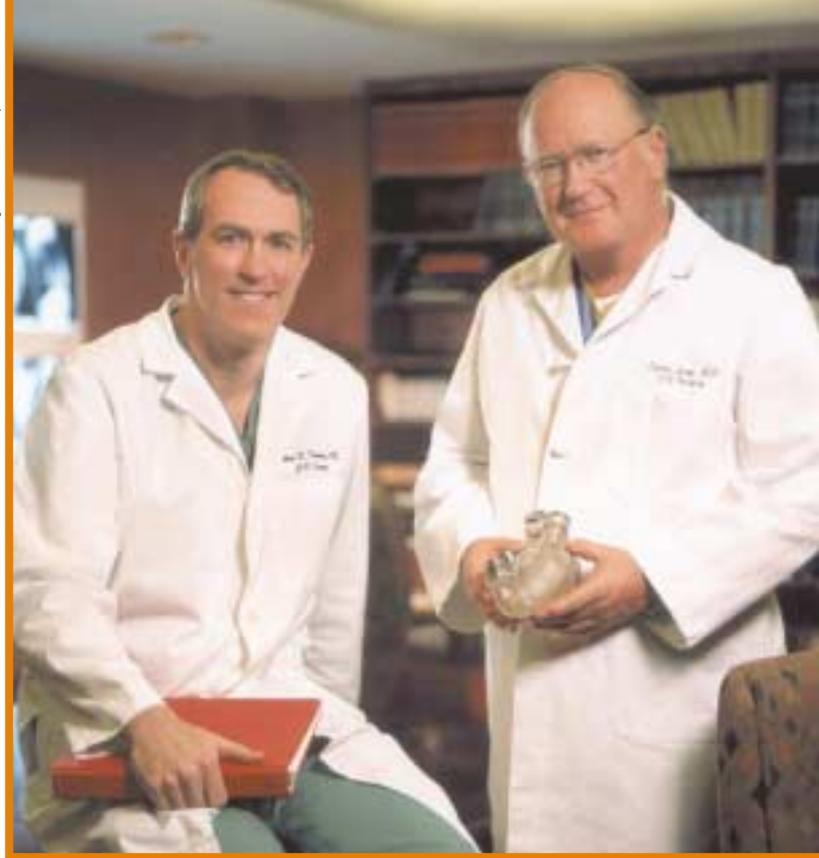
The park offers three new buildings, with two more in the planning: MedCenter One with 90,000 square feet of Class A office space; MedCenter Two with 120,000 square feet of Class A office, incubator, laboratory and high-tech medical design and manufacturing space; and MedCenter Three, which houses two business incubators: one focused on information technology and one focused on life sciences.

Attracted by the facilities and technical and research support available in Louisville, nine new medical technology-based companies have been recruited to the park. They are among 22 health-related companies that have put operations in Louisville since 1998, drawn by the resources of the local medical community.

The strength of Louisville's healthcare sector arises from a long tradition of service to Kentucky and from vigorous recent efforts by state and local leaders to build on that tradition. Anchored by the research and teaching support of the University of Louisville School of Medicine, a 155-year-old institution that was one of the first medical schools west of the Allegheny mountains, Louisville has long

brought Kentucky distinction as a state of medical milestones.

For years, the city has been a center of pioneering work in heart surgery and in other fields, including spinal disease,



**DR. ROBERT D. DOWLING AND DR. LAMAN A. GRAY PERFORMED THE WORLD'S FIRST AND SECOND ABIOCOR SELF-CONTAINED ARTIFICIAL HEART IMPLANTS AT JEWISH HOSPITAL IN LOUISVILLE.**

cancer research, microcirculatory research and organ transplants. The world's first successful hand transplant was performed in Louisville on Jan. 24, 1999. Jewish Hospital is the nation's eighth largest open-heart surgery hospital and the 26th largest organ transplant facility. Its transplant center was the 12th in the nation to be designated a Medicare-certified liver, lung, heart/lung and kidney transplant center. In 1997, Jewish opened its Heart and Lung Research Center, becoming the first private hospital in Kentucky to have its own research facility.

Another distinction was achieved by Norton Hospital, which is one of only four in the United States to have an IMRI (interoperative magnetic resonance imaging) center, which lets physicians view live images during surgery.

Kosair Children's Hospital, more than 100 years old, is a landmark institution that provides unique services to the Kentucky region. It

**CONTINUED ON PAGE 28**

NIH FUNDING FOR  
UNIVERSITY OF LOUISVILLE  
MEDICAL SCHOOL

1995	\$5.5 million
2000	\$14.6 million

Source: NIH 2001



# Advanced care for children

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CONTINUED FROM PAGE 26

has the region's only pediatric trauma center, one of the nation's largest intensive care nurseries, and was the second hospital in the U.S. to perform infant heart transplants.

In the new Louisville, look for the tradition of medical breakthroughs to continue. Since 1995, the U of L School of Medicine has almost tripled its research expenditures, created 41 new endowed chairs, raised its endowment from \$183 million to more than \$500 million, and

### BIOTECHNOLOGY PATENTS ISSUED TO COMPANIES BASED IN LOUISVILLE

1980-89	6
1990-99	46

Source: U.S. Patent & Trademark Office 2001

attracted top-notch researchers such as Dr. Suzanne Ildstad, a professor of transplantation and surgery who has done internationally recognized work.

To further capitalize on Louisville's outstanding healthcare resources, leaders in the healthcare sector have also created the Health Enterprises Network. The network, an affiliate of Greater Louisville Inc., the Metro Chamber of Commerce, seeks to promote growth and innovation in the Louisville area's health services and biomedical industries. ■

## MOLECULAR IMAGING RESEARCH CENTER OPENS AT U OF L CANCER CENTER

The Molecular Imaging Research Center (MIRC) at the James Graham Brown Cancer Center opened June 14. The \$12 million extension of the cancer center is "evidence of the university's combined mission of teaching, research and patient care."

The MIRC features three major components – a PET/CT scanner, a cyclotron and two nuclear magnetic resonance spectrometers (NMR). The combination PET/CT scanner provides computer images of the body with unprecedented precision. Combining two valuable diagnostic tools - the anatomic detail provided by a

Computed Tomography (CT) scanner and what might be termed a "metabolism report card" from the Positron Emission Tomography (PET) scanner - the integrated device eliminates the difficult, error-prone process of matching one set of data with the other.

The PET/CT scanner is useful not only to oncologists but also to cardiologists in pinpointing heart problems and to neurologists in detecting brain damage.

The cyclotron, also known as a particle accelerator, allows scientists to create radioactive drugs that are used both in imaging by the PET/CT scanner and in

certain patient treatment programs. Previously, such drugs had to be shipped daily from outside the state.

The nuclear magnetic resonance spectrometers let researchers examine molecules in a detailed, three-dimensional form in a natural setting, which allows them to discover where drugs bind and inhibit. This provides essential information for designing better drugs for treating cancers.

"The MIRC can focus on the prevention of cancer at the molecular level by designing drugs that will 'turn off' cancer-causing genes," said Donald

Miller, director of the James Graham Brown Cancer Center.

As the only center in the United States with this particular combination of equipment and capabilities, the MIRC will help the university in its quest to establish a "comprehensive cancer center," the premier designation given by the National Cancer Institute. To be considered for the designation, a center must have sophisticated research facilities, scientists with a wide range of expertise, proximity to outstanding clinical facilities and commitment from public and private sectors.

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## LOUISVILLE'S TRANSPORTATION HUB AN ECONOMIC MAGNET FOR KENTUCKY

Historically, Louisville has grown and prospered because of its strategic location, first as a major stop on the Ohio River, later as an important intersection in the nation's railroad network and interstate highway system.

In the 21st century the new Louisville will be more connected than ever, with strategic advantages that will assure it and Kentucky a vital role in the commercial traffic of tomorrow.

Louisville occupies a strong geographic position, within 600 miles of nearly half the nation's population. That strategic location is bolstered by facilities and transportation systems that give Louisville shipping and distribution capabilities few cities of any size can match.

Louisville's river and rail connections remain important, and have been augmented by the city's position at the intersection of three interstate highways – and now as the home of UPS Worldport, the largest air-cargo hub on earth.

That hub has become the state's largest private employer and one of the most significant economic forces. A \$1.1 billion expansion, completed in

Photo courtesy of Dan Dry



huge project brought 14,000 additional jobs with an annual payroll of \$478 million and made the hub the largest, fastest and most-automated package-sorting facility in the world.

### UPS OPERATES ITS ALL-POINTS GLOBAL AIR HUB OUT OF LOUISVILLE INTERNATIONAL AIRPORT.

The hub expansion project was itself a major economic boost, but the real benefit will be the economic stimulus it will bring to Louisville and Kentucky for years to come. Worldport will attract new business, new jobs, and new opportunities for Kentuckians to ship to or receive goods from almost anywhere, connecting them to more than 200 countries and to every address in the United States. The hub is a gateway through which the Commonwealth and the world can meet almost instantly.

CONTINUED ON PAGE 32

### Total Cargo at Louisville International Airport

1997

2,967,347,725 tons

2001

3,238,890,082 tons

Source: Louisville International Airport

2002, has made Worldport the center of United Parcel Service's domestic and international air express operations. The

# THE POWER OF ONE

If you have any doubts about the power of one, look at the impact one company has on the economy.

Each year:

**One** company employs almost 5,000 people nationally, about 10% of those jobs here in Louisville, adding some \$200 million to the state and local economies;

**One** company pays more than \$6.4 million in state income, property, and sales and use taxes;

**One** company spends more than \$37 million each year on local purchases;

**One** company buys more than 26 million pounds of Kentucky tobacco at a value of \$61.8 million;

**One** company contributes \$3.7 million to charitable causes, thanks to employee and corporate donations;

**One** company provides more than 5,700 volunteer hours for 25 different organizations, thanks to its employees;

**One** company hosts the city's premier holiday celebration enjoyed by more than 100,000 people.

That **One** company is Brown & Williamson Tobacco Corporation, headquartered in Louisville.

If one *company* can do this, think of what one *government* can do!

Congratulations, Greater Louisville!



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United  
U.S. Airways**

CONTINUED FROM PAGE 34

The hub's impact is felt far beyond the borders of the new merged city of Louisville. For instance, the Worldport facility was a major factor in Amazon.com's decision to locate a major e-commerce center in Campbellsville, Ky. And that impact will only grow as electronic commerce continues to expand. In 2001, more than \$60 billion worth of goods were ordered on-line, and UPS delivered more than half of that total.

In 2001, Louisville International Airport shipped 3.2 billion tons of cargo, mostly through the UPS hub. Much of that cargo came through distribution facilities that, because of the hub and Louisville's key location on so many transportation networks, have grown up in the Louisville area.

Distribution and logistics operations have become a major Kentucky industry, centered in Louisville. Since 1998, more than 40 companies have located logistics and e-commerce opera-

tions in the metropolitan area. There is now more than 32 million square feet of warehouse and distribution space in the metro area, handling everything from clothing to electronic gear to spare parts for Rolls Royce's North American market.

This industry did not just happen. Louisville has worked hard to nurture it. A decade-long, \$700 million expansion of Louisville International Airport doubled the airport's capacity, positioning it for growth in both passenger and cargo traffic for years ahead.

Jefferson Riverport International, a business park and port developed by Jefferson County, sits on the Ohio River on the southwest border of the new Louisville, and has become a major logistics facility by providing the space and



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Owensboro  
Shelbyville

**INDIANA**  
Clarksville  
New Albany

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cargo facilities to store and ship goods in volume. Riverport has boosted its appeal by being a foreign trade zone, where goods are exempt from customs and excise taxes.

To press its logistics advantages, Louisville has expanded the trade zone to include the airport, the UPS hub, Greater Louisville Technology Park and other sites in the city. To stay on the leading edge of logistics research and development, the University of Louisville established the Logistics and Distribution Institute in 1998 and hired an executive director. In 2001 the university's School of Business created an endowed chair in logistics.

Louisville is also at the forefront of efforts to build two new interstate bridges across the Ohio River in the metropolitan area, to extend the community's highway network and expand its traffic capacity. The bridges will take years to complete, but the community's political and business leaders, chambers of commerce, economic development

agencies and members of Congress have all joined in supporting them. When the bridges are complete, their benefits will spread throughout the Commonwealth. ■



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## LOUISVILLE'S ATTRACTIONS DRAW VISITORS FROM NEAR AND FAR



Photo by Dan Dry

Louisville has long been a top tourist destination, with unique attractions known around the nation. And in the new Louisville, the charms and appeal of the old Louisville – for state residents as for other visitors – will only be enhanced.

With more than \$750 million in tourism infrastructure projects underway, Louisville's position as an exciting and energetic tour and travel destination will continue to soar.

The Kentucky Derby, a hallowed sporting event that every year brings international attention to Kentucky's Bluegrass charm and world-renowned thoroughbred industry, will remain a top tourist attraction. Churchill Downs, home of the Derby, will continue to be one of the loveliest and most venerable

thoroughbred racing venues in the world. The three-week-long Kentucky Derby Festival, which kicks off with a spectacular, nationally recognized air show and fireworks display, will continue to be a joyous and powerful promotional party for the city and the state.

In fact, the increased national prominence of the new, larger Louisville can only highlight the appeal of Kentucky's long tradition of gracious hospitality – a tradition that has also become a major economic strength.

Every year, Louisville and Kentucky are hosts to millions of visitors who come to sample the Commonwealth's high quality of life and take advantage of its generous facilities. The Kentucky Fair & Exposition Center, with one million square feet of ground level exhibit space, is the 10th-largest exposition center in the country. Supplementing the fairgrounds facilities, downtown Louisville's Kentucky International Convention Center offers 300,000 square feet of space. And to accommodate visitors, the Greater Louisville area has 17,000 hotel rooms available at rates that are very reasonable by national standards.

ABOVE: THUNDER OVER LOUISVILLE – THE LARGEST FIREWORKS DISPLAY IN NORTH AMERICA – KICKS OFF THE KENTUCKY DERBY FESTIVAL EACH YEAR AND DRAWS MORE THAN 700,000 SPECTATORS TO THE CITY'S WATERFRONT.

RIGHT: LOUISVILLE SLUGGER MUSEUM FEATURES THE WORLD'S LARGEST BASEBALL BAT – A SIX-STORY, FAUX-WOOD REPLICA OF THE BAT USED BY BABE RUTH.



Photo by Dan Dry

In 2001, the fairgrounds and the convention center held more than 550 events, including 75 conventions and trade shows, and business at both facilities continues to grow. One-third of the attendees for the trade shows and conventions came from Kentucky, most of them from outside the Louisville area.

Louisville ranks seventh among the “Top 10 Trade Show” 200 cities, and hosts four of the top 25 trade shows in the country. At the fairgrounds alone, 3.4 million people came to events in 2001. Many of them came from outside the Louisville market, and economic studies have shown that the money those visitors spend has a great impact not only in Louisville but on the regional Kentucky economies surrounding Louisville.

For many Kentuckians, one of the principal events of the year is the annual Kentucky State Fair, which is held at the fairgrounds and in 2002 claimed 619,000 visitors. Many of those visitors also enjoyed the rides and amusements at Six Flags Kentucky Kingdom, a major regional attraction and one of the fastest-growing parks in the country in attendance and number of rides. The park’s rides include six roller coasters, two of them of particular interest: “Twisted Sisters,” a twin-track ride that gives passengers the hair-raising illusion they are

about to collide head-on with an oncoming coaster, and “Chang,” a \$12 million, Swedish-built coaster promoted as the tallest, longest and scariest stand-up ride in the world.

Less nerve-tingling entertainment can be found at the Louisville Slugger Muse-



Photo by Dan Dry

THE BELLE OF LOUISVILLE IS AN AUTHENTIC STEAM-POWERED PADDLE-WHEELER, COMPLETE WITH CALLOPPE.

um, which offers a close-up tour of Hillerich & Bradsby’s bat-making operation, an exhibit of baseball memorabilia and two unique sculptures: a six-story metal bat that distinctively announces the museum’s Main Street entrance and, in the lobby, a 30-ton, 10-foot-long baseball glove carved from Kentucky limestone. The Slugger Museum has been favorably compared to the Baseball Hall of Fame in Cooperstown, N.Y.

During the season, visitors can watch the Louisville Bats, a Triple-A baseball team, play at Slugger Field, a new stadium that is built around the carefully preserved structure of one of Louisville’s historic old buildings and combines restaurants and modern concessions with the intimate atmosphere of an old-fashioned ballpark.

Its facilities and attractions have made Louisville a major convention location. In 2001, GetThere LP, a leading provider of technology and marketing services for the travel industry, named Louisville the nation’s second-best “meeting city.” Visitors who take time to look around find that it is also a highly livable city that consistently places highly in *Places Rated Almanac’s* ranking of the best cities in which to live.

In the new Louisville, new and old attractions are the base for a tourism industry that directly accounts for 26,000 jobs and more than \$1 billion in annual revenues. In a state where travel and tourism are the third-largest revenue-producing industry, the new Louisville more than carries its weight. ■



Photo by Dan Dry

ANOTHER POPULAR KENTUCKY DERBY FESTIVAL EVENT IS THE ANNUAL HOT-AIR BALLOON RACE IN WHICH SCORES OF COLORFUL BALLOONS COMPETE.

## LOUISVILLE'S NEW ATTRACTIONS



Photo by Todd Rosenberg Photography

**GORILLA FOREST IS AN AWARD-WINNING EXPANSION AT THE LOUISVILLE ZOO.**

### GLASSWORKS

A retail, commercial and residential complex, Glassworks houses 50 glass artists who can be viewed creating their works of art.

### LOUISVILLE SCIENCE CENTER

"The World Within Us," a \$7.6 million exhibit that is the second of three permanent new exhibits, is now open.

### EXTREME PARK

A \$2.5 million park for boarders, bladers and bikers, it has drawn rave reviews from Extreme enthusiasts across the country and is open 24 hours a day, seven days a week.

### KENTUCKY ART AND CRAFT FOUNDATION

A \$4.7 million renovation of the foundation's new facility is scheduled for completion in April 2003.

### LOUISVILLE ZOO

The \$15 million, four-acre Gorilla Forest, which opened in May 2002, is drawing visitors from around the world.

### GHEENS SCIENCE HALL AND RAUCH PLANETARIUM

This \$2.8 million facility boasts features found in some of the world's finest planetariums.

### WATERFRONT PARK

The second phase of this multi-million park on the Ohio River will include a cross-river pedestrian bridge, large playground, boathouse, restaurant and amphitheater.



© Todd Rosenberg Photography



Courtesy of the Cincinnati Zoo



Courtesy of Chicago Zoological Society

## LOUISVILLE ZOO. CONTRIBUTING TO KENTUCKY'S COMMON WEALTH.

### Children & Families

- Louisville's number one non-profit attraction - Business First 2002
- 2002 Spirit of Yes! Award given to Zoo Director, Dr. William R. Foster, in recognition of the zoo's dedication to further the growth, development and quality of life in our community - Leadership Louisville Foundation

### Conservation Education

- Reaching school children and teachers in every county in Kentucky

### Economic Growth

- 2002 Greater Louisville Convention & Visitor's Bureau Winged Dollar Award for significant financial contributions to community tourism through new investment.

- Louisville awarded the 2002 Enterprise Cities Award for the Louisville Zoo's new Gorilla Forest

An agency of the City of Louisville. Non-profit 501(c)3 governing board. To discover the many ways you can support your Zoo, call 502-459-2181

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## TOURISM PROJECTS UNDER DEVELOPMENT

### CHURCHILL DOWNS

A \$127 million modernization of the world's most famous horse-racing track has begun. The famed Twin Spires will stay intact, but virtually every other part of the grandstand and clubhouse will be replaced or extensively renovated.

### "FOURTH STREET LIVE"

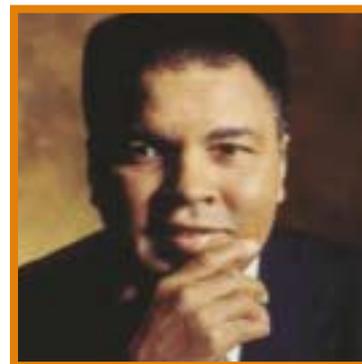
A \$70 million downtown complex of restaurants, coffee shops, bars, nightclubs and other entertainment venues is in the final planning stages.

### KENTUCKY CENTER FOR AFRICAN AMERICAN HERITAGE

The \$20 million center for programs, exhibits and activities will celebrate the rich heritage and contributions of African Americans in Kentucky.

### MUHAMMAD ALI CENTER

Site work has begun on this \$41 million facility dedicated to international peace and conflict resolution.



MUHAMMAD ALI

### OWSLEY BROWN FRAZIER HISTORICAL ARMS MUSEUM

A world-class facility, this museum will house a multi-million firearms collection, as well as ancient armaments from Britain's Armouries Museum.

## LOUISVILLE'S HOTEL INVENTORY CONTINUES TO GROW

- With the success of the expanded and renovated Kentucky International Convention Center, an adjacent 615-room Marriott is planned.
- A 210-room, eight-story, full-service Hilton Garden Inn will open this year at Gate 4 of the Kentucky Fair & Exposition Center. The fairgrounds hotel will include 15,000 square feet of meeting space, a health club, swimming pool and stand-alone restaurant.
- The Embassy Suites is Louisville's newest full-service hotel. It features 150 two-room suites, 24-hour business center, fitness center and state-of-the-art meeting facilities.
- Louisville International Airport has plans to add a hotel to its facility. The 250-room, full-service hotel will connect to the airport's terminal.
- Louisville's four largest hotels – the Executive Inn, Executive West, Galt House and Galt House East – are getting a multi-million-dollar makeover. The work will start with the Galt House properties on the downtown riverfront and will include major renovation of the lobbies and other public space and modernization of the entrances to the two hotels.



Photo by Dan Dry

THE WORLD'S MOST FAMOUS HORSE RACE, THE KENTUCKY DERBY, IS RUN THE FIRST SATURDAY IN MAY EVERY YEAR AT THE WORLD'S MOST LEGENDARY RACETRACK, CHURCHILL DOWNS IN LOUISVILLE.

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When you're talking state-of-the-art veterinary medicine, it helps to meet in a state-of-the-art facility. That's why the American Veterinary Medical Association chose the Kentucky International Convention Center as the site for their annual convention. There was plenty of room to discuss the latest in animal care, plus a price tag that left them wagging their tails. To find out more about the exposition centers, log on to [www.kyconvention.org](http://www.kyconvention.org).

KENTUCKY INTERNATIONAL CONVENTION CENTER



With two convention centers at your disposal, Louisville offers you a national and international facility with more space, more amenities, and of course, more choices.

KENTUCKY EXPOSITION CENTER



**KENTUCKY** INTERNATIONAL  
CONVENTION CENTER

**Kentucky Exposition Center**





Photo by Dan Dry

**THE BUGLER RINGS OUT THE "CALL TO THE POST" BEFORE RACES AT CHURCHILL DOWNS.**

## UPCOMING EVENTS

### THE BREEDERS' CUP

The Breeders' Cup will return to Louisville in 2006. This will be the sixth time that Churchill Downs has hosted this world-class day of racing – more than any other track.

### SENIOR PGA CHAMPIONSHIP

Valhalla Golf Club will host the Senior PGA Championship in 2004 and the Ryder Cup in 2008.

## FOR MORE INFORMATION

- The **Greater Louisville Convention & Visitors Bureau Visitor Information Center** is located in the Kentucky International Convention Center at the corner of Third and Market streets and is staffed Monday - Friday, 8:30 a.m.-5 p.m.; Saturday, 9 a.m. - 4 p.m.; and Sunday, noon - 4 p.m. Closed Thanksgiving Day, Christmas Eve, Christmas Day and New Year's Day. 502-582-3732
- A **Visitor Information Center** is also located at Louisville International Airport and is staffed 365 days a year Monday - Friday, 8 a.m. - midnight; Saturday, Sunday and holidays, 9 a.m. - midnight.
- The **Greater Louisville Convention & Visitors Bureau** (502-584-2121 or 1-800-626-5646) has administrative offices at 400 South First Street and is open 8:30 a.m. - 5 p.m.
- **Visitor Information** 1-888-LOUISVILLE (1-888-568-4784) or 502-582-3732.

## GETTING AROUND TOWN

Getting around Louisville is a snap with comfortable and affordable public transportation provided by TARC, the Transit Authority of River City. TARC operates 55 routes in Louisville and four surrounding counties – Bullitt and Oldham counties in Kentucky and Clark and Floyd counties in Southern Indiana.

TARC also covers 120 square blocks with two downtown trolley routes and offers the First Friday Downtown Gallery Hop on the Main Street trolley route and the Bardstown Trolley Hop on Fridays and Saturdays, providing easy transportation to

Louisville's famed "Restaurant Row."

TARC's Transportation Tomorrow (T2) project is looking at a light rail project in the south central corridor that would connect the 250,000 jobs and multiple attractions along Interstate 65 from the central business district to the Gene Snyder Freeway. The project was given a recommended rating by the Federal Transit Administration in 2001 and has been in preliminary engineering since then. T2's goal is to improve mobility for residents and workers in the South Central



corridor, boost tourism and convention business, and provide redevelopment opportunities for city neighborhoods.

The south central corridor project ties into long-range plans by TARC and the Kentuckiana Regional Planning and Development Agency (KIPDA) to build a regional transportation network that is safe and efficient, competitive with other cities, and gives Greater Louisville residents choices in how and where they travel.



# DESTINATION: MERGER

How We *Get There* Matters



Greater mobility for a great regional city will require teamwork. TARC is proud to be a player on the team.

**T**he regional city of tomorrow will be shaped by the decisions we make today.

Among the most important of those decisions will be those made about transportation. How we *get around* in our new regional city will have a significant impact on the development of quality neighborhoods, metro growth patterns, economic prosperity, and the quality of life for all citizens. Planning today to build on our existing transportation assets will help our regional community thrive tomorrow.

The Transit Authority of River City (TARC), the public transportation provider for greater Louisville, is prepared to provide our new regional city with transportation services to meet the mobility needs of a new Louisville/Jefferson County metropolitan area.

Expanded fixed-route service, para-transit for citizens with disabilities, state-of-the-art transportation technology including hybrid-electric buses and a light rail system are but some of TARC's current and planned mobility options. More are on the horizon.



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## LOUISVILLE'S LIFESTYLE OFFERS BIG-CITY AMENITIES, SMALL-TOWN FRIENDLINESS



TOP: SLUGGER FIELD, HOME OF THE TRIPLE A LOUISVILLE BATS, IS A POPULAR FAMILY VENUE THAT LED THE LEAGUE IN ATTENDANCE IN 2002.

RIGHT: THE OLD LOUISVILLE NEIGHBORHOOD IS GRACED BY STATELY MANSIONS AND EUROPEAN-STYLE COURTYARDS.

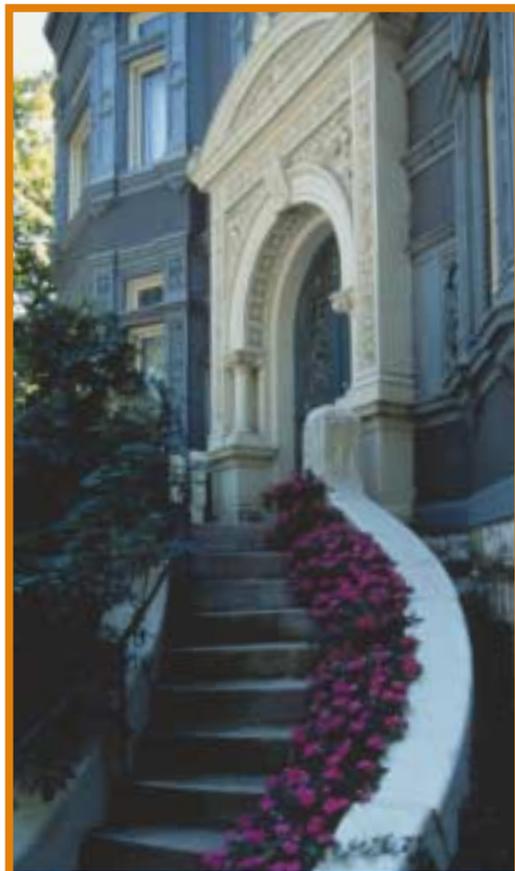


Photo by Dan Dry

The “new” Louisville not only ranks in the Top 20 in size among U.S. cities, it also ranks in the Top 20 in quality of life. The latest edition of *Places Rated Almanac* ranks Louisville 14th among 354 cities on its list of best places to live in North America. Moreover, this is the fifth time in six editions that Louisville has ranked in the Top 15.

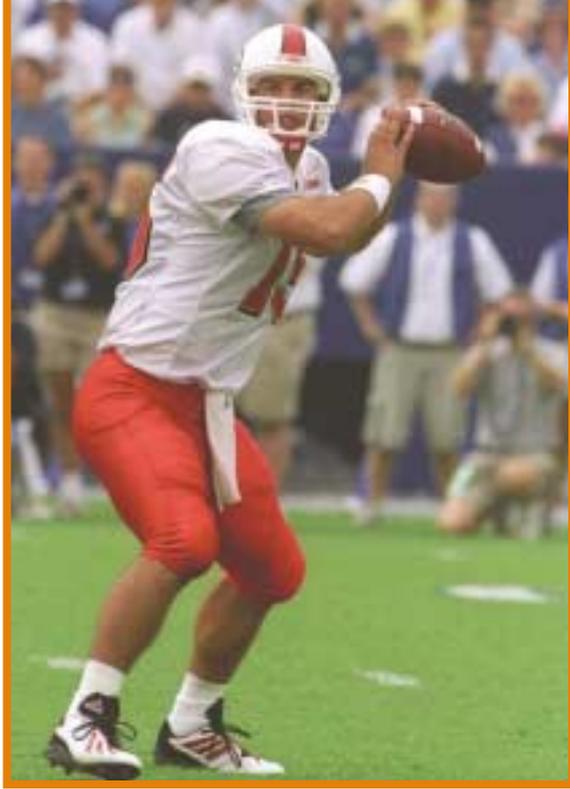
Ask Louisvillians what makes their city so special and they're likely to say “Louisville is a big city with a small-town feel.”

As an urban center, Louisville has the vibrancy – the “critical mass” of people, commerce, art, education and entertainment – that defines a city. Yet it also retains the comforts of a smaller town, with cohesive neighborhoods, a relatively relaxed pace of life and a strong sense of community.

The Louisville lifestyle is easy and affordable. The median price of a Louisville home in 2001 was \$105,000, ranking among the nation's most affordable housing markets. The cost of living is 7.8 percent below the national average, according to the American Chamber of Commerce Research Association.

LOUISVILLE IS A GREAT CITY FOR RESTAURANTS, OFFERING EVERYTHING FROM FINE DINING TO ETHNIC CUISINE TO A WIDE ARRAY OF FAST-FOOD OPERATIONS.





UNIVERSITY OF LOUISVILLE QUARTERBACK DAVE RAGONE WAS NAMED CONFERENCE USA OFFENSIVE PLAYER OF THE YEAR IN 2002 - THE THIRD STRAIGHT YEAR HE CAPTURED THE HONOR.

Shoppers can find everything from the latest fashions and rare antiques to Kentucky-made crafts and one-of-a-kind artworks. The suburbs have malls and shopping centers convenient to expressways, while Louisville's neighborhoods have unique shopping areas. Bardstown Road combines antiques, art galleries, bookstores, record stores and clothes shops. Frankfort Avenue also offers antiques and art auctions,

along with an impressive array of boutiques. East Market Street is developing an enclave of galleries and restaurants, along with holdovers such as Muth's Candy Store and Joe Ley's giant antique store.

Louisville is also one of the country's best restaurant towns,

with elegant, five-star establishments, intriguing ethnic places, and creative bistros. The metro area is home to a number of talented chefs who can prepare anything from haute cuisine to down-home favorites. Louisville also boasts a growing number of restaurants serving foreign cuisine, including Vietnamese, Thai, Indian, Irish, Argentine and Mayan.

Outdoor activities abound. Water sports - including fishing, skiing and sailing - are popular on the Ohio River and in area lakes and streams from May through September. Louisville's extensive park system offers more than 12,000 acres of green space.

Louisville's Waterfront Park features a 14-acre "Great Lawn" as a major play space and informal amphitheater, where concerts and other community events are held. A scenic 6.9-mile walking/jogging/bike path winds through the park from the Fourth Street Wharf to Chickasaw Park.

For those who like a little riskier approach to outdoor activities, Louisville's \$2 million Extreme Park is perhaps the nation's top facility for skateboarders, bikers and roller-bladers. When skateboarding's No. 1 attraction, Tony Hawk, performed at the park in 2002, the event drew an estimated 8,000 spectators.

Louisville supports a thriving performing arts scene that is the envy of many larger cities. In fact, in a 1996 article praising Actors Theatre of Louisville, *Time* magazine went so far as to suggest that "from now on, maybe Broadway should be called 'off-Louisville.'"

Louisville boasts a full complement of resident professional opera, theater, ballet, orchestra and children's theater. Only eight other U.S. cities can make that claim. And Louisville ranks among the top in per capita giving for the arts.

Photo by Dan Dry



VALHALLA GOLF CLUB HAS HOSTED TWO PGA CHAMPIONSHIP TOURNAMENTS AND WILL HOST THE 2004 SENIOR PGA CHAMPIONSHIP AND THE RYDER CUP IN 2008.



U OF L BASKETBALL COACH RICK PITINO HAS BROUGHT THE CARDINALS BACK TO NATIONAL PROMINENCE.



Photo by Dan Dry

BUILT IN 1810, FARMINGTON HISTORIC HOME IS BASED ON A THOMAS JEFFERSON DESIGN AND WAS VISITED BY ABRAHAM LINCOLN IN 1841.

But it isn't just Pulitzer-Prize-winning plays that give Louisville's arts scene such sizzle. Louisvillians were treated to touring exhibits of Linda McCartney's 1960s photographs and Marcel Duchamp's "Nude Descending a Staircase" at the Speed Museum, and an original copy of the Declaration of Independence at the Louisville Free Public Library. One of the country's only free, outdoor Shakespeare seasons is put on in Central Park by the Kentucky Shakespeare Festival.

The Kentucky Derby Festival – a community-wide extravaganza encompassing 70-plus events that attracts more than 1.5 million people to the area – kicks off with Thunder Over Louisville,

the largest fireworks display in North America, and culminates with the Kentucky Derby – "the most exciting two minutes in sports."

From the Kentucky Derby at Churchill Downs to PGA tournaments, Triple-A professional baseball and top-flight college programs, Louisville is a sports town. The first two sellouts in PGA Championship history occurred at Louisville's Valhalla Golf Club in 1996 and 2000. Valhalla is also scheduled to host the Senior PGA Championship in 2004 and the Ryder Cup in 2008. Churchill Downs will host the Breeders' Cup for a record sixth time in 2006.

The Louisville Bats, Triple-A farm club for the Cincinnati Reds, play in the new Slugger Field near Louisville's Waterfront Park. The team won the league championship in 2001 and led the league in attendance in 2002.

The University of Louisville Cardinals are two-time national basketball champions and are rapidly becoming a football powerhouse as well.

From fireworks to fine dining, the Louisville lifestyle offers something for every taste. ■



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## BUSINESS-SERVICE AND FINANCIAL FIRMS FORM STRONG FOUNDATION FOR LOUISVILLE ECONOMY

Louisville's robust economy is supported by a strong financial service system and a plethora of world-class professional firms in real estate, law, marketing and advertising, public relations and other key business support services.

### FINANCE

A strong economy and a strong finance system are intertwined, if not synonymous. You can't have one without the other. Fortunately, Louisville's banks rank in the top quarter of U.S. banks in performance.

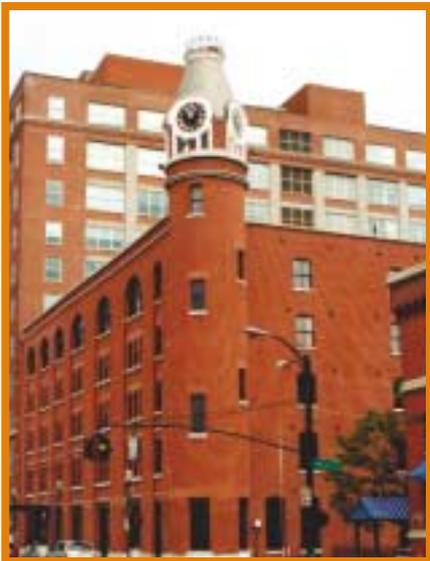
National City Bank of Kentucky, is Kentucky's largest bank, with more than 2,400 employees staffing 120 branches throughout Kentucky and Southern Indiana.

Bank One, the nation's fourth-largest bank with assets of \$280 billion, has 45 banking centers and more than 2,100 employees in the Greater Louisville area.

Fifth Third Bank ranks 14th in the nation for total market share and reports \$78 billion in overall assets. Fifth Third operates 43 banking centers in the Louisville area and is the ninth largest bank in the U.S. in terms of market capitalization.

IPC'S LAKEVIEW BUILDING AT 100 MALLARD CREEK ROAD IN ST. MATTHEWS OFFERS A QUALITY OFFICE ENVIRONMENT.

Photo courtesy of IPC Real Estate Management



THE CLOCK TOWER BUILDING IS THE CENTER-PIECE OF EMAINUSA, LOUISVILLE'S NEW DOWNTOWN HIGH-TECH DISTRICT. THE BUILDING HOUSES THE ENTERPRISE CENTER, A "ONE-STOP SHOP" OFFERING ASSISTANCE TO SMALL BUSINESSES AND ENTREPRENEURS.

The Bank of Louisville, which had been the area's largest locally owned bank, was purchased in 2001 by Charlotte-based BB&T Corp., one of the country's 20 largest banks.

Republic Bank and Trust Company, formerly Kentucky's largest privately owned banking company, went public in 1998. This commercial bank operates 19 banking centers in seven Louisville-area communities and has more than \$1.5 billion in assets and more than \$105 million in capital.

PNC Bank has 56 branches in Louisville, Central Kentucky and Southern Indiana. The Pittsburgh-based financial services company has more than \$68 billion in assets. In 1986, PNC merged with Louisville-based Citizens Fidelity Corp., marking the first of many mergers and acquisitions for the company.

CONTINUED ON PAGE 48



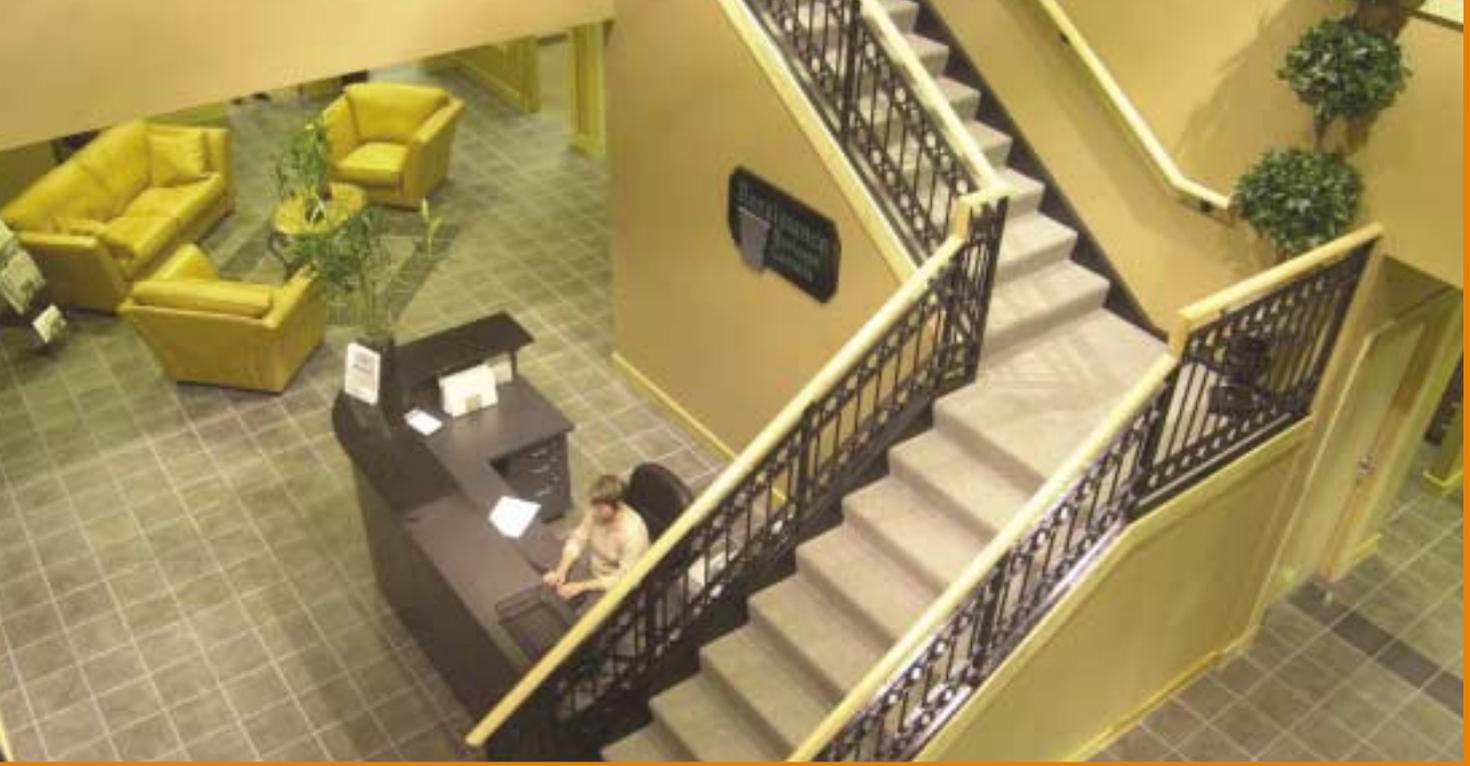
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**ABOVE AND RIGHT: RENAISSANCE BUSINESS CENTERS PROVIDE READY-TO-OCCUPY OFFICE SUITES AND HIGH-TECH BUSINESS SUPPORT SERVICES.**

**CONTINUED FROM PAGE 46**

### **REAL ESTATE**

Businesses need space, and Greater Louisville's offerings are plentiful and diverse. From downtown high-rise towers to park-like suburban campuses, the area boasts more than 31 million square feet of office space and more than 28 million square feet of industrial space. The region offers more than 30 industrial and business parks and numerous other sites ranging from 25 to 1,800 acres.

NTS Development is one of Louisville's largest commercial real estate firms. NTS operates a number of planned business communities throughout Louisville offering office, retail and industrial components in park-like settings. NTS properties feature prestigious locations with nearby interstate access and strict architectural controls.

Renaissance Development operates several office parks in unique locations both downtown and throughout Jefferson County. Renaissance Business Centers offer executive suites with full-service administration support and ready-to-occupy office spaces, including virtual offices. Commerce Crossings Place and Renaissance Service Center are

Photos courtesy of Renaissance Development



flexible facilities for office, showroom, distribution and storage combinations with lease and buy options.

IPC Real Estate Management operates nearly a dozen commercial and office properties in some of the most prestigious locations throughout the Louisville metropolitan area. IPC is a full-service real estate company that manages office and retail properties. It is a wholly owned subsidiary of IPC US Income Commercial REIT, the only REIT in Canada that invests exclusively in U.S. commercial real estate.

### **LEGAL SERVICES**

Louisville is home to many of Kentucky's oldest, largest and most-prestigious law firms, offering expertise in every area of legal work.

**CONTINUED ON PAGE 50**

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in office and retail property.

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**CONTINUED FROM PAGE 48**

Frost Brown Todd LLC is Kentucky's largest law firm, employing nearly 400 attorneys in eight offices in Kentucky, Ohio, Indiana and Tennessee, including some 150 lawyers in two Louisville-area offices. The firm offers services in U.S. and international business law, litigation, intellectual property and e-commerce, labor and employment, real estate and commercial transactions.

Wyatt Tarrant & Combs, a firm that traces its roots back to 1812, operates seven offices that employ nearly 250 attorneys, including about 115 in Louisville. The firm specializes in general business law, litigation, healthcare law, real estate and lending, and labor and employment.

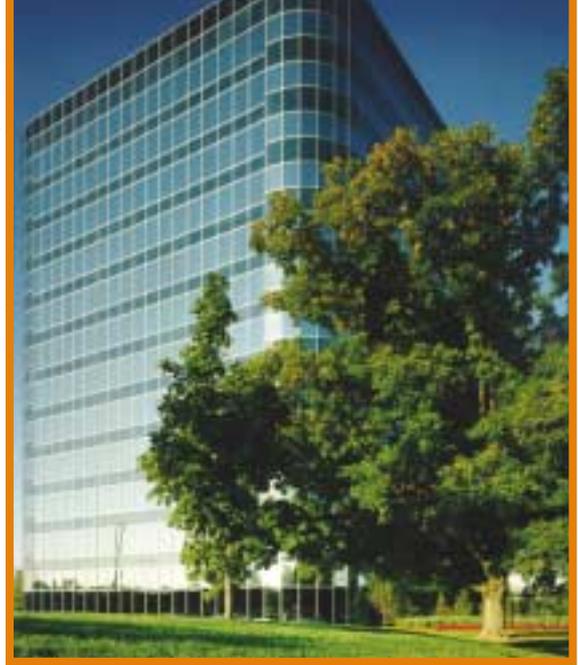
Greenebaum Doll & McDonald, with more than a half-century of service in Louisville, employs 188 attorneys in seven offices, including more than 100 in its Louisville office. The firm is noted for business law, tax and finance, litigation, labor and employment, trusts and estates, emerging technology/intellectual property, and healthcare.

Stites and Harbison PLLC, founded in 1832, has 212 attorneys working in eight offices, including nearly 100 in its two Louisville offices. The firm specializes in business, finance, real estate, bankruptcy, business and liability defense, litigation, employment, construction, patents and intellectual property.



**THE LOBBY OF HURSTBOURNE PARK, A PROFESSIONAL OFFICE BUILDING MANAGED BY IPC.**

Photo courtesy of IPC Real Estate Management



**HURSTBOURNE PLACE IS A PRIME EASTSIDE SUBURBAN OFFICE BUILDING, LOCATED AT THE INTERSECTION OF HURSTBOURNE PARKWAY AND SHELBYVILLE ROAD.**

Middleton Reutlinger, established in 1854, operates two Louisville offices that employ some 40 attorneys. The firm is noted for business and corporate law, intellectual property, employment law, litigation and estate and tax planning.

Stoll, Keenan & Park, LLP, established in 1931, is a Lexington-based law firm that offers a wide array of legal services to businesses, organizations and individuals. The firm opened its Louisville office in 1993.

**ADVERTISING AND MARKETING**

Louisville is home to a thriving advertising industry. In fact, the Advertising Federation of Louisville, which supports the professional enhancement of all advertising and communications professionals in the Greater Louisville area, estimates that \$675 million of Louisville's \$1 billion advertising industry remains in the local economy. Advertising employs nearly 6,000 people in Louisville at an average salary of \$45,000 – considerably above the average local wage.

Creative Alliance, Louisville's largest ad agency, had gross income of more than \$16 million in 2001 and total billings of \$117.5 million. The firm employs about 150 people and is a full-service advertising agency.

Doe Anderson Inc., established in 1917, is one of Louisville's oldest advertising agencies. The agency reported gross income of

Photo courtesy of IPC Real Estate Management

**CONTINUED ON PAGE 52**

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**CONTINUED FROM PAGE 50**

\$12.3 million in 2001 and more than \$105 million in total billings. The agency employs some 130 people and specializes in advertising, design, public relations, direct marketing and interactive communications.

Power Creative reported \$12.3 million in gross income and \$82 million in total billings for 2001. The firm employs more than 130 people and is a full-service agency offering creative services, strategic planning, advertising, sales promotion and in-house photography.

PriceWeber had 2001 gross income of \$7.05 million on total billings of nearly \$46 million. The agency employs more than 75 people and focuses on advertising, promotional marketing, interactive/Web-site design, public relations and photography.

Ott Communications Inc. has about 60 full-time employees and reported gross income of \$5.8 million in 2001 on total billings of more than \$35 million. The agency specializes in advertising, strategic marketing, sales promotion, food marketing and photography.

**PUBLIC RELATIONS FIRMS**

Louisville has an extensive array of public relations agencies offering a range of services from graphic design to media relations, communications strategy, interactive communica-



**PLAINVIEW POINT IS A PROFESSIONAL OFFICE BUILDING DEVELOPED BY NTS CORPORATION.**

tions, employee communications, video production and other services.

New West LLC is Louisville's newest locally owned PR firm as well as one of the oldest. Established in 1971 as the Wenz-Neely Agency, the firm was later bought out by international giant Weber Shandwick Worldwide. In 2002, local investors bought back the operation, but maintain a close relationship with Weber Shandwick. With \$3.3 million in net fee income on revenues of \$5.13 million in 2001, New West is Louisville's largest PR agency.

Guthrie/Mayes Public Relations is Louisville's oldest, continually operated locally owned public relations firm. Established in 1977, the firm employs about 20 and offers full-service public relations/public affairs counsel and support. The agency reported net fee income of \$2.09 million on total revenues of \$2.24 million in 2001.

The Commonwealth Group, a public relations, public affairs counseling and lobbying agency, posted net fees and total revenues of \$892,000 in 2001. The agency, which employs 10, also does crisis management, media training, Web site design and news monitoring.

Public Relations Network had net fee income of \$743,697 on total revenues of \$927,875 in 2001. The agency specializes in corporate communications, issue management and marketing communications. It employs seven.

FSA Public Relations, which focuses on the food, beverage and hospitality industries, reported net fee income of \$429,685 on revenues of \$434,091 in 2001. The agency, which employs six, focuses on media relations, event planning, promotions, public relations and marketing. ■



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## COMPANIES – LARGE AND SMALL – THRIVE IN FERTILE LOUISVILLE BUSINESS CLIMATE

The new Louisville has developed a modern, diversified economy that is a model for the future. It includes Fortune 500 companies, a healthy mix of small and large manufacturing operations, and a large service sector. The city is also working, through government and private efforts, to become a major center of entrepreneurial activity, where promising new business ventures can find the support they need to flourish and grow the state's economic base.

Two traditional anchors of the city's economy are its two Ford Motor Co. assembly plants, which employ nearly 10,000 and make two of the most perennially popular vehicles in the United States. The Louisville Assembly Plant makes Ford Explorers, the vehicle

that started the sport utility boom and has been the third most-popular vehicle in the country for years. The Kentucky Truck Plant makes Ford's F-Series pickup trucks, America's best-selling vehicle for more than two decades.

Ford has been making cars in Louisville since 1913, and the quality of the Kentucky workforce has led it to make significant new investments in its Louisville operations in recent years. The Louisville Assembly Plant was rated the most productive assembly plant in North America in 1998, as measured in assembly hours per vehicle. In the late 1990s, Ford thought enough of the plant to make substantial investments in

Photo by Dan Dry



**LOUISVILLE IS A MAJOR AUTOMOTIVE CENTER, WITH TWO LARGE FORD PLANTS AND DOZENS OF AUTOMOTIVE SUPPLIERS IN THE REGION.**

improving its production facilities, and it will be the home of future production of the Explorer and a new model, the Aviator, even as Ford shuts down assembly plants elsewhere as part of a modernization program.

In 2002, the five millionth Explorer rolled off the line at the Louisville Assembly Plant, and Ford began negotiating with state government for tax incentives to invest hundreds of millions more in the plant. Ford also invested more than \$1.1 billion in two major expansions of the Kentucky Truck Plant during the '90s, making it the largest automotive assembly plant in North America.

CONTINUED ON PAGE 56





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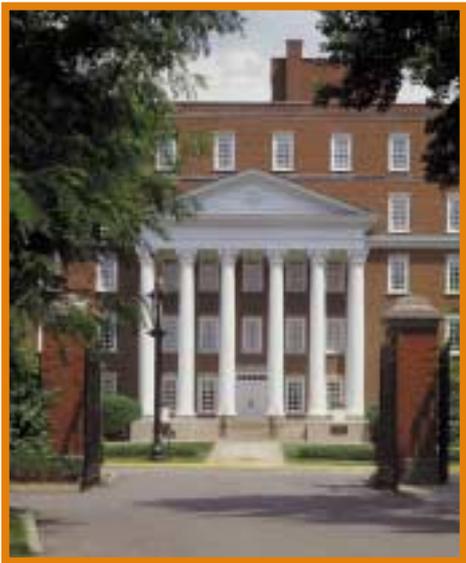


Photo courtesy of Brown-Forman

**BROWN-FORMAN, A DIVERSIFIED PRODUCER OF FINE CONSUMER PRODUCTS, IS ONE OF LOUISVILLE'S SIGNATURE COMPANIES.**

**CONTINUED FROM PAGE 54**

The growth of these plants has been a major factor in Kentucky's emergence as a major automobile producer and in the explosive growth of a new sector in Kentucky's econ-

omy. Kentucky ranks third among all states in automotive production and in 2001 was ranked the leading state for automotive growth by *Business Facilities* magazine. A lot of that growth is spread around the state, among smaller companies that have set up in Kentucky to supply parts to the state's assembly plants. There are now more than 350 such companies, employing more than 75,000 Kentuckians.

The Louisville economy also includes 15 of the top 25 Kentucky companies as measured by market capitalization, founded on products and services ranging from steel processing to health insurance to pizza and fried chicken to Thoroughbred racing. Three of them – Humana Inc., LG&E Energy and YUM! Brands – are Fortune 500 companies. Seventeen Fortune 500 companies have significant operations in Louisville.

For 75 years, Brown & Williamson Tobacco Corporation has had its headquarters in Louisville, benefiting greatly from the area's talented and industrious labor pool, central location, good business climate and excellent quality of life.

**THE SPEED SCIENTIFIC SCHOOL AT THE UNIVERSITY OF LOUISVILLE HAS BEEN ASSISTING INDUSTRIAL USERS WITH ITS RAPID PROTOTYPE CENTER SINCE 1993, WHEN IT BECAME THE FIRST U.S. UNIVERSITY TO PURCHASE AND OPERATE SELECTIVE LASER SINTERING EQUIPMENT THAT CAN PRODUCE COMPLETE MODELS OF PRODUCTS. IN ADDITION TO STUDENTS USING THE EQUIPMENT FOR RESEARCH, COMPANIES THAT BELONG TO THE RAPID PROTOTYPE CENTER'S CONSORTIUM CAN USE THE TECHNOLOGY TO TEST PRODUCTS.**

Since moving to Louisville from North Carolina in 1927, B&W has grown from a small regional business to the third-largest tobacco company in the United States. The company currently employs approximately 5,000 people, nearly 10 percent of whom are located in Louisville. The product portfolio includes such well-recognized names as KOOL, Pall Mall, GPC, Misty, Capri, Carlton, Lucky Strike, Viceroy and Tareyton cigarettes.

B&W has given much back to the region over the years, recognizing that the community and state have played important roles in the success of the business. The company and its employees have contributed \$3.7 million to charitable causes and more than 5,700 volunteer hours for 25 different donations. In addition, the company sponsors the annual "Brown & Williamson's Light Up Louisville" celebration, a spectacular event that draws some 110,000 people downtown to start the holiday season.

Another signature Louisville-based company is Brown-Forman, a diversified producer and marketer of fine quality consumer products. It was founded in Louisville in 1870 by George Garvin Brown and has been headquartered there ever since. Brown-Forman's current chairman and CEO, Owsley Brown II, is the great-grandson of the founder.

**CONTINUED ON PAGE 58**

Photo by Dan Dry



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CONTINUED FROM PAGE 56

Brown-Forman employs 7,000 people worldwide, with about 1,300 located in Louisville. In fiscal 2002, the company reported net sales of \$2.2 billion and net income of \$228 million. Brown-Forman, which is one of the largest American-owned spirits companies and among the top 10 largest global spirits companies, sells its brands in more than 135 countries.



Photo by Dan Dry

THE F-SERIES PICK-UP TRUCK, PRODUCED AT FORD'S KENTUCKY TRUCK PLANT IN LOUISVILLE, HAS BEEN THE BEST-SELLING VEHICLE IN THE U.S. FOR 26 STRAIGHT YEARS.

Through most of its first 85 years, Brown-Forman was primarily a bourbon company, marketing Kentucky's finest whiskey in the U.S. Starting in the mid-1950s, the company began a series of acquisitions that would transform it into an international enterprise. These included the purchase of Jack Daniel's in 1956 and the subsequent acquisition of Canadian Mist, Southern Comfort, Lenox China and Hartmann Luggage, Fetzer California Wines, Bolla Italian Wines, and California's Sonoma-Cutrer Winery. The company also holds equity positions in Finlandia Vodka, Glenmorangie Single Malt Scotch, and Tuaca Liqueur from Italy.

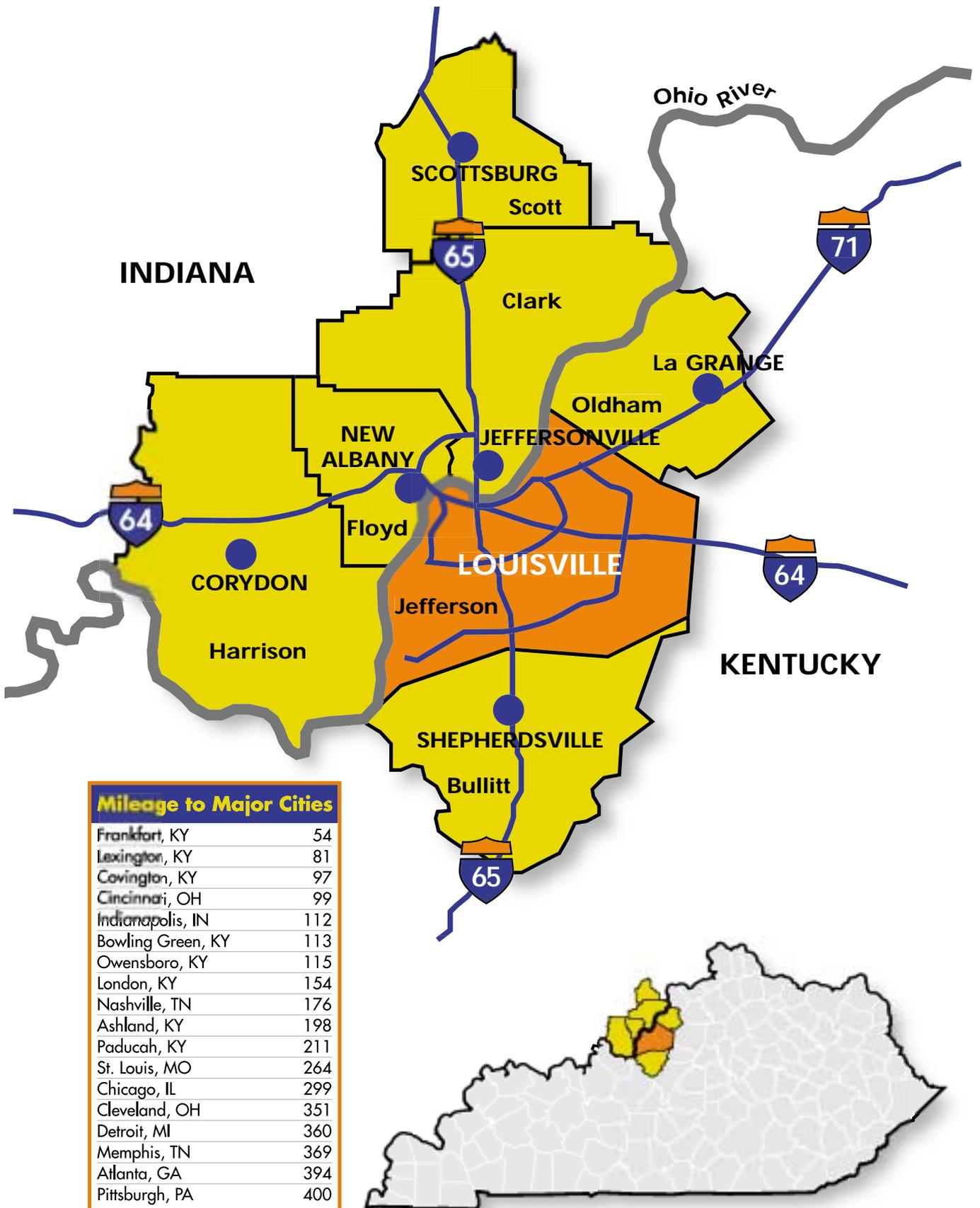
In addition to the aforementioned brands, Brown-Forman also owns and/or markets Korbel California Champagnes, Old Forester, Woodford Reserve, Appleton Rums, Amaraula Cream Liqueur, Dansk tableware, and Gorham silver and crystal.

Louisville is also home to three companies that appeared in the 2002 *Inc. 500* list of fastest-growing companies in the U.S., evidence of its ability to grow new business. The city is making deliberate, highly organized efforts to promote more such entrepreneurial activity. Among them are the creation of the Enterprise Corp., a central community agency for encouraging entrepreneurial activity; the creation of eMain USA, a six-block area in downtown Louisville, as a district to cater to young technology companies and their workers; and several programs connecting the resources of the community's educational institutions with various public efforts to train and support entrepreneurs.

Most of these efforts are young, but there are already promising results. From 1996 through 2001, Louisville companies made 12 initial public offerings of stock. In 1997, Louisville was recognized as one of "30 Great Cities to Start Out In," in a book by that name.

Louisville's educational institutions play an important role in the city's economy, both as sources of valuable brain power for economic development and as economic forces themselves. The principal institutions include the University of Louisville, Bellarmine University, Spalding University, and Indiana University Southeast, as well as two seminaries: Louisville Presbyterian Theological Seminary and the Southern Baptist Theological Seminary.

U of L has taken a leading role in economic affairs. Its business school has become one of the country's most notable academic centers of entrepreneurial activity. Its Information Technology Resource Center has helped launch 10 new technology companies, and the university has established agencies to help its faculty license, fund and market businesses based on the products of their research. As Kentucky advances into a future where intellectual skills and an adventurous spirit will be critical to economic success, the new Louisville is preparing itself to be at the forefront of that success. ■



Map design by Steve Kries

## GREATER LOUISVILLE INC. HELPS NEW CITY GROW AND PROSPER

Three years before voters approved a referendum to merge local government, Louisville business leaders undertook another significant consolidation when, in September 1997, they began the process of combining economic development organizations.

Greater Louisville Inc. – The Metro Chamber of Commerce was created out of a community-wide visioning process that began in 1996. The Visioning Report, adopted in 1997, set forth the goal of transforming Louisville into a national economic “hot spot” — and GLI was charged with the responsibility of implementing the report’s 33 recommendations. (A five-year update of the Visioning Report, published in August 2002, showed that the

community had made substantial progress on 28 of the 33 recommendations.)

GLI is the area’s main business-leadership organization. It houses a full-time staff of economic development professionals specializing in site selection, economic research, business retention and expansion to help all area companies, even those that do not belong to The Chamber. GLI also provides professional development, entrepreneurial assistance, government advocacy, workforce assistance, minority-business development and opportunities for contacts and referrals.

Since 1998, GLI has helped 236 companies either expand or locate new operations in the Louisville metropolitan area. Those companies have invested more than \$1.2 billion in the



community. In addition, the projects have resulted in more than 19,000 new jobs that have created nearly \$718 million in new annual salaries. (Figures are through October 2002.)

While GLI works with large companies – such as Ford Motor Co., General Electric Co. and United Parcel Service Inc. – for economic development projects, it also provides assistance to start-ups and small businesses to help them grow and prosper.

The Enterprise Corp. is a GLI company that connects fast-growth companies with sources of venture capital. It works with a pool of private-equity investors who are willing to put money into promising new business ideas. It also manages several programs that educate, encourage and promote business contacts for entrepreneurs.

In 1996, the amount of venture capital available in Louisville was about \$9 million. Today that figure stands at more than \$250 million.

GLI’s Inc.tank features several programs and products to help small businesses grow and prosper. The Small Business Breakfast Club offers small-business leaders a chance to build top-quality relationships and learn valuable tips from other local entrepreneurs. The Business at Breakfast series gives small-business leaders a chance to learn from the heads of some of the community’s most successful companies, and the Greater Louisville Inc. OGDEN NEWELL & WELCH Inc.credible Awards honor five small businesses for their contributions to the community and the economy.

For more information about GLI’s programs and services, go to [www.GreaterLouisville.com](http://www.GreaterLouisville.com) or call (502) 625-0000 or (800) 500-1066. ■



Photo by Michael P. Laner

GREATER LOUISVILLE INC. MOVED INTO ITS NEW HEADQUARTERS AT 614 WEST MAIN IN 2002.



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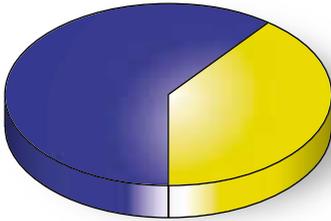
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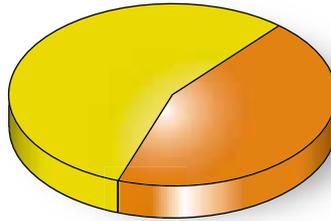
## 2002 Greater Louisville Economic Development Figures

**Number of Projects**



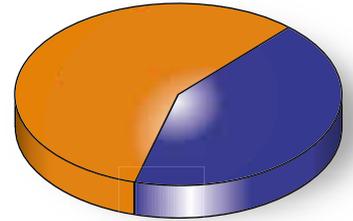
**Expansion: 26**  
**Attraction: 17**

**Total payroll (figures are rounded):**



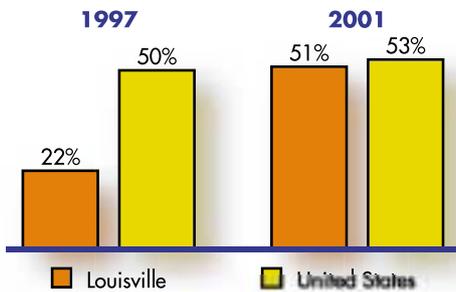
**Expansion: \$41.7 million**  
**Attraction: \$52.9 million**

**Number of Jobs**



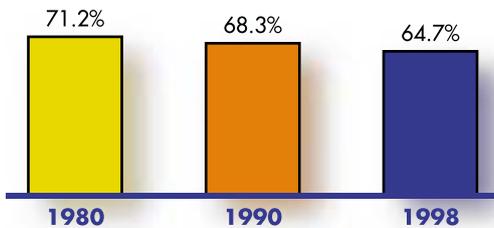
**Expansion: 1,030**  
**Attraction: 1,395**

### Percentage of Louisville MSA Households with PCs vs. US



Source: Scarborough Research

### Share of Jefferson County Workers Residing in Jefferson County



Source: Grubb & Ellis/Commercial Kentucky

### Warehouse/Distribution Space



Source: Grubb & Ellis/Commercial Kentucky

### Louisville Tourism Development Funds on a Per-Project Basis

PROPOSED, APPROVED OR COMPLETED

	Millions
Churchill Downs Expansion/Renovation	\$127.0
Marriott Hotel Downtown	\$110.0
Kentucky Fair & Exposition Center Expansion/Renovation	\$102.0
Waterfront Expansion	\$90.0
Fourth Street Live	\$70.0
Executive Inn, Executive West and	
Galt House Renovations	\$60.0
Muhammad Ali Center	\$41.0
Owsley Brown Frazier Historical Arms Museum	\$30.0
Airport Hotel	\$28.0
Kentucky Center for African American Heritage	\$20.0
Embassy Suites	\$18.0
Hilton Garden Inn	\$18.0
Gorilla Forest Exhibit	\$15.0
Glassworks	\$8.0
Louisville Science Center	\$7.6
Kentucky Art and Craft Foundation	\$4.7
Gheens Science Hall & Rauch Planetarium	\$2.8
Louisville Extreme Park	\$2.5
<b>TOTAL</b>	<b>\$754.6</b>

Source: Greater Louisville Convention and Visitors Bureau

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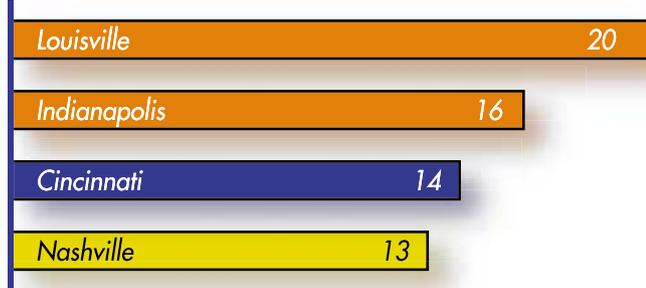
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## Inc. 500 Companies Total: 1996 - 2001



Source: Inc. Magazine

## Initial Public Offerings (IPOs)

City	1993-1995	1996-2001
Louisville	3	12
Indianapolis	11	13
Nashville	12	22
Cincinnati	4	5

Source: NASDAQ

## Major Medical Facilities

### Jefferson County

Baptist Hospital East	(502) 897-8100
CARITAS Medical Center	(502) 361-6000
Department of Veterans Affairs Medical Center	(502) 895-3401
Jewish Hospital	(502) 587-4001
Kosair Children's Hospital	(502) 629-6000
Norton Audubon Hospital	(502) 636-7111
Norton Hospital	(502) 629-8000
Norton Southwest Hospital	(502) 933-8100
Norton Suburban Hospital	(502) 893-1000
University of Louisville Hospital	(502) 562-3000
Kindred Hospital-Louisville	(502) 587-7001

### Oldham County

Baptist Hospital Northeast	(502) 222-5388
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### Shelby County

Jewish Hospital-Shelbyville	(502) 647-4000
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### Indiana Counties

Clark Memorial Hospital	(812) 282-6631
Floyd Memorial Hospital and Health Services	(812) 944-7701
Harrison County Hospital	(812) 738-4251
The Medical Center of Southern Indiana	(812) 256-3301
Scott Memorial Hospital	(812) 752-3456

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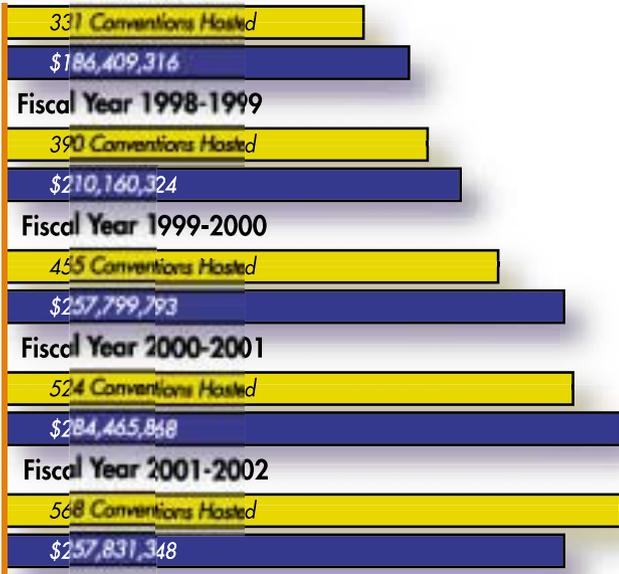
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## Number of Conventions and Estimated Economic Impact

### Fiscal Year 1997-1998



Source: Greater Louisville Convention & Visitors Bureau

## Greater Louisville Financial Institutions

Companies doing business in Greater Louisville find financial services ranging from full-service banking to specialized investment and loan opportunities. Most institutions offer numerous branches scattered throughout the metropolitan area. The following list includes the name and phone number for each main office.

BB&T	(502) 589-3351
The Bank-Oldham County	(502) 222-2100
Bank One Kentucky, NA	(502) 566-2000
Bullitt County Bank	(502) 543-2245
Citizens Union Bank	(502) 633-4450
Commonwealth Bank and Trust Company	(502) 244-7700
Community Bank of Indiana	(812) 944-2224
Fifth Third Bank, Kentucky Inc.	(502) 562-5300
First Bank One	(502) 499-5600
First Savings Bank, FSB	(812) 283-0724
US Bank	(502) 562-6000
Harrison County Bank	(812) 364-6192
National City Bank of Kentucky	(502) 581-4200
Peoples Bank Mount Washington	(502) 538-7301
The Peoples Bank of Bullitt County	(502) 543-2226
PNC Corporation	(502) 581-2000
Regional Federal Savings Bank	(812) 948-5500
Republic Bank and Trust Company	(502) 584-3600
The Scott County State Bank	(812) 752-4501
Shelby County Trust Bank	(502) 633-1000
Stock Yards Bank and Trust Company	(502) 582-2571

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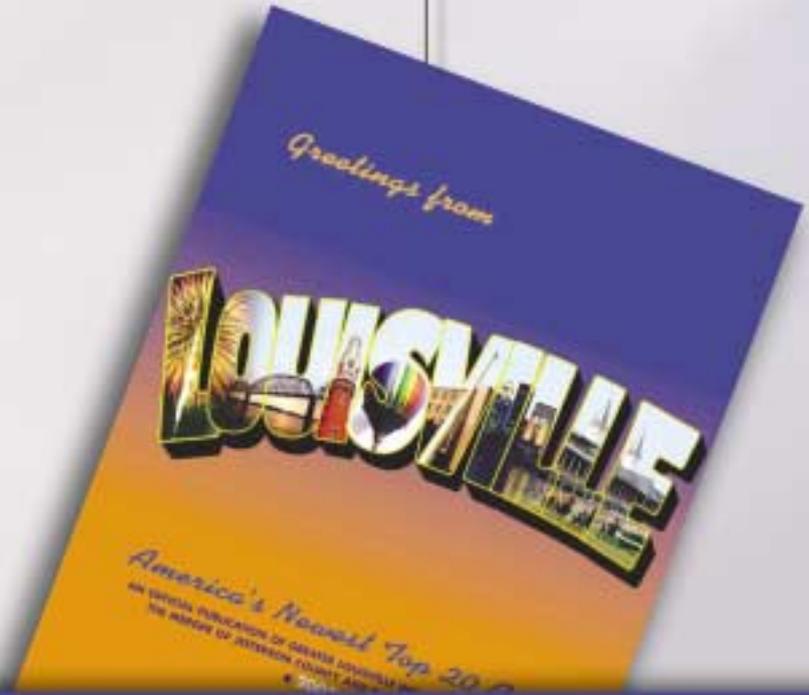
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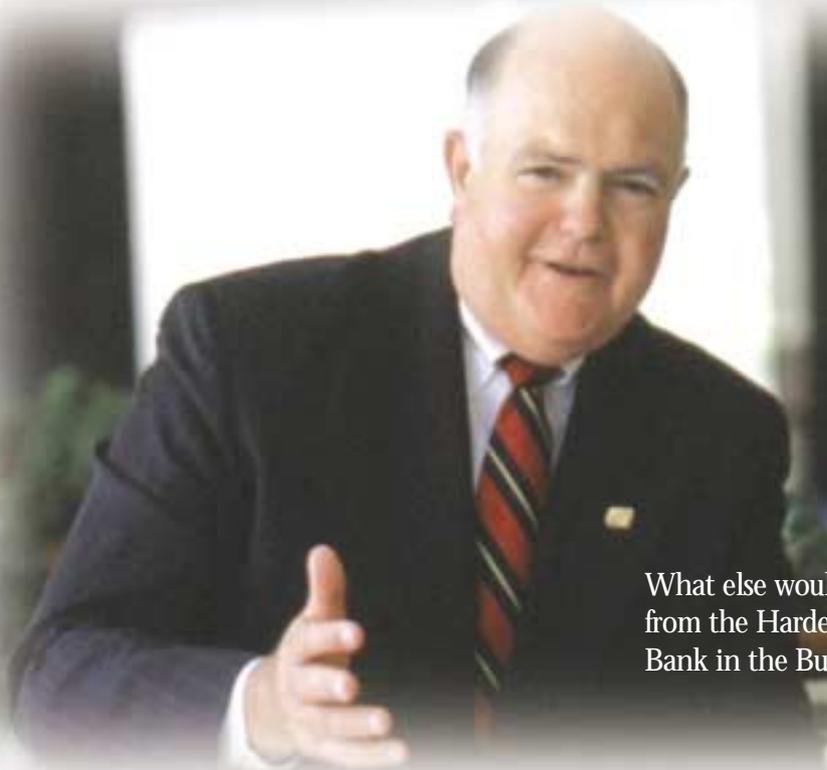
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