

MARKET REVIEW

of Greater Louisville and Southern Indiana 2016



Attracting The Best And The Brightest

Greater Louisville and Southern Indiana's
economic, entertainment and residential landscape
get's growing global notice



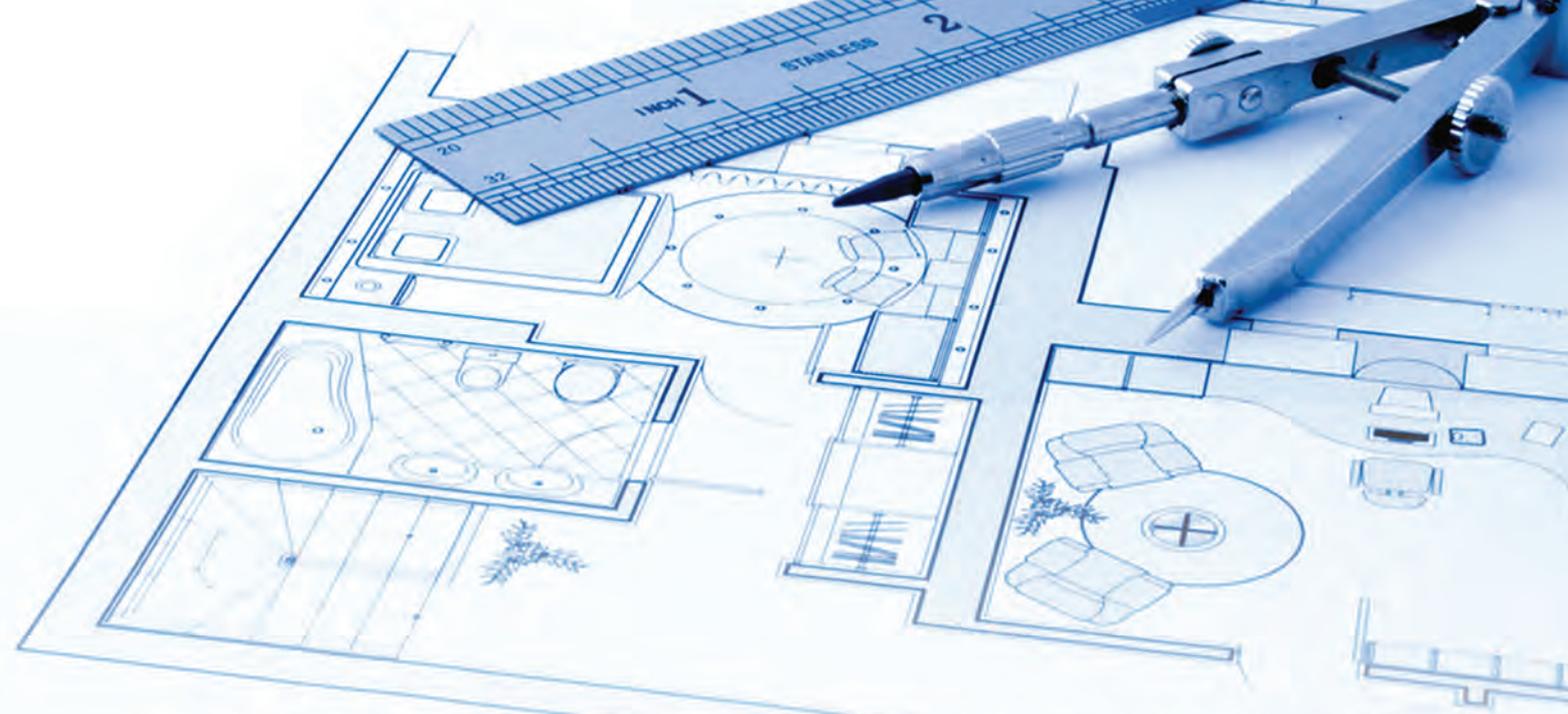
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The Lane Report

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A top-down view of architectural blueprints spread on a white surface. A stainless steel ruler is placed across the top left. A silver compass and a silver pen are positioned on the right side. The blueprints show various floor plans, including a circular room with a cross in the center, a rectangular room with a bathtub, and a living area with a sofa and a circular table. The word "KEMI" is written in large, bold, blue letters, with the letters filled with a pattern of blue architectural lines.

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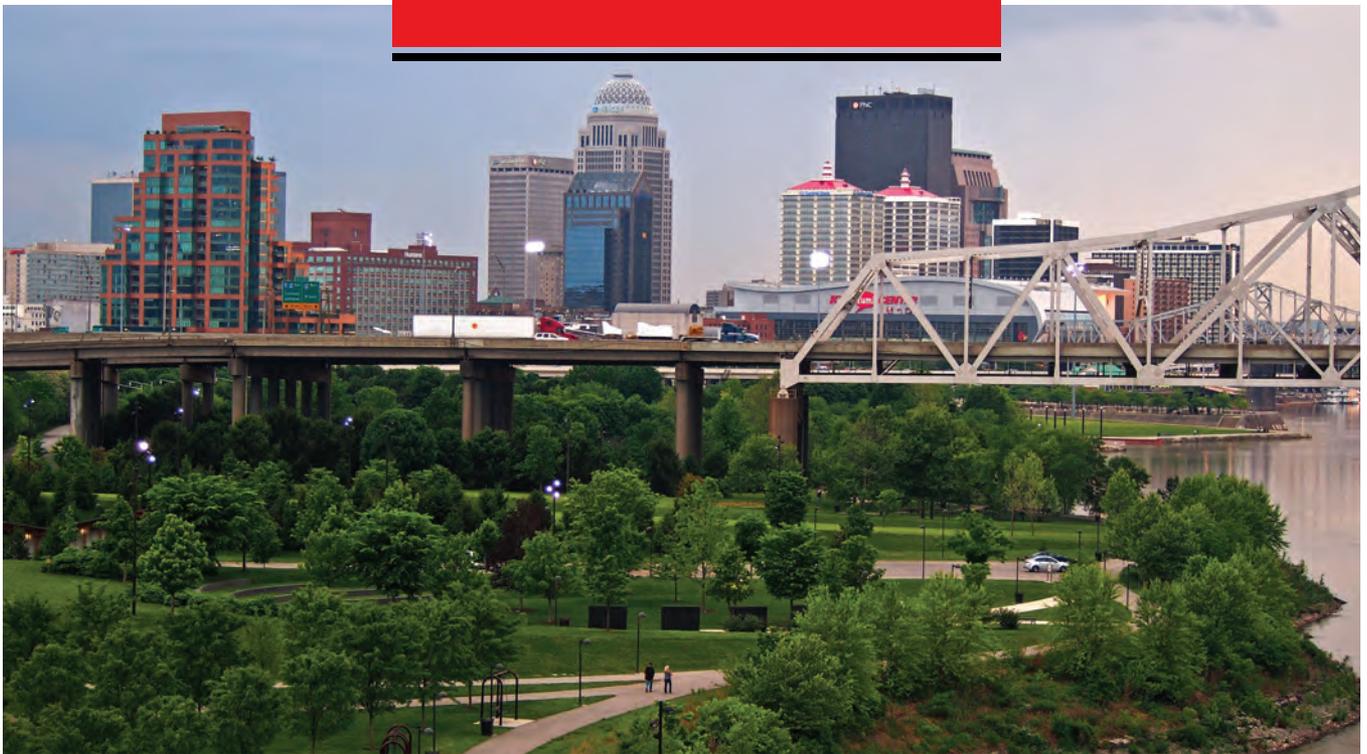


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ON THE COVER

Louisville, its surrounding counties and Southern Indiana are a prime place to live, play and do business. The city is undergoing a major Talent Attraction push and is utilizing its spectacular waterfront assets.

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Data in Market Review of Greater Louisville and Southern Indiana have been provided by many local, state and federal agencies. Data are believed to be accurate and current, but are not warranted by Lane Communications Group.

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Attracting the best and brightest

Greater Louisville and Southern Indiana's economic, entertainment and residential landscape continues to impress



Brett Helt photo

Above: State of the art Yum! Center; with 22,000 seats and stunning concourse views of the Ohio River and downtown Louisville, is the setting for dozens of sporting and cultural events and business gatherings.

Left: The Frazier History Museum on Main Street downtown is only one of several major cultural exhibit venues in Louisville that mount national and international shows.



Brett Hait photo

Above: The Ohio River is the original economic heart of Louisville and remains a major artery of commerce. The thriving Central Business District that today is attracting young adults from around the state and nation – by one survey even surpassing Portland, Ore. – has risen on its banks, just above the Falls of the Ohio.



Brett Hait photo

Above: Iconic Churchill Downs and its signature Twin Spires are the familiar setting the first Saturday in May of the Kentucky Derby. Tulips and women's hats bloom profusely as the top 3-year-old Thoroughbreds challenge for horseracing supremacy.

Below: In the fall, Riverthon, a series of three paddlesport racing events, takes place on the Ohio River. It includes 7-, 22- and 50-mile competitions.



Gerry Saevo/Explore Kentucky Initiative photo

PEOPLE & PLACES

Brett Hait photo



Brett Hait photo

Above: The New Albany Riverfront Amphitheatre hosts dozens of entertainment events every year on one of the most scenic sections of the Indiana banks of the Ohio River.

Left: The 134-acre Louisville Zoological Gardens has more than 1,500 animals. The Zoo's award-winning Islands, Gorilla Forest and Glacier Run exhibits have been recognized by AZA for their excellence and innovation.

Brett Hait photo



Above: Jeffersonville, Ind., is across the river from downtown Louisville. The Big Four pedestrian bridge provides a walkable link to the 50,000-population city.



Above: Bardstown, seat of Nelson County, is known as the Bourbon Capital of the World but increasingly also is garnering recognition as one of America's most beautiful small towns.



Brett Hait photo

Fund for the Arts photo

Above: Kentucky Shakespeare, founded in 1949, is the oldest free Shakespeare festival in the United States.



Left: The Ohio River regularly undergoes clean-up initiatives and is open to recreational watercraft like wave runners.



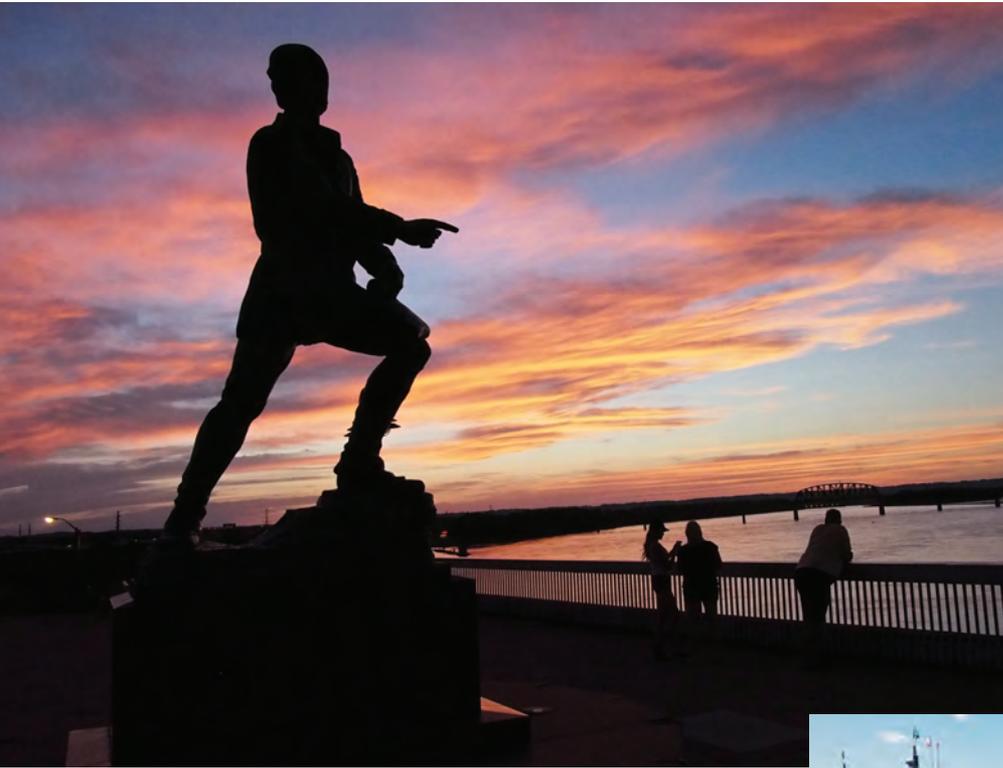
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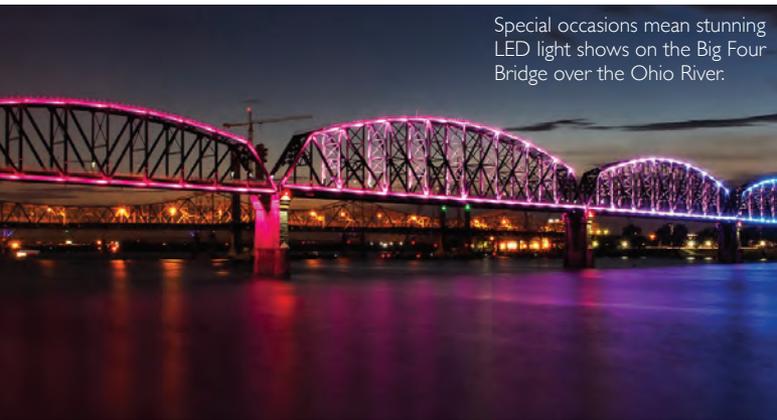
Brett Hail photo



Above: Louisville has thousands of acres of greenspaces and a park system designed in the 1890s by Frederick Law Olmstead.

Left: A statue of George Rogers Clark, the Father of Louisville, statue overlooks the river: He is often called Washington of the West.

Below: The Longines Kentucky Oaks race for fillies the day before the Kentucky Derby has been preceded for the past eight years by a breast and ovarian cancer Survivors Parade; 142 people walked in 2016 for the 142nd running of the Oaks. Churchill Downs' net revenue for Oaks day 2015 was a record \$1.2 billion, a 49 percent increase from 2014.



Special occasions mean stunning LED light shows on the Big Four Bridge over the Ohio River.



Right: Dining venues in Southern Indiana offer wonderful waterfront views of the Louisville skyline.

Below: Public murals are sprinkled around the city, such as "Kentucky Rushmore" in Louisville's Highlands neighborhood, which depicts cultural icons Muhammed Ali, Abraham Lincoln, Colonel Harlan Sanders and Triple Crown winner Secretariat.



Brett Hail photo





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Above: Italianate antebellum Whitehall mansion in Louisville and its 14-acre gardens and arboretum is a popular wedding venue and is a popular stop for locals and visitors alike. It is near 409-acre Cherokee Park two miles east of downtown.

Below: The annual Kentucky State Fair at the 520-acre Kentucky Exposition Center near Louisville International Airport attracts 600,000 over 11 days for exhibits, arts and agricultural competitions, midway rides and food plus concerts by national performers.



Brett Hait photo



Brett Hait photo

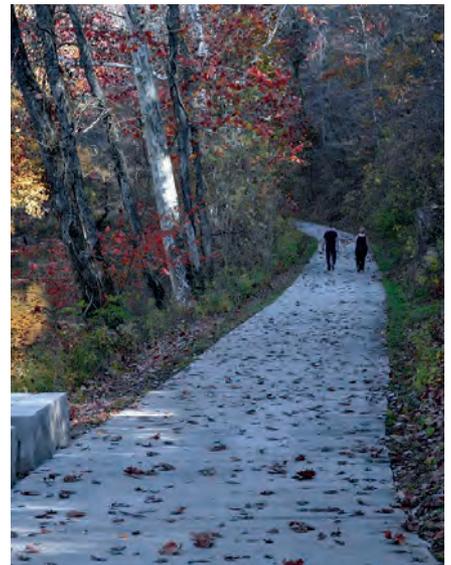
Above: The Belle of Louisville, built in 1914, is the oldest operating steamboat in the United States and is a National Historic Landmark.



Brett Hait photo

Above: The \$2.3 billion Ohio River Bridges Project includes two new bridges, adding six lanes downtown to major national north-south artery I-65 as well as a four-lane East End Crossing connecting Kentucky and Indiana's I-265 bypass loops. The downtown Abraham Lincoln Bridge opened ahead of schedule in 2016.

Right: The Louisville Loop is an estimated 100-mile multiuse trail system that, when completed, will encircle the city, and include abundant linear parkways and easy access to the Greater Louisville region's spectacular natural environment.



Brett Hait photo



Above: The Big Four Bridge is a former railroad crossing over the Ohio River that has been redeveloped into a major pedestrian attraction connecting Louisville and Southern Indiana.

Right: The iconic 293-room Brown Hotel was built in 1923 and is a business and cultural cornerstone of downtown. It adjoins the Brown Theater and its English Grill restaurant attracts diners in its own right. The famous Hot Brown open-face sandwich was born here in 1926.

Below: Reminders that Louisville hosts the most famous horserace in the world are common, such as the painted statues created during Gallopooza fund-raisers in 2004, 2009 and 2015.

Brett Hait photo



Alena Schuckmann photo



Brett Hait photo

Rebecca Bassett photo

Above: Operated by the nonprofit 21st Century Parks, The Parklands of Floyd's Fork is a 4,000-acre, linked system of four parks: Beckley Creek Park, Pope Lick Park, Turkey Run Park and Broad Run Park. It is an element of the 100-mile Louisville Loop parks-trails system.

Left: Louisville City FC, a member of the professional United Soccer League, played its first season's matches at 13,000-seat Slugger Field. A stadium of its own is being planned.

Talent attraction today's economic key

Louisville must draw immigration, especially international, to fill skilled jobs for native business

BY KENT OYLER, PRESIDENT & CEO OF GREATER LOUISVILLE INC.

THERE is no silver bullet for building a robust, regional economy. If there was a clear path to success, then everyone would be following it. That's simply not the case. It takes investment from business leaders, elected officials and the community as a whole to create a vibrant environment in which people want to work and live. The key ingredient however is clear: It's skilled people.

The people who comprise a community are what make it go and grow. It's time we started investing in them and bringing more talented people into Kentucky and Greater Louisville, as well as improving retention of skilled folks already here. Talent attraction is an issue facing communities across the country.

A shortage in qualified workers is one of the top complaints of GLI members. Since the economy rebounded, there are thousands of open high-wage jobs in Greater Louisville. Finding the right people to fill them is more difficult than ever.



Kent Oyler

In 1Q16, Greater Louisville had more than 8,800 job listings for positions requiring a bachelor's degree or higher level of education. Those open high-skill jobs carried a mean salary of \$79,000,

which means that we are missing out on over \$700 million in economic impact. When openings include associates degrees and skilled trades, the number of open positions more than double.

Increasingly, businesses are looking to economic development partners to help them recruit. It's a complicated issue, but one we are ready to tackle.

Oftentimes, we hear that businesses do not have a great way to sell our region to job candidates and their families. Corporate recruiters will say they are good at selling their company, but not as prepared to sell their community.

It's not just a job that will make someone move. They need to feel like they know the community to which they are relocating. Will there be a good place to meet people who share similar interests? What are the quality of life amenities? How is the traffic?

Brett Hait photo



Which neighborhood is right for me? These are vital to someone deciding to relocate, specifically millennials.

In the past five years, our inbound migration of that generation has been 4 percent, compared to 15 percent in places like Nashville. Clearly we must do better.

Strategies around attracting talent are as important as efforts to attract businesses. GLI is working on a number of strategies to support interested newcomers. Strategies like our Talent Ambassador Initiative; our talent toolkit; and our efforts around entrepreneurship.

We are creating an ambassador program that recruits corporate representatives, family members, college roommates and others to be an extension of Greater Louisville.

To assist them with this task, GLI is building an online talent toolkit offering information on career opportunities, real estate and a view into life in the area. It even has a cost of living calculator. This toolkit offers tangible information that helps us sell ourselves.

For the next year, GLI also will be focused on recruiting talented international professionals. Data shows that communities that have international migration are growing their talent base at a much faster pace. Louisville added a net 6,367 people to its population over

the past five years thanks entirely to the inbound migration of international people.

We need to step up the game-plan for supporting and recruiting international talent to the area. Many times, these professionals are ready to step into jobs in the engineering and healthcare sectors. We need to support their transition and help them integrate into communities.

In addition to recruiting and growing talent, GLI believes that growing entrepreneurs creates a new pool of talent. GLI is known for its support of local start-up companies and while we grow businesses, we are growing new pools of talent focused on innovation. In the first quarter of this year alone, EnterpriseCorp, the entrepreneurial arm of GLI, helped five early-stage companies secure \$2.79 million in funding.

There is a lot to do around this talent attraction and retention challenge, and GLI plans to be the loudest and most aggressive we have ever been on this issue. We will rally companies to join our efforts and we will inspire friends and family to be an extension of our cause. Together, we can bring our sons and daughters home. We can recruit friends who have never thought of living here before. And we can transform our population growth to serve companies and better our community. It's a communal effort and we accept the calling. ●



The Greater Louisville region is a major hub for advanced manufacturing activity, and like other business sectors, finding qualified people to fill the ample opportunities that are available can be a challenging task.

Minding the gap

How Louisville is on track to attract the workforce of tomorrow

BY SUSAN GOSELIN

LOOKING for a job? According to the city’s recent numbers, Louisville might be the right place to start.

In fact, according to the most recent numbers from Greater Louisville Inc., the city now has 9,916 open jobs waiting to be filled – many in burgeoning new sectors like logistics, advanced manufacturing, healthcare, technology and the food industries.

They’re not the only ones reporting opportunities ahead. PNC Bank just declared the Louisville and Lexington markets “on fire” in its latest “Louisville Lexington Market Outlook,” saying the area is 5 percent above its pre-recession peak, compared to 2.5 percent nationally, with the area showing big gains in the professional education, healthcare and manufacturing sectors. Median household

Median household incomes have risen by about \$1,000 in 2015 to \$53,000 as the labor market has tightened to a 4.3 percent unemployment rate in 2015, down from 5.6 percent in 2014.

incomes have risen by about \$1,000 in 2015, the report said, to \$53,000 as the labor market has tightened to a 4.3 percent unemployment rate in 2015, down from 5.6 percent in 2014.

And this is just the beginning. According to Kentucky Cabinet for Economic Development, from January to December 2015, companies in the Louisville area (excluding Southern Indiana) made more than \$2.3 billion in

capital investments, which will result in an additional 7,000 jobs coming soon. Economic development officials expect net investments and employment growth to continue when Humana’s sale to Aetna is completed and UPS completes its expansion of its package sorting facility, among many other projects.

But the big question remains: Does Louisville have the available workforce to fill those jobs?

Building it, so they will come

Deanna Epperly-Karem, GLI’s vice president for regional growth, said building the well-educated, experienced workforce growing companies need will be one of the organization’s biggest challenges in coming years, and one it is determined to address.

“Right now as we speak, there are 8,800 professional jobs open in Louisville that

From January to December 2015, companies in the Louisville area (excluding Southern Indiana) made more than \$2.3 billion in capital investments, which will result in an additional 7,000 jobs coming soon.

require an associate's degree or higher, not counting skilled labor jobs. Companies are expanding, baby boomers are starting to retire ... yet we have not had the influx of people we need to fill those jobs. Our population growth has been small, at best," Epperly-Karem said. "We need to look at all the options to get companies the right employees, at the right time, if we want to have an environment where companies can stay and grow in Louisville."

In fact, the Louisville area's population growth is on the upswing, with population expanding by 2.8 percent since 2010, but much of it happening in surrounding peripheral areas like Jeffersontown, Oldham County and the like, with Jefferson County staying flat. This puts Louisville on the low end of the range with its competitor cities.



During the same period, Cincinnati grew 1.6 percent, Indianapolis 4.4 percent, Columbus 4.9 percent, Oklahoma City 6.7 percent, Charlotte 7.4 percent and Nashville 7.3 percent, respectively. With an unemployment

Louisville's recreational scene is a prime place for millennials, especially with many opportunities for standup paddleboarding (better known as SUP), which is one of the fastest growing sports in the world.



rate of 5.3 percent, (just below the national rate of 5.5 percent), the issue is not whether there are enough people in Louisville to fill the positions. The issue is whether Louisville has the people with the right training to take the positions, or whether Louisville can attract the right people into the market to fill them.

The secret to doing that, Epperly-Karem said, is to attack each potential

Major economic sectors

Louisville Forward identifies five main sectors as the area's biggest economic impacters. All of these areas are in need of talented and skilled workers. Here is how they currently stack up:

SECTOR	PEOPLE EMPLOYED
Advanced Manufacturing	77,000
Business Services	25,000+
Food & Beverage	15,000+
Lifelong Wellness & Aging Care	21,000
Logistics & eCommerce	40,000+

Louisville has been recognized by *Southern Living* magazine, Lonely Planet, Zagat and other notable hospitality sector media outlets as a top tourist destination.



“Our goal is to speed up growth and hiring, but to do that you can’t just have one overall effort. We have to address all the different ways qualified people could come to those open positions.”



— Deanna Epperly-Karem, Vice President for Regional Growth, Greater Louisville Inc.

market with specialized strategies – an effort that is key to her new position at Greater Louisville Inc.

“Our goal is to speed up growth and hiring, but to do that you can’t just have one overall effort,” Epperly-Karem said. “We have to address all the different ways qualified people could come to those open positions. There are the people already at expanding companies who can learn on-the-job for new roles. There’s qualified people we need to attract from nearby states, and also international candidates with specialized skills.

“Then there are the college students. We need to convince college students from the best universities to settle here, but we also need to convince college students already going to school in Kentucky that starting their careers in Louisville is the thing to do.”

These next few months, Epperly-Karem said, are being devoted to gathering community input and finishing a comprehensive, multiyear plan that will tackle the talent-attraction challenge head on. Meanwhile, new initiatives are underway or developing.

Creating ambassadors

Some efforts, however, are already underway, none more so than GLI’s refreshed Ambassador program. Here, GLI is putting together a group of approximately 150 Louisville entrepreneurs, management leaders and community connectors to become ambassadors for the city.

Those who belong to the group will be updated with the latest and greatest success stories from Louisville as they happen, and be given training on how to talk about Louisville to other business leaders/potential recruits. Not only will this group be called upon to talk to potential incoming businesses, they will be asked to serve as mentors to business leaders who are ready to commit to relocating to or expanding in Louisville.

Forecastle Music Festival is a three-day music, art, and environmental activism festival held annually at Waterfront Park. The city’s festival scene is a major draw for young people.

To support this effort, the existing liveinlou.com and workinlou.com websites are now in the process of being redesigned and combined into one Louisville Ambassadors website. The site will be a repository of everything someone locating to Louisville would want to know, combining a job opening database with information on neighborhoods, schools, cost of living, parks, arts, and food and entertainment, as a start.

With 150 officially trained ambassadors in the program, the website will bring in interest from an even larger group – those who want to say good



New business and new residents alike are attracted to Jeffersonville, Ind., for its business friendly environment and its vibrant cultural scene.

TALENT ATTRACTION

things about Louisville to tell their friends and family.

While the idea of ambassadors has been tried before, this time extensive training and online materials will help them bridge the gap between merely being community cheerleaders and being true mentors to those looking to come here.

It was this kind of support that made the difference between leaving Louisville and staying for Allie Truttman, founder and CEO of Wicked Sheets, a small company that is getting a big name for itself manufacturing and selling specialty bedding that wicks away moisture – a boon for people who have hot flashes or night sweats. Truttman has the sheets sewn in Cincinnati, but all her logistics, fulfillment and headquarters functions are done here in Louisville.

“I originally came to Louisville to go to college, and I found the networking I was able to do was so effective I never wanted to

leave. I came to see that Louisville is really as big or as small as you want it to be,” Truttman said.

“It’s big enough to have tremendous resources for entrepreneurs and groups of professionals that are willing to donate their time to help you succeed. When all I had was an idea for a business, GLI stepped in with education and connections to accountants, lawyers and manufacturing experts that really helped me to understand the ‘how’ in putting my business together. And yet Louisville is small enough to be truly affordable, so you can afford to take a chance to grow a business.

“People here really know you and care about you, like they do in a small town,” she said. “I feel like I can accomplish anything here, and ultimately, that’s what attracted me to Louisville.”

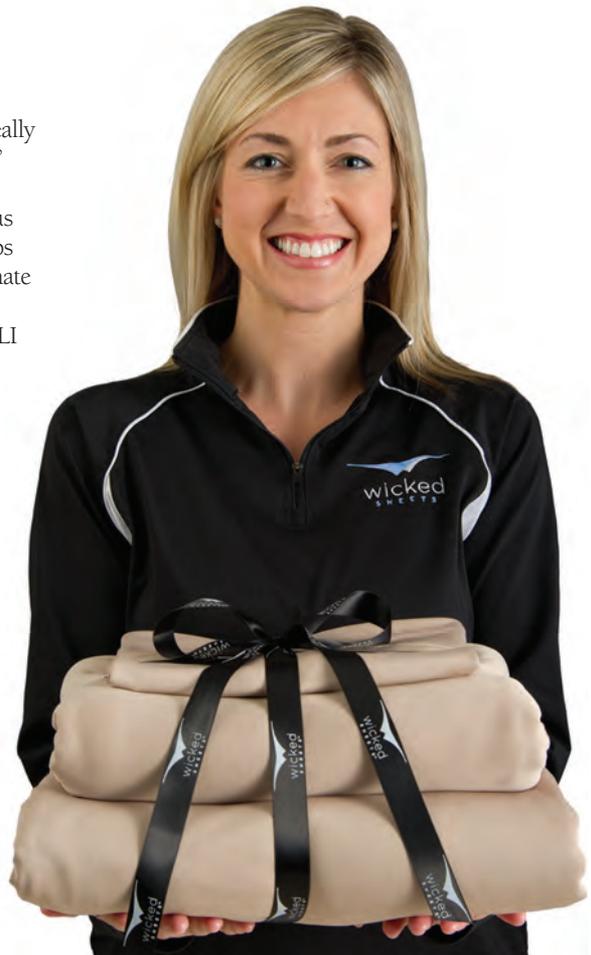
Part of making sure the word gets out about Louisville is helping train the very people who are tasked with convincing new hires to come aboard – recruiters and human resource managers working in Louisville’s mid- to large-size companies.

Epperly-Karem said they are working on putting together education programs they can give to recruiters, along with connections to real estate listings and cost of living calculators, and other online tools for using with potential recruits.

She also hopes to capture the enthusiasm of Louisville’s diverse international community. GLI’s new Greater Louisville International Professionals group now boasts 2,000 members.

More than just a social organization, the group provides real mentorship and networking for people navigating the move to a new country and culture, and Epperly-Karem said she hopes to use them even more in the future as they recruit new companies, and tap into the international talent pool to help existing companies grow.

The University of Louisville, the Mayor’s Office and the U.S. State Department have even organized an exchange program bringing over college interns from sister city Montpellier, France, to work in local businesses in the areas of neurosciences, civil engineering, medicinal chemistry, management, engineering, and industrial studies for the summer – all in an attempt to introduce more people to the city.



“People here really know you and care about you, like they do in a small town. I feel like I can accomplish anything here, and ultimately that’s what attracted me to Louisville.”

— Allie Truttman, founder and CEO, Wicked Sheets

Another part of that strategy will be visiting top research and technical schools in the United States and abroad. GLI plans to organize job fairs at these schools, as well as Kentucky universities, helping high-demand students see a future for themselves in Louisville. They plan to hook them up with job openings at top Louisville companies.

But beyond this, they also plan on talking about how the low cost of living in Louisville can help their salary stretch further, without having to give up any of the arts and cultural amenities found in a bigger city.

Selling Louisville’s swagger

By any objective measure, Louisville has certainly been racking up the “cool” points lately. Not only has the city been doing well on the more traditional business measures such as ranking



The healthcare sector, especially lifelong wellness and aging care, is one of Greater Louisville’s biggest employers.

Louisville was just named the 'Best Destination Travel Experience' by the World Food Travel association, an accolade earned from the city's growth of its urban bourbon trail, the opening of new tourist distilleries, the growth of NuLu and the progressive scheduling of music festivals and events that have been drawing people from far and wide to enjoy what Louisville has to offer.

#5, ahead of Atlanta, on the highly competitive *Site Selection* magazine "Best Metros for Economic Development" list, but the city has also been winning some impressive notice for its bourbon tourism and food culture.

The city was just named the "Best Destination Travel Experience" by the World Food Travel Association, an accolade earned from the city's growth of its Urban Bourbon Trail, the opening of new tourist distilleries, the growth of NuLu and the progressive scheduling of music festivals and events that have been drawing people from far and wide to enjoy what Louisville has to offer.

Amenities like these make the difference to people who, in increasing numbers, are turning away from bigger cities to go for the short commutes, lower cost of living and overall better quality of life cities like Louisville can offer, according to Kevin Gibson, author of "100 Things to Do in Louisville Before You Die" and "Louisville Beer: Derby City History on Draft."



Kevin Gibson, author of "100 Things to Do in Louisville Before You Die" and "Louisville Beer: Derby City History on Draft."

"Louisville has a lot to offer. I think younger workers in particular would find the cost of living in Louisville agreeable, making it a great jumping off point for someone looking to live in a larger city," Gibson said. "And for years I've said that Louisville has plenty of big-city amenities that would be attractive to young people: dining, night life, the arts, sports, a fantastic parks system, museums, a growing downtown district, a thriving waterfront.

"And yet, with all those amenities, we have a reasonable crime rate and even a hint of small-town closeness. People here still care where you went to high school. There's always something going on in Louisville," Gibson said. "We just need to figure out a way as a community, to show people that." ●



The food and beverage sector of Greater Louisville accounts for \$23 billion in annual revenue. Nearly \$80 million was invested in bourbon, spirits and craft beer in 2014 in Louisville.

A superlative business community

Southern Indiana boasts a solid economic climate and unique natural charms

SOUTHERN Indiana, sometimes referred to as North Louisville, may only hold 20 percent of the metro area's population, but it offers 80 percent of its opportunity. Consisting primarily of Clark and Floyd counties, this region has seen tremendous investment by the state of Indiana and private investors over the past 10 years.

Southern Indiana offers a high-profile location with large parcels of land along the Ohio River ready for development. The creation of the River Ridge Commerce Center, a world-class business and manufacturing park with 6,000 prime acres under development in the Midwest's top-ranked business environment, has spurred vigorous growth in advanced manufacturing. In addition, the completion of two new bridges, slated for December of 2016, will realize a 30-year



Wendy Dant Chessler, President/CEO, One Southern Indiana

plan of better connecting Southern Indiana and Louisville.

Southern Indiana offers logistics solutions through the Port of Indiana-Jeffersonville and the Clark County Regional Airport. It is minutes away from UPS Worldport. In the River Ridge Commerce Center, CSX railroad connects via the Mid-American rail services along with the U.S. Foreign Trade Zone and Indiana Urban Enterprise Zone.

To prepare for this leap forward to a superlative business community, officials from towns, cities and the state of Indiana combined to upgrade and accentuate the conurbation (a region comprised of a number of cities, such as Charlestown, Jeffersonville and New Albany, large towns like Clarksville and Sellersburg, and other urban/suburban areas that, through population growth and physical expansion, have merged to form one continuous area) that is Southern Indiana. The area is a group of independent but interrelated municipalities.

Southern Indiana offers business and residents not just a choice between rural, suburban and urban areas, all within 30 minutes of downtown Louisville, but also distinctive areas to suit any taste. Jeffersonville is a perfect location for families, offering a variety of activities in the vibrant downtown area, home of the new Big Four Walking Bridge across the Ohio River.

New Albany has an urban feel. With new shops, night clubs and restaurants populating the downtown area, it has become a destination for millennials and 'foodies' who can enjoy a variety of cuisine.

Clarksville is a major retail area, and Charlestown is a fantastic location for those who want a more rural lifestyle. Its proximity to the River Ridge Commerce Center makes it the area we most expect to grow in the next 10 years.

Southern Indiana is the place to be for a growing economy and sense of place to start a business and enjoy life. ●

There are a number of reasons to choose **Southern Indiana**. Just *One* of them being the numbers.



#1

most affordable state in cost of doing business according to CNBC

10,974

new jobs from 29 new companies and 106 existing companies since 2006

6K

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Life changing innovation

Top students, leading real world partners keep UofL research on cutting edge

THE University of Louisville is recognized as a premier metropolitan research institution, a driver of the Kentucky economy and a leader in capital construction and job creation. We excel in the classroom, in the laboratory and on the athletic field.

But we would never have made it to this point if we wavered in our efforts to bring the best and brightest students here from our community and beyond. Attracting top-quality students and producing high-achieving graduates always will remain at the heart of the university's mission.

Our most recent freshman class had an average ACT score of 25.5 – the highest in UofL's history. Of those more than 2,800 freshmen, 55 percent already had some college credit. Many had enough course work completed to enroll as sophomores or juniors.

The university also is generating prestigious scholars at a rate that makes us the envy of many of our peer institutions. We were recognized earlier this year as one of the nation's top producers of Fulbright scholars. Since 2003, the university has named more than 100 Fulbright awardees. That's more than all of the other public universities in Kentucky combined.

Once students come here, they want to stay here, too. After graduation, 83 percent of UofL's students remain in the community, where they join the work force, raise their families, support area businesses and provide service through civic and philanthropic organizations. They make our city and our state a better place.

UofL's efforts to attract talent to our region aren't limited to our students. Through Kentucky's Bucks for Brains program, we have used state funds to match private donations and brought top-notch researchers to our campuses. These researchers work in strategically defined areas to plant the seeds for a better future.

The university also is finding success creating partnerships with both established and fledgling companies and convincing them to bring their operations to our growing business and research parks. Our ShelbyHurst Office and Research Park is home to such companies as Churchill Downs Inc. and Steel Technologies. The J.D.



President James R. Ramsey with students in Threlkeld Hall.

Nichols Campus for Innovation and Entrepreneurship is a hub for companies in the sustainable health and optimal aging spectrum. And the coming Belknap Engineering and Applied Sciences Research Park one day will be home to partnerships we've developed with General Electric and UL (formerly Underwriters Laboratories).

While our reach is global, we're also actively grooming homegrown talent as well. Our J.B. Speed School of Engineering, for instance, has formed strategic partnerships with both West End School and Nativity Academy – both located in lower income areas of Louisville. Through the partnerships, we have opened maker spaces at those schools where at-risk students can learn the latest 3-D printing techniques and improve their self-confidence. We're extremely proud of these initiatives and believe they will make a difference in our community.

Improving the lives of the people of our state is something that we think about every day. To do that, we must create and fill the jobs of the 21st Century. At the University of Louisville, we never forget our role as a workforce training institution.

Bettering lives through education

THE University of Louisville continuously works to attract and retain top students, staff, faculty and researchers, and to provide them with a high-quality educational experience that allows students to excel in the workforce after graduation and researchers to reach the apex of discovery.

By partnering with local and national business, focusing on innovation and business development, and preparing top students for success, the university strives to better the lives of those in our Commonwealth and beyond each and every day.



Lucas Abraham, 6, shows off one of the robotic hands built for him by UofL bioengineering graduate students.

Hands-on experience changes lives

RESEARCH at the University of Louisville is changing lives. The university attracts the best and brightest students to join forces with our top-notch faculty to make a difference in healthcare, engineering, technology and more.

Just ask 6-year-old Lucas Abraham, the proud owner of a new bionic hand developed by UofL students.

Lucas has symbrachydactyly, a medical condition in which a person is born without a fully functioning hand or foot. Until late November, he'd never been able to hold a cup or throw a ball with his right hand – that is until he met professor Gina Bertocci and her classroom of graduate students from the J.B. Speed School of Engineering.

Bertocci, the Endowed Chair of Biomechanics in the Department of Bioengineering, has not only witnessed rapid developments in bioengineering, she and her students are leading the charge. Bertocci's Rehab Engineering class designed and manufactured three different robotic hand prototypes using open-source software found on the Internet and cutting-edge 3-D printing facilities at UofL. Their efforts paid off, resulting in a low-cost, fully functioning hand that has changed Lucas' life.

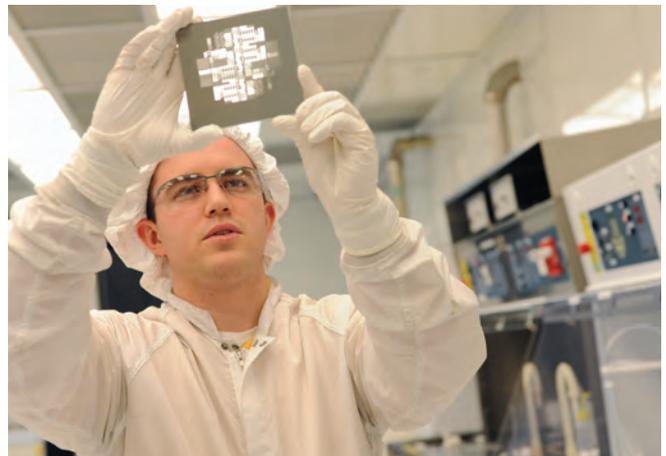
"When I presented this opportunity to the students, they were extremely excited right from the get-go," Bertocci said. "They felt that they had a chance to be able to take our engineering skills that we learned over the years and be able to have the opportunity to possibly make an impact on this child's life."

Attracting top students from outside campus boundaries

UofL students are not the only ones benefitting from the expertise of UofL faculty and staff. The university's emphasis on micro/nanotechnology is attracting talented students from colleges across the country.

This summer, eight students from other college campuses will visit UofL to conduct research in Micro/Nanotechnology and STEM disciplines as part of a three-year, \$374,000 National Science Foundation grant. The Research Experience for Undergraduates (REU) program will "give students research opportunities at UofL they couldn't find at their own campus," according to MNTC Director Kevin Walsh.

Walsh says students apply for spots in the 10-week summer program, with UofL faculty and staff picking the participants. The students will develop a research project with a UofL faculty mentor, work in the Clean Room at the Shumaker Research Building, learn technical writing for journal publication and attend seminars on critical thinking. The students who have been selected to study at UofL as part of the NSF grant represent just one of the ways that UofL is making an impact for people outside of the region.



College students visiting UofL for the Research Experience for Undergraduates program this summer will work with UofL faculty in the Clean Room lab on campus.



The J.B. Speed School of Engineering recently opened a Maker Space at the Nativity Academy in Louisville's Phoenix Hill neighborhood.

Leading efforts in at-risk areas

UofL also is tapping into the underdeveloped talent in our own city. Several schools and departments are expanding the university's reach into lower income areas of Louisville.

For example, the J.B. Speed School of Engineering partnered with the West End School and Nativity Academy in West Louisville to establish maker-spaces for at-risk students. The Office of Public Health Practice relocated from UofL's Health Sciences Center campus to West Louisville in order to grow and maintain stronger relationships with local residents. The office is cooperating with community members in order to create programs addressing health literacy and

youth violence, and is using local talent to record the neighborhood's history and maintain a community dialogue.

Additionally, the College of Arts and Sciences made the Portland neighborhood the new home of the Hite Art Institute's master of fine arts program.

"The location in the historic Portland neighborhood will not only provide MFA students and our studio art faculty members with a creative home, but it also will extend our university's presence in west Louisville," said Kimberly Kempf-Leonard, dean of the College of Arts and Sciences. "So this is not just about a new space for us. It's about giving our faculty and students a way to infuse community into their art and art into the community."



Alumna Amelia Gandara took her UofL education to FirstBuild before joining EnterpriseCorps.

Alumna puts education to work

A major goal of the university is to groom homegrown talent to enter into the workforce with the highest skills possible. In fact, a majority – 83 percent – of UofL students choose to stay in the region after graduation, putting their UofL education to work and helping to improve our city.

Take UofL alumna Amelia Gandara, a 2014 chemical engineering graduate who is paying it forward by using the engineering and entrepreneurship skills she learned at UofL to bring big business to the city.

Gandara is the director of commercialization and engagement for EnterpriseCorp, an initiative of Greater Louisville Inc. and the Kentucky

Innovation Network that bolsters the city's entrepreneurial community. Gandara leads projects like the Vogt Invention and Innovation Awards and focuses on building and maintaining global business partnerships.

Her role at EnterpriseCorp combines her technical background with her entrepreneurial spirit. The job also allows her to help other up-and-coming students: she serves as a connector between local universities and the Louisville business community.

"The engineering school really prepared me from a technical perspective, and it also prepared me in a professional sense," Gandara said. "And I think that was huge."

Partners in innovation

As our alums are carrying UofL's influence into the workforce, the university is partnering with some of the top companies in the world to ensure that our region is at the cutting-edge of development.

UofL united with GE on the FirstBuild microfactory and joined forces with UL (formerly Underwriters Laboratories) for the recently opened UL Additive Manufacturing Competency Center. The ULAMCC is located on campus and is a first-of-its-kind training facility for additive manufacturing. Both buildings will eventually be located on the 39-acre Belknap Engineering and Applied Sciences Research Park, which will house research facilities for the J.B. Speed School of Engineering, office space for applied sciences researchers and areas for private businesses to collaborate with UofL on a variety of projects.

Other UofL parks, including the J.D. Nichols Campus for Innovation and Entrepreneurship, are bringing talented researchers and business professionals to the city. The downtown campus has truly made its mark in the healthcare and aging industries.

Home to the corporate headquarters for senior care services companies such as Atria and ElderServe, the J.D. Nichols campus also includes UofL's Institute for Sustainable Health and Optimal Aging, which seeks to empower older adults to



flourish and transform the aging process at local, national and international levels.

"Our goal is to change current environments into livable aging communities where the science of aging is understood and where adults who are aging can lead quality lives," said executive director Anna Faul. "As a transdisciplinary scientist, I believe that this Institute is poised to create synergy in the currently fragmented system of aging initiatives."

The institute recently received a major grant to further their reach into

UofL's J.D. Nichols campus is home to the Institute for Sustainable Health and Optimal Aging.

other parts of the state. The \$2.55 million grant from the Department of Health and Human Services will create the Kentucky Rural & Underserved Geriatric Interprofessional program. The program will include an interdisciplinary team of UofL faculty, as well as partnering organizations from six rural Kentucky counties. ●

JASON

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A stand-out high school student and human rights advocate, Louisville native Jason Jewell could have gone to college anywhere. But UofL's family atmosphere and elite scholar opportunities made staying home the right choice. Now, after combining international learning experiences with mentors who share his passion for social responsibility, this future leader is ready for wherever life takes him next.

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Strength to pursue new opportunities

Greater Louisville has one of the best banking outlooks in the state and the nation



WITH dozens of banks of all sizes and scopes calling Louisville home, the metropolitan region and Southern Indiana is an economic engine that is hard to beat even on a national level.

According to the federal Bureau of Labor Statistics, Louisville and Kentucky as a whole are among the nation's leaders in new business creation, thanks in large part to the banking climate. Kentucky's entrepreneurial growth means making sure an abundance of commercial banks, accounting firms and other financial institutions are on hand to help businesses, new and old, effectively manage their money.

In Kentucky, there are more than 150 state-chartered banks, which provide a solid financial services infrastructure to support a growing economy, and the

Greater Louisville area has a full suite of traditional banking and financial services to help support the growing economy.

Despite the ample supply of financial organizations to help businesses, the region does have some obstacles to work through looking into the year. But Louisville should fare well thanks to its solid sectors like healthcare and manufacturing.

"Louisville's economy will grow more quickly than the nation's in 2016," PNC Bank's Greater Louisville and Tennessee Regional President Charles P. Denny told *The Lane Report* in an interview with earlier this year. "The U.S. economy's continued moderate growth will support our area's core economic drivers, as many of them respond strongly to national trends. Growth will include manufacturing, transportation, education, healthcare,

Downtown Louisville is home to dozens of bank headquarters and branches.

"Louisville's economy will grow more quickly than the nation's in 2016."

— Charles P. Denny, Regional President, PNC Greater Louisville and Tennessee

finance and professional services. Housing recoveries, stronger consumer finances and rising auto sales will underpin solid performances for manufacturers at Appliance Park and for auto producers, parts suppliers, transportation and distribution firms. The drop in gasoline prices will boost consumers' disposable income and reduce expenses for manufacturers."

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Charles P. Denny, Regional President, PNC Greater Louisville and Tennessee

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Region's first EB-5 financial entity

There also are new entities that will help propel growth even further.

In 2015, a new financial organization obtained a federal designation that it expects will help attract more business to Kentucky, especially in the Louisville and Southern Indiana region.

The Bluegrass International Fund (BiF), a Frankfort-based development firm, was approved in January 2015 to operate as an EB-5 Regional Center by the U.S. Citizenship and Immigration Service. BiF will attract foreign investments for real estate projects that spur jobs and economic growth.

Created by Congress in 1992, EB-5 Regional Centers can provide low-cost financing through foreign investment for qualified projects that generate a significant number of new jobs. Non-U.S. citizens may gain permanent residence in the United States – for their immediate families also – by making investments of \$500,000 or more, depending on where a development project is located, to enterprises that must create at least 10 full-time jobs.

Lynn Allen, CEO of BiF, said approval of BiF as an EB-5 Regional Center gives the company the green light to offer attractive financing for projects that will create a substantial number of new jobs.

“We are the first EB-5 investment fund that’s been established to invest exclusively in Kentucky and Southern Indiana,” Allen said. “We invest only in large-scale economic development



projects that are game changers in terms of jobs and economic vitality.

“The individuals who came together to create BiF did so because we all had experienced, in our professional and community volunteer lives, the relatively low availability of (business) capital in Kentucky. So Kentucky has been at a disadvantage when it comes to capital access and availability. BiF wants to make a difference this way.”

A variety of people and groups in the commonwealth have been pushing to improve the funding environment for start-ups that aim to create completely new types of businesses and products.

“Kentucky has made a lot of progress,” said Kris Kimmel, president of the Kentucky Science and Technology Corp. “Capital is always an issue, but we’ve made substantial inroads with groups such as Bluegrass Angels, the venture fund in Louisville, and the Commonwealth Energy Fund. We probably need more of a mid-level fund that can invest \$2-4

Hilliard Lyons has corporate headquarters in Louisville. It is a nine-time winner of the Best Places to Work in Kentucky designation.

million in a company. That’s where the gap is most acute.”

“This is a new ‘tool in the toolbox’ designed to promote economic growth on a large scale,” said Michael Mountjoy, BiF chairman of the board. “Our projects will be projects with a total price tag of at least \$30 million. Our minimum loan will be \$10 million, but our sweet spot is even larger projects that cost anywhere from \$60 million to \$300 million, and for which we can provide loans in the \$20-\$60 million range.”

The BiF will make use of business partnerships with several other successful organizations around the country and the world.

The financial industry is able to lure new businesses to Greater Louisville due to its own merit, but they also assisted by the fact

that Louisville ranks third in the nation in total air cargo shipments; Kentucky exports rose to an all-time high \$27.5 billion in 2014 – the fourth straight year of record-setting export growth; Southern Indiana's Port of Indiana-Jeffersonville recorded the

highest quarterly shipments in its history during the first quarter of 2015, and shipped more than 2 million tons in 2014, also a record; and Kentucky leads the nation in new businesses created, according to the most recent data from the U.S. Bureau of Labor Statistics.

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Metro areas are the state's leaders for those new businesses creations, and Louisville is the commonwealth's acknowledged economic engine, generating more than 40 cents of every tax dollar for Kentucky.

Bankers have mixed views of this year's economic prospects, due to different experiences expected regionally. Overall, continued modest growth is expected for the state, but this is driven by strong labor statistics in urban/metro areas as manufacturing, especially of light vehicles, thrives while an ongoing loss of energy-sector jobs means continued deterioration in Eastern Kentucky.

"We consider ourselves cautiously optimistic (for) 2016," Steve Trager, Chairman & CEO of Republic Bank, said earlier this year. "From a banking perspective, loan demand has been solid if not robust, with rates remaining at historically low levels in spite of the Federal Reserve's contrary efforts. With

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With over 37 years of banking industry experience, John Key, president of Commonwealth Bank & Trust Company, has witnessed the ever-changing financial landscape. He began his banking career in 1979, while working on his Bachelor of Science degree at the University of Southern Indiana – Evansville. Other accolades include the School of Banking, University of Wisconsin (1993); ABA Commercial Lending School (1990); and the IBA Commercial Lending School (1986). He currently sits on the board for March of Dimes, Louisville, where he resides with his wife, Lori.

the lack of construction over the last several years, there seems to be a lot of pent up demand in multiple categories, including single-family, owner-occupied, multifamily apartments and hotels. We have access to more customers in more

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A \$1.3 billion injection

Ford's investment boosts advanced manufacturing sector across the region

BY ROBERT HADLEY

WHEN the announcement came last December that Ford Motor Co. was investing \$1.3 billion in its Kentucky truck plant, it capped a year of manufacturing successes that buoyed the commonwealth's slow but steady rebound from the 2008 financial meltdown.

In the March 2016 issue, *The Lane Report* noted job postings for advanced manufacturing saw a 43 percent jump during the closing months of 2015 versus the previous year.

A 2014 report published by the University of Kentucky said Bureau of Labor Statistics data pinpointed a misperception that manufacturing is a declining sector across the state and nationwide. Although manufacturing GDP has dropped steadily since 1948 (mainly due to technology), the sector remains quite viable.

Proclaiming October 2015 as Kentucky's Manufacturing Month, former Gov. Steve Beshear recognized the sector's vibrant role in the state's economic fabric.

"Manufacturing stands as a pillar of Kentucky's economic success, and the industry has seen substantial growth in recent years," Beshear said. "Every dollar spent in manufacturing in the commonwealth generates 44 cents toward our state's economy."

Ford is investing \$1.3 billion for an all-new body shop, facility upgrades and



retooling to build an aluminum-bodied Super Duty truck at Kentucky Truck Plant. Add to that the \$80 million invested in 2014 to meet growing customer demand for Super Duty trucks and \$129 million to support Lincoln MKC production at Louisville Assembly Plant, and Ford has invested more than \$1.5 billion in the commonwealth of Kentucky and the city of Louisville in the past two years.

Data sourced from market reports produced by LIFT (Lightweight Innovations for Tomorrow) and WIN (Workforce Intelligence Network) indicate Kentucky's most in-demand lightweighting-related occupations included:

- Logistics Workers (1,427 postings)
- Assembly & Operation (1,188 postings)
- Electrical & Mechanical Engineering (1,162 postings)
- Skilled Materials Workers (1,000)
- Process Engineering & Testing (251 postings)

The expansion comes at a time when truck sales are outpacing cars at dealer lots across the country. The *Wall Street Journal* reports that Ford's "F" series was the top-selling vehicle in the country in March 2016, with sales of 73,884 – an increase of 9.1 percent over the same period last year. In the study, Ford ranked second behind General

Ford is investing \$1.3 billion for an all-new body shop, facility upgrades and retooling to build an aluminum-bodied Super Duty truck at Kentucky Truck Plant.

Motors and ahead of Toyota since January 2015 in terms of overall vehicle sales.

"With the introduction of the all-new Ford Super Duty, America's best-selling heavy-duty pickup, we expect to continue growing our truck leadership," said Joe Hinrichs, Ford president of The Americas.

"Through this investment, we are continuing to show our commitment to Kentucky and the city of Louisville, as well as bringing to customers industry-leading trucks to help them take care of business and earn a living."

Ford's investment in the Kentucky Truck Plant, which opened in 1969, is predicted to add about 2,000 new jobs in the manufacturing sector, an industry that saw a boost in 2015. According to the Bureau of Labor Statistics, Kentucky's year-over-year manufacturing jobs were up 3.1 percent last December, with the Louisville Metro's rate climbing by 3.6 percent. ●



Joe Hinrichs, Ford President of the Americas



Former Kentucky Governor Steve Beshear and Ford's President of The Americas Joe Hinrichs proclaimed October 2015 as Kentucky's Manufacturing Month.

Growing a successful legal landscape

International firm opens new services hub in Louisville to support 2,500 attorneys globally



The Jefferson Monument sits outside Louisville Justice Hall. It was created in 1899 by Sir Moses Ezekiel.

Brett Hatt photo

BY ROBERT HADLEY

THE last half-decade witnessed a rollercoaster in Louisville’s legal market, but the dust seems to be settling in 2016.

During that period, Jefferson County saw pioneering advancements in courtroom technology, a tight post-recession job market for new attorneys, and other growing pains associated with adjustments among firms as they match their practice areas to the needs of local and regional clients.

Back in 2012, members of the Louisville Bar Association and Judge McKay Chauvin formed the Jefferson Courtroom Upgrade Project, a non-profit that has equipped the county’s courtrooms with state-of-the-art presentation hardware and software. (A feature on the project was published in the October 2012 issue of *The Lane Report*.)

The system, which augmented Kentucky’s already leading-edge advances in courtroom audio and video recording



Tad Thomas, Founding Partner, Thomas Law

technology, remains unique almost four years later, according to Tad Thomas, founding partner of the five-member Thomas Law firm.

Thomas, who’s licensed to practice in Kentucky, New York, and several district and circuit appeals courts, has given presentations about technology’s impact on the legal profession, including courtroom audiovisual advancements, the paperless office and other areas.

“When I speak across the county,” Thomas said, “I find there’s no one who has what we have in that courtroom.”

One of the primary reasons for the lag in other communities is availability of funds. Louisville’s \$800,000 system was spearheaded by Dinsmore & Shohl partner Patrick Michael’s requests for contributions from Louisville Bar Association members.

“We chose Louisville as it has an excellent supply of talented people, is well placed in terms of time zones and offers good opportunities for cost savings when compared to Washington, DC and a number of our other existing office locations.”

— Cole Finegan, Hogan Lovells’ Regional Managing Partner for the Americas

“It was all funded by private funds – no public money was used to do that,” Thomas explained. “So what’s holding others back is the reluctance to commit private funds.”

Global firm opens services hub

The high-tech courtrooms may have played a role in luring international law firm Hogan Lovells to establish a global

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business services center in Louisville – the first of its kind in the United States.

According to the firm’s website, Hogan Lovells, a firm that employs 2,500 attorneys at its 41 office locations worldwide, will use the center to better serve customers in multiple time zones, effectively extending the workday, a release said.

“We chose Louisville as it has an excellent supply of talented people,

is well placed in terms of time zones and offers good opportunities for cost savings when compared to Washington, DC and a number of our other existing office locations,” said Cole Finegan, Hogan Lovells’ Regional Managing Partner for the Americas.

The new hub should be up and running by end of summer 2016, employing up to 50 new workers.

Job market sees growth potential

New opportunities provided by the Hogan Lovells center may be good news for the state’s crop of new law school grads, which in recent years have faced a tight job market, dampening law school graduation rates.

For example, at Uoff’s Brandeis School of Law, graduation dipped from 115 for spring 2013 to 102 in 2014. Susan Duncan, dean of Brandeis, said nearly 86 percent of the university’s 2014 law graduates are employed in jobs requiring passage of the Bar exam or in a position requiring a J.D. degree.

James Frazier, managing member of McBrayer, McGinnis, Leslie & Kirkland PLLC quoted in last fall’s Central Kentucky Market Review, described the conditions in the state’s metropolitan areas.



Louisville City Hall, built in 1836, is on the National Register of Historic Places.

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Quadrant Photography photo



Left: The Jefferson County Judicial Center is located in downtown Louisville.

Above: Jefferson Circuit Court's courtroom has a digital evidence presentation system that allows lawyers to more easily communicate with jurors.

warns of tough competition because more law students graduate than there are available jobs. The BLS also notes that simpler tasks may be farmed out to paralegals or outsourced to overseas providers.

Match expertise with client needs

As featured in *The Lane Report* in February, attorneys say technological advancement and a recovering economy are promising growth in 2016, especially in new areas of specialization.

“The Kentucky legal market is dynamic, and the fast-changing environment brings new challenges and opportunities,” said Jim Dressman, managing partner with Louisville firm Dressman Benzinger LaVelle (DBL Law).

Areas of practice that have seen growth include litigation involving intellectual property, cybersecurity, and regulatory compliance for mergers and acquisitions, attorneys say.

Robert M. Connolly, chair of Stites & Harbison PLLC, said the need for complex litigation, such as data security and regulatory matters, is driving the recovery.

“We are seeing larger volumes of complex legal work flowing back into the marketplace,” he said. “We are well positioned with highly skilled attorneys maintaining expertise in these areas.”

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“We are seeing larger volumes of complex legal work flowing back into the marketplace. We are well positioned with highly skilled attorneys maintaining expertise in these areas.”

— Robert M. Connolly, Chair,
Stites & Harbison PLLC

“I’ve had (applicants) who were working at the mall with a J.D. degree,” Frazier said. “That’s really sad for them and their parents, but I’ve seen that it’s turning around, if not to pre-2008 levels, it’s definitely moving in the right direction.”

If the worst is over in Kentucky as far as the soft job market is concerned, it’s echoing a national trend as the wider economy recovers. The federal Bureau of Labor Statistics is optimistic, predicting 10 percent job growth by 2022, but

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The redesigned Norton Women's and Kosair Children's Hospital in Louisville will provide innovative care. It was named one of the "Best Places to Give Birth in America" by FitPregnancy.com.



Muscular healthcare assets

Home of U.S. facility operators and insurers, Louisville brims with hospitals and skilled workers

BY ROBERT HADLEY

LOUISVILLE has been called a hospital town and for good reason. It is the site of the world's first hand and artificial heart transplants, the home of insurance giant Humana Inc., and boasts half a dozen major hospitals, including those run by Norton Healthcare, Baptist Health System and KentuckyOne Health. Louisville-based medical services provider Kindred Healthcare has no hospitals locally but its 102,000 employees operate more than 100 transitional care and rehabilitation hospitals among its nearly 2,700 locations nationwide.

Among the city's largest employers, healthcare firms help drive the Louisville economy, employing some 58,000 workers in the area with a median wage

of \$28 an hour, according to Bureau of Labor Statistics data.

Last year saw three big healthcare stories break: the merger of two insurance giants, the establishment of what is arguably the state's first accountable care organization, and the launch of a center for healthcare workforce development.

Humana Merges with Aetna

Press reports swirled as far back as May 2015 that Hartford, Conn.-based Aetna Inc. was looking to merge with another insurer to leverage cost savings in the increasingly tight, post-ACA healthcare market. By July, the insurer's \$37 billion deal to acquire Humana was announced, pending antitrust review expected to be completed in the fall 2016.

Humana stockholders approved the merger last October, uniting their company

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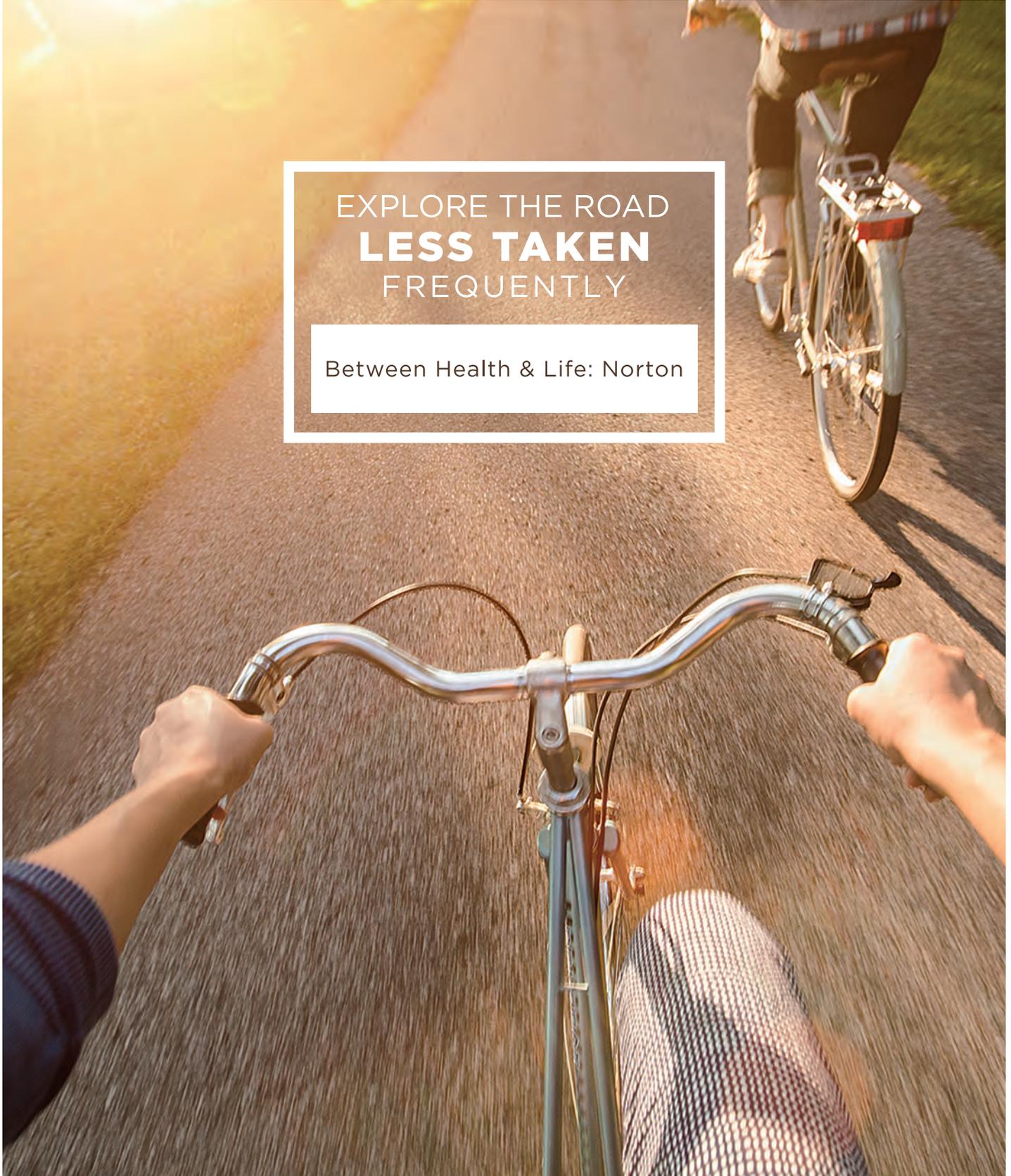
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Above: Louisville-based KentuckyOne Health has more than 25 locations around the state.

Right: Among the city's largest employers, healthcare firms help drive the Louisville economy, employing some 58,000 workers in the area with a median wage of \$28 an hour.



with a rival firm whose CEO and Chairman Mark Bertolini has a reputation as an innovator. For example, earlier this year he told CNBC that he would pay employees as much as \$500 to get extra sleep.



"If they can prove they get 20 nights of sleep for seven hours or more in a row, we will give them \$25 a night, up \$500 a year," he told the cable channel. In the interview, Bertolini said Aetna uses Fitbit trackers to help oversee the program.

Mergers and Accountability

Insiders say the merger is a symptom of the post-Affordable Care Act insurance market.

"Elements of the Affordable Care Act – particularly value-based purchasing, the development of ACOs (accountable care organizations) and a decrease in Medicare's disproportionate share payments has contributed to the trend," said Joseph Gilene, president of Jewish Hospital and Louisville market leader for KentuckyOne Health.

These conditions have "had some impact on hospital mergers and physicians joining hospital systems," he added.

Beth Munnich, an assistant professor of economics with UofL's College of Business, said overall trends such as declining Medicare reimbursements and an aging population of Baby Boomers have played a role in promoting mergers.

"While there has been an upward trend in the number of mergers and consolidations in Louisville and nationwide for many years, we have seen a rise in (them) since the ACA," she explained. "The dramatic increase in the number of individuals with health insurance has led to even greater demand for medical services."

That pressure, Munnich said, as well as incentives for adopting electronic



"While there has been an upward trend in the number of mergers and consolidations in Louisville and nationwide for many years, we have seen a rise in (them) since the ACA. The dramatic increase in the number of individuals with health insurance has led to even greater demand for medical services."

— Beth Munnich, Assistant Professor of Economics, University of Louisville

ResCare, an in-home provider, is one of many healthcare companies with corporate headquarters in Louisville.



Floyd Memorial Hospital is located in New Albany, Ind., and employs more than 2,000 associates.

medical records, has prompted a greater investment in technology.

Both Munnich and Gilene attributed the growth of ACOs as a way providers find operational efficiencies.

According to Medicare’s website, ACOs are “groups of doctors, hospitals, and other health care providers who come together voluntarily to give coordinated high quality care to their Medicare patients.”

These organizations, however, are not limited to Medicare providers. As mentioned in The Lane Report on Jan. 28, Kentucky launched its own ACO, combining 10 medical centers: Appalachian Regional Healthcare and UK HealthCare in Lexington; Baptist Health and Norton Healthcare in Louisville; Ephraim McDowell Health in Danville; Owensboro Health; Claire Regional Medical Center in Morehead; St. Elizabeth Healthcare in Edgewood; The Medical Center in Bowling Green; and the eight Kentucky facilities operated by Brentwood, Tenn.-based LifePoint Health.

The collaboration’s stated goals were to reverse the state’s poor health statistics, share best practices, and reduce the cost of care through greater operational efficiencies.

Workforce Impact

Although some critics speculated that the Humana-Aetna merger and the drive to consolidate providers could cost the region some jobs, the opposite may turn out to be true.

Measures are already in place to ensure a healthy pool of workers is available to staff the healthcare industry down the road, particularly in light of Louisville’s anticipated population growth.

In January, *The Lane Report* covered the opening of a new career center targeted at matching qualified candidates with healthcare jobs. The Kentucky Health Career Center at 746 S. Fifth St. is a partnership between KentuckianaWorks and the Health Careers Collaborative of Greater Louisville, a regional health professions collaboration involving local health care organizations, secondary, post-secondary and higher education institutions, community-based organizations and health care providers.

Mary Ellen Wiederwhol, chief of Louisville Forward, the economic development arm of Louisville Metro government, hailed the center as a proactive step to meet future care needs.

“With KentuckianaWorks’ new Kentucky Health Career Center, Jefferson County Public Schools’ medical

“With KentuckianaWorks’ new Kentucky Health Career Center, Jefferson County Public Schools’ medical-themed magnets, and local colleges’ and universities’ increased number of nursing, pharmaceutical and medical degrees and curriculum, Louisville also will be poised to deliver cutting-edge care to our citizens and meet the demands of an increasingly older population from the baby boomer generation.”

— Mary Ellen Wiederwhol, Chief of Louisville Forward

themed magnets, and local colleges’ and universities’ increased number of nursing, pharmaceutical and medical degrees and curriculum,” she said, “Louisville also will be poised to deliver cutting-edge care to our citizens and meet the demands of an increasingly older population from the baby boomer generation.” ●



MEGA Cavern includes the world's only underground aerial ropes challenge, zip lines and more.

and light post lined walking path where users can catch a glimpse of all the activity.

The Explore Kentucky Initiative, founded by paddlesport aficionado Gerry Seavo James, offers guided trips, assists adventurers with planning excursions around the state and informs everyone about opportunities to discover the rich natural assets nearby through its online field journal, referrals to vendors and social media sharing. As if Bluegrass State beauty didn't already dazzle, there are opportunities to improve it since EKI plans volunteer events like river clean-ups and trail maintenance. That standup paddleboarder on the Ohio River? Good chance it's James.



Louisville Loves Its Outdoors

Wellness and fitness is a beautiful thing in, near or under this river city

BY MARK GREEN

Louisville has plenty of options for the growing number – especially young adults – who want Mother Nature as a workout partner while they pursue health and fitness. What else would you expect of a city whose largest homegrown business, always innovating Humana, has shifted its focus to comprehensive wellness and launched Humana Vitality, a solution that rewards better, healthier living?

For example, among many interesting unique spaces on the 100-mile Louisville Loop trail system is the 22-acre Egg Lawn near Creekside Center in Beckley Creek Park, an egg-shaped event lawn for flying kites, ultimate Frisbee, kicking a soccer ball or outdoor festivals. The irrigated lawn is surrounded by the Egg Lawn Signature Loop, a 0.7 mile paved, tree



Above: Gerry Seavo James finishing his 137-mile overnight nonstop standup paddleboard trip on the Ohio River.

Left: 22-acre Egg Lawn near Creekside Center in Beckley Creek Park is one of the unique spaces on the 100-mile Louisville Loop trail system.

Right: The annual Louisville Triple Crown of Running attracts 30,000 for 5K, 10K and 10-mile races.





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Key economic clusters, including Business Services, provide expertise to scale up operations

LOUISVILLE'S Business Services sector acts sort of as an under-the-radar hero to all of the other industries that make the region thrive. Providing staffing to healthcare companies, IT support to manufacturers and web design to new startups, the Business Services sector is a huge enabler of the success of Greater Louisville and Southern Indiana. It is one of the five Business Clusters under Louisville Forward, that also include Advanced Manufacturing, Food and Beverage, Lifelong Wellness and Aging Care and Logistics.

Louisville is reshaping the way it handles economic development with Louisville Forward, the city's integrated approach to economic and community development. Created in 2014, Louisville Forward combines business attraction, expansion and retention activities, and talent and workforce attraction, with the city's real estate development, land use and planning and design functions to present a unified solution for job growth and quality of place."

The region has a wealth of expertise in back office operations from human relations to insurance claims processing to order fulfillment to billing management. Major corporate entities operate national health insurance networks, manage international food service finances and conduct global shipping and order fulfillment. Also, the U.S. Army moved its human relations services center to nearby Fort Knox a few years ago.



More than 25,000 people are currently employed in the Business Services sector, which has seen 20 percent growth since 2003, according to Louisville Forward, the Louisville Metro Government agency that pursues and coordinates economic development. This cluster is expected to grow another 20 percent in the next 10 years, due to increasing demand and a strong workforce with the necessary expertise.

The Business Services sector helps support other companies, anything from a call center to human relations consulting. There is strong coordination with the region's Lifelong Wellness & Aging Care cluster, due to the high concentration of headquarters. The high concentration of Business Services sector entities is assisted because there are many qualified candidates to work in these fields.

More than 41 percent of Louisville's workforce holds an associate's degree or higher, which tops the national average of 39 percent.

This wealth of qualified candidates is an especially valuable asset since workplaces are changing at a faster pace than any time in history. To address these evolving needs, the city collaborated with its workforce partner, KentuckianaWorks, to create Code Louisville, an innovative, public-private partnership that leverages online learning to train coders in front-

Louisville-based ZirMed, founded in 1999, is a health-information connectivity and management solutions company whose network connects providers, patients and payers to improve business processes. It manages billions of healthcare transactions and generates analytics for payment services, claims management, coding compliance, reimbursement management, estimation and more.

Business Services Sector

- More than **25,000 people currently employed** in the Business Services sector
- **20 percent growth** since 2003 in this sector
- **Strong coordination with Lifelong Wellness & Aging Care cluster** due to the high headquarter concentration
- Cluster is expected to **grow another 20 percent in 10 years** due to strong workforce and increased demand

and back-end web development. The goal is to train 850 coders by the end of 2018.

Mary Ellen Wiederwohl, Chief of Louisville Forward, noted that Business Services is one of the city's fastest growing business clusters.

"Since business services jobs are needed at every business, we like to call this a 'cluster mashup,'" she said. "For example, when one of Louisville's leaders in healthcare needs to recruit and hire human resources professionals, the Business Services and Lifelong Wellness and Aging Care project managers work together to fill this need."

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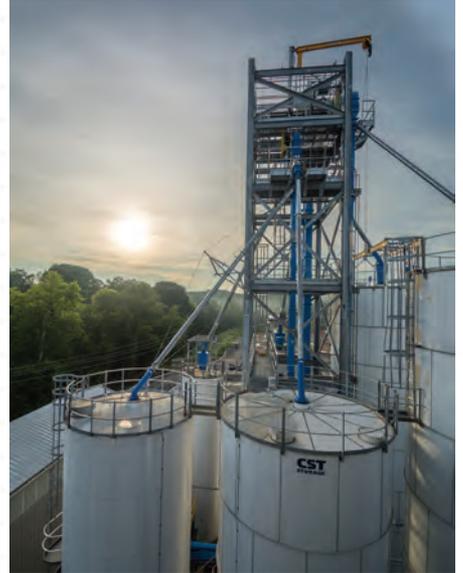
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Due to this strong cluster, the city was able to attract Computershare, the Australian stocks processor and employee share plan services provider, which made a \$12 million investment that created 250 new jobs.

"Earlier this year, Thorntons announced a \$27.8 million corporate Store Support Center in Louisville," Wiederwohl added. "Thorntons is a convenience chain retailer that provides fresh foods, beverages and fuel. The expansion will create 101 business services jobs. Earlier this year, Passport Health Plan and Evolent Health announced the formation of a strategic alliance that will create The Medicaid Center of Excellence. The strategic alliance will create new jobs, generate additional tax revenue, and further establish Louisville as a center for health care innovation.

Percent of workforce with associate's degree or higher



Brett Hait photo

Business services one of 5 key clusters

Louisville Forward identified 5 business clusters as its areas of strength, where it has the largest presence of expertise and workforce and areas of promising growth. In addition to Business Services, there is Advanced Manufacturing; Food & Beverage; Lifelong Wellness and Aging Care; and Logistics & eCommerce.

"In terms of improving wages, the five business clusters together had an average wage that was around 28 percent higher than the countywide average," said Wiederwohl. "The largest of the business clusters is Lifelong Wellness and Aging Care, with more aging care-related headquarters than anywhere in the world."

Manufacturing has seen the biggest recent growth in employment. Since the low point of the 2010 recession, more than 14,000 jobs have been created. In the short term, over the past year, Logistics & eCommerce has seen the highest employment growth.

Louisville Forward provides all five sectors with support. Each has a designated project manager who works with businesses to identify their unique needs, like workforce development and site location, and help find solutions to make their business grow and thrive in Louisville.

"Project managers also provide concierge services, helping to facilitate any processes or decisions in other city agencies," Wiederwohl added.

The idea and best practices sharing that occurs as a result of Greater Louisville's industrious support sector results in innovation locally that improves business services across the nation. But it begins here.

Business support services may be lesser known than the Food & Beverage sector, which includes the skyrocketing

Bellarmine University is home to the newly formed Institute for Advanced Analytics, one of the region's first higher education institutions to offer a degree in Big Data and its analysis.

premium Kentucky bourbon segment with distilleries such as Brown-Forman, Jim Beam, Michters and Heaven Hill and household-name fast food and fast casual chains such as Texas Roadhouse, Yum! Brands and Papa Johns, but it is no less important. Support services underpin so many other companies: anything from a call center to human relations consulting. Because today's world is digital and work can be done from nearly anywhere, Louisville's high quality of life

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Red e App, a four-year-old Louisville tech company, has developed a private business communication product that operates via employees' mobile devices. Amee Kent, marketing director; Patrick Goodman, chief product officer; and Jonathan Erwin, founder and CEO, and another 15 employees for Red e App work from a renovated building in the NuLu district near downtown.

coupled with its high value proposition for businesses gives it a competitive advantage over other cities.

Home to businesses such as human resources consultant Mercer and financial service company Jefferson National, many financial service and processing operations have proven Louisville's strength in the Business Services cluster as a great place to do business.

Louisville is home to strong education growth in finance, business, marketing and related emerging areas. University of Louisville College of Business is ranked in the top 25 business schools, according to *Princeton Review* and *Entrepreneur* magazines. And Bellarmine University is home to the newly formed Institute for Advanced Analytics, one of the region's first higher education institutions to offer a degree in Big Data and its analysis.

Workplace communication that works

Louisville tech startup Red e App is finding a responsive market for the secure mobile business messaging platform it created for workplaces whose employees who aren't desk based, and thus harder to communicate with. It arose and evolved into its current



form as a direct result of interaction and idea sharing among members of the regional business services sector.

As a contained business communication app, Red e App addresses multiple issues that arise from relying on email and other older traditional modes. It is secure; companies control employees' access and removal and can wipe their data; outsiders can't see or send into the system; every message is read-verified to ensure it's not missed; and it uses employees' devices rather than the company's.

Founder/CEO Jonathan Erwin said the growing company has raised \$2.5 million from about 20 investors and expects to raise another \$4 million to \$6 million this year.

Red e App began in March 2011 with three employees and had 18 in its NuLu workplace in mid-April 2015, which Erwin said moves the company slightly past being a start-up – the indefinite time period when entrepreneurs are trying to assemble the financial means and a team to bring an idea to market and begin operations.

"We are having some of the biggest companies in the world calling us," Erwin said.

Food and Beverage sector store locations are top prospects with employees who either don't have email-friendly work stations or are too active to check it. Red e App's broad potential market encompasses hospitals and clinics, manufacturing, retail, warehouse, transportation, hair salons and much more.

Email is today's most common business communication method, but inboxes often hopelessly overflow.

Too little or too much email, said Patrick Goodman, chief product officer at Red e App, both produce non-communication or message distortion in tone or content. Even in offices where everyone has a desk, company computer and email – where a typical day begins with: coffee, email

and responses – managers who send an important email can have to spend too much time following up to see if everyone received, saw and read it.

"The problem is to match the technology to the user behavior," Goodman said.

Success came after "the pivot." Red e App has evolved significantly since Erwin began with a general notion of developing a mobile-based messaging product. He had been involved in hosting.com, a former Louisville digital technology business acquired by a private investment group in 2009.

Give the market what it wants

Apple had introduced the iPhone and its "applications" in 2007. It followed that in 2010 with the iPad tablet, and this new universe of smart phones, tablets and the mobile Internet propelled a blooming of new businesses such as Facebook, Twitter and others.

The general economy may still have been staggering from the late-2008, early-2009 recession and economic crisis, but Internet-based business was "in full swing," Erwin said. "I knew I wanted to be in mobile," he said, and began his business in 2011.

As he and Goodman met with and presented to various businesses in Louisville, however, they got feedback that the business market wanted a private mobile messaging platform – not the public system Red e App was developing. They realized they need to make a big pivot.

This somewhat painful dawning occurred in 2012, Goodman explained, when human resource managers with a local healthcare company complained that they had no way to communicate with 80 percent of their employees.

"You realize the market wants something different than what you have,"

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Goodman said. And this came about the same time the start-up also was facing its own major issue: “We have to make some money.”

“The pivot,” as Erwin and Goodman call it, occurred, and Red e App suddenly began to hit its stride. Valuable input came from the operators of a Louisville hair salon, Goodman said, who explained that email was not only too expensive for them, but regular employee turnover made it difficult to keep up with having new

accounts activated and turned off through their contract IT service provider.

Additionally, company email accounts are subject not only to streams of non-work messages, such as when workers sign up for marketing deals or sports reports, but also to spam and even to security threats, such as phishing campaigns.

“When you get a message on Red e App, it is always about work,” Goodman said. Because managers too often are told their messages either weren’t seen or never arrived, they designed in read-receipt for every message that “you can never turn it off.”

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Silicon Valley couldn’t have done this

Since the app system was designed from the outset to be very secure, Red e App



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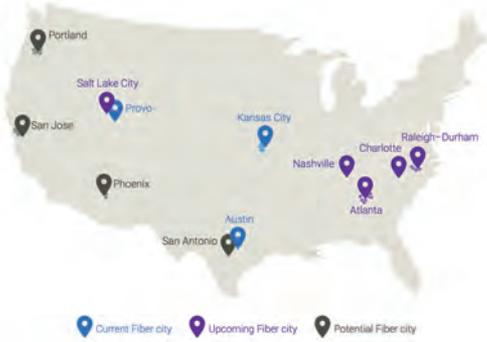
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FWO-16200-008T

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messages comply with strict federal Health Insurance Portability and Accountability Act of 1996. This allows healthcare personnel to use it to discuss or to pass along private medical information, even attaching images of scans.

Red eApp includes a special alert tone to notify employees of emergency conditions.

Goodman said that Kentucky's overall work environment with its higher proportion of healthcare, manufacturing, distribution and other non-desk, non-office jobs played a role in the creation of Red e App, a digital tool one might expect to originate from Silicon Valley.

"This technology could not be born on the West Coast," he said. There are simply fewer workplace communication issues there, and the work culture is so different that potential investors probably wouldn't relate to the need for the product.

In Greater Louisville, the work culture is ripe for the product, and the app is a prime example of Business Solutions at work in the region.

Going even more high tech

Another way that this sector can speed up the delivery of its services is if Louisville is able to pull off becoming a Google Fiber city.

"Louisville is on its way to becoming a Gig City, which is key to the long-term success of the Business Services sector," said Wiederwohl.

It is a potential Fiber city now, and the Metro Council recently passed an ordinance that gives ultra-fast Internet service providers such as Google Fiber easier access to city rights-of-way, or in this case utility poles.

"This will help business locate here

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and grow here," said Councilman Bill Hollander in a story published in the *Courier-Journal* earlier this year. ●

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The Ohio River Bridges Project includes two new bridges and major improvements in Spaghetti Junction.

Brett Hatt photo

A commercial and residential building boom

Hotel and home construction both keeping construction crews busy across Louisville



BY ROBERT HADLEY

DURING the last half decade or so, Louisville's boom in new hotels has earned the city a reputation as a mecca for commercial construction. But that mantle may soon be replaced as a renaissance of residential construction also takes hold.

Louisville is part of a recovery in the home building market affecting the state's metropolitan areas, with Jefferson County seeing a 30 percent jump in single-family home permits from 2011 to 2014. Yet despite the upturn, the city is still not back to its pre-recession heyday. According to HomeFacts.com, some 3,200 single-family permits were issued

The Kentucky International Convention Center renovations should be complete in about two years.

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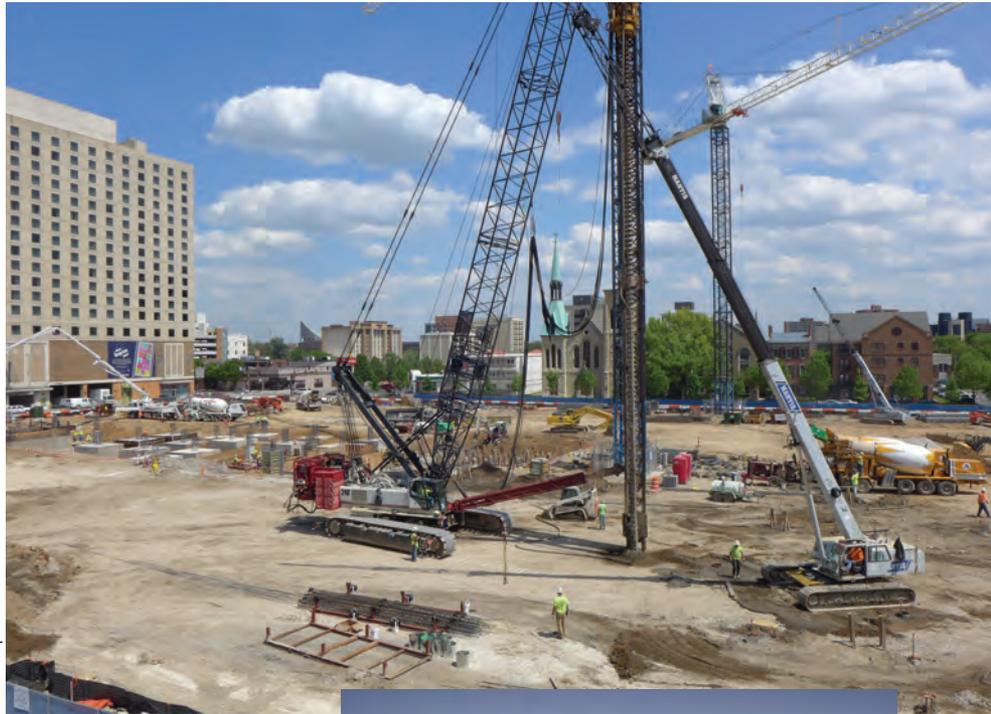
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John Hollenbach, Partner; Hollenbach-Oakley

A 27-year veteran in commercial real estate, John Hollenbach joined with Greg Oakley, in 1997, to form Hollenbach-Oakley, a full service Commercial Real Estate Development and Construction Management firm with a focus on clients and community.

Hollenbach graduated from the University of Kentucky and is a member of numerous associations and active with several community organizations.



Brett Hait photo

in 2004, the biggest year before the nation's souring economy brought it back to earth-bound levels of less than 1,000, where it has lodged since 2009.

Earning credit for the rise in new home construction in Louisville is the city's falling unemployment rate, which surged as high as 12 percent during the worst of the recession in February 2010. Six years later, that figure has fallen to 5.3 percent, now comparable to pre-recession levels.

So what else is driving the activity in the housing market? Realtors and others

The 600-room behemoth Omni Hotel under construction is one of eight projects in the metro area, along with a 162-room Hilton Gardens Inn at Third and Chestnut streets, and a 304-room offering from Embassy Suites.

say it's a result, in part, of the popularity of the city's noteworthy neighborhoods.

For example, the 40205 ZIP code in the heart of the metro earned a Top 25 ranking on Realtor.com's annual list of most viewed listings nationally. The ranking is based on how quickly properties are selling and how frequently homes are viewed in each ZIP code.



The 40205 zip code includes parts of the Seneca Gardens, Belknap, Cherokee Hills, Deer Park, Dundee Estates, Strathmoor, and Highlands neighborhoods.

Listings in 40205 received almost three times the views of the average listing in the U.S. and 2.4 times the views as the average listing in Louisville. At the same time, inventory in the area has a median age of 38 days, which is 23 days lower than the market median and 35 days faster than the national median for listing to sale.

"Louisville's population and housing growth are signs that we are moving in the right direction as a community," said Deana

Greater Louisville's housing market is experiencing growth and offers great variety.

The 40205 ZIP code in the heart of the metro earned a Top 25 ranking on Realtor.com's annual list of most viewed listings nationally.



Ongoing development spurs economic growth

DATE	DEVELOPMENT PROJECT	DESCRIPTION	LOCATION	DOLLAR AMOUNT	DEVELOPER	COMPLETION DATE
1/8/2016	Warehouse	668,000-s.f. speculative warehouse	River Ridge in Jeffersonville, Ind.	\$25 million	Crossdock Development	N/A
2/1/2016	The Echelon	Apartment complex	Aiken Road	\$30 million	Garrett Companies	N/A
2/12/2016	Landmark Recovery of Louisville	Drug & alcohol detox and residential therapy facility	LaSalle Avenue near Sts. Mary & Elizabeth Hospital	\$1.8 million	Simsbury Associates	N/A
2/17/2016	Unnamed Project	281-apartment complex	E. Broadway and Baxter Avenue	\$52 million	Edwards Communities	N/A
2/19/2016	The Lantern at Morning Pointe	Senior living facility	4701 S. Hurstbourne Parkway	\$6.2 million	Independent Healthcare Properties	End of 2016
2/29/2016	Towneplace Suites	95 room hotel	Paramount Park Drive	\$9 million	Salina Enterprises	Summer 2017
3/16/2016	Unnamed Project	424 apartments	Taylorville Road near Chenoweth Lane	\$25-27 million	Del Investments	N/A
3/22/2015	Homewood Suites	133 room hotel	Seventh Street and Market	\$26 million	Steve Poe and Timothy Mulloy	N/A
3/23/2015	Sutherland Pointe	241-lot luxury subdivision	15000 Aiken Road	\$120 million	Redwood Acquisitions	N/A
3/23/2016	Hidden Forest	167-home subdivision	6210 and 6304 Mt. Washington Road	\$35 million	Premier Homes	N/A
3/24/2016	Louisville Food Port	Distribution, processing, and storage of locally and regionally grown food	30th Street and Muhammad Ali Blvd.	\$56 million	Seed Capital	May 2018
5/4/2016	Old Jacob School	57-senior housing units	Wheeler and Camden Avenues	\$11 million	Bywater Development Group	Late 2017

Source: Greater Louisville Inc.



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310 at Nulu is an example of the many trendy new downtown living spaces being constructed.

Brett Hatt photo

Epperly-Karem, vice president of regional economic growth for Greater Louisville Inc. “People want to be in a city that has vibrant food, arts and culture, in addition to providing career opportunities, affordable housing and transportation.”

According to representatives from the Greater Louisville Association of Realtors, big factors that contribute to the consistent popularity of 40205 are the mature, well-developed and established neighborhoods that offer ease-of-access to parks, attractions (i.e. The Louisville Zoo), local dining and entertainment. The homes are close to interstates with variably less congestion/density, and in many cases are more affordable than the majority of the nearby and historically sought-after 40204 ZIP code.

Louisville overall is likely to be reaping benefits of the above-mentioned hotel boom. The 600-room behemoth Omni Hotel under construction is one of eight projects in the metro area, along with a 162-room Hilton Gardens Inn at Third and Chestnut streets, and a 304-room offering from Embassy Suites.

As the projects wrap, they will leave a supply of construction industry talent available for building new homes in the metro area.

The Greater Louisville Association of Realtors® (GLAR) reported in February 2016 that home sales are up 22.3 percent, with 1,062 homes and condos sold versus 868 the previous February. Year-to-date, compared with January-February 2015, home sales were up 13.6 percent.

The median price for all areas in February 2016 was up 6.7 percent compared to a year earlier, and the average price was up 13 percent. In Jefferson County, the average price in February 2016 was \$205,126 and the median was \$139,900. And across the MLS, the inventory of available properties was 23.6 percent lower than the previous year.

“Our Realtor members saw a continuation of a sellers’ market with inventory down over 23 percent compared to this time last year,” GLAR President Greg Taylor said. “The lack of inventory was the driving factor in the median price increase of 6-7 percent compared to last year.”

Across the river from Louisville Metro, Southern Indiana is experiencing a similar rollercoaster of its housing

figures. Back in 2005, the county registered 969 single-family permits, with a 2010 dip to 253 before rebounding to 399 in 2014. Unemployment for the region mirrors that of Louisville; both Clark and Floyd counties in Indiana and Jefferson County in Kentucky are hovering around 5 percent.

The recovery has a both a positive and a negative side for Southern Indiana Realtors. Rising demand spells more business, but until new-home construction meets that demand, buyers are competing for a small pool of available homes.

“Right now, the biggest risk to our 2016 market is a shortage of homes,” said Glenda Gasparine, CEO of the Southern Indiana Realtor Association. “We just don’t have enough homes out there, which is pushing up the price for existing homes.” ●

“Our Realtor members saw a continuation of a sellers’ market with inventory down over 23 percent compared to this time last year. The lack of inventory was the driving factor in the median price increase of 6-7 percent compared to last year.”

— Greg Taylor, President, Greater Louisville Association of Realtors



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The region's manufacturing sector continues to prove it is among the best in the world

THE manufacturing landscape in Louisville and Southern Indiana is formidable, thanks in large part to the region's strategic location. With abundant water supply, a low cost of doing business, and relative ease and speed of reaching customers all around the nation and the world, the area's manufacturing center was solidified in the late 19th century. Companies then made such products like chewing tobacco, whiskey, steam engines, farm equipment, furniture and plumbing products.

Some of the area's biggest manufacturers, like Ford, are continuing to grow. Earlier this year, Ford announced an additional investment to support facility upgrades and new machinery and tooling, mainly for the Kentucky Truck plant. In December 2015, Ford announced an investment of \$1.3 billion and an additional 2,000 new jobs at Kentucky Truck for production of the all-new F-Series Super Duty truck.

Iconic Americana products like the Louisville Slugger baseball bat is manufactured in the heart of downtown Louisville, in sight of visitors at the Main Street museum that houses model bats for the famous Major League sluggers.

Another exciting development is FirstBuild, a partnership between GE Appliances and Local Motors. Director Natarajan Venkatakrisman said that they are creating "a new model for the appliance industry, engaging



a community of industrial designers, scientists, engineers, makers and early adopters to address some of the toughest engineering challenges and innovations."

Another cutting edge facility heading to Louisville is a \$23 million indoor farm. Chicago-based FarmedHere LLC, which specializes in organic indoor vertical farming, plans to open an operation at the West Louisville FoodPort, a planned food business development. The 60,000-s.f. farm will have 10 rows of vertical grow beds and dedicated space for sorting, packaging and producing microgreens, herbs, salad dressings, baby food and other products, according to a news release. Produce is grown year-round and uses 95 percent less water than traditional farming methods, according to the company's website. The project is expected to create 40 jobs with an average pay of \$18 per hour, including benefits.

Even more manufacturing jobs are coming, too, thanks to Clariant Corp.'s plans to ramp up production of new chemical catalysts. The company revealed the plans Feb. 9 during a news conference to announce that the Bluegrass Economic Advancement Movement has been selected by the Brookings Institution's Global Cities Initiatives to develop a regional plan to attract and leverage more foreign direct investment. A Switzerland-based company, Clariant already has 400 employees at three Louisville locations. Louisville was selected over other sites around the world to host a new \$100 million plant that will create more than 40 new jobs.

In December 2015, Ford announced an investment of \$1.3 billion and an additional 2,000 new jobs at Kentucky Truck for production of the all-new F-Series Super Duty truck.

In Southern Indiana at Jefferson Riverport International are three company expansions with buildings that will total more than 100,000-s.f. of space. The projects include an expansion at Algood Food Co., MISA Metal Fabricating's \$4.3 million expansion, and MISA Metal Processing's \$3.8 million investment in its current facility. This new expansion was prompted by growth in the automotive industry, the company said.

Additionally, Illinois-based Enjoy Life Foods recently announced plans to open a state-of-the-art, allergy-friendly manufacturing facility in Jeffersonville. The new facility will create between 100 and 150 jobs, with the potential for more.

Just to Louisville's south in Bullitt County, British-based nutrition supplement maker Cend LLC plans to open a \$17 million production facility. The move will create up to 350 jobs in the region. The company is locating a 210,000-s.f. facility in Shepherdsville. Cend specializes in sports nutrition supplements and a vast range of high-protein foods, snacks, drinks and an expansive clothing range used by sports enthusiasts, endurance athletes and bodybuilders.

Following is a sample of manufacturers based in the region. All are located in Louisville unless indicated.



PPG Porter Paints was founded in 1921 and manufactures coatings for two-thirds of all new jetliners in the world.

Abell Elevator

Vertical transportation
abellelevator.com

Airguard

Air filtration products
jeffersonville, Ind. – airguard.com

Akebono Brake Corporation

Auto disc, drum brakes
Elizabethtown, Ky.
akebonobrakes.com

Algood Foods

Private-label peanut butter, jellies,
preserves
algoodfood.com

American Fuji Seal Inc.

Container shrink labels
Bardstown, Ky. – afseal.com

American Greetings Corp.

Greeting cards
Bardstown, Ky. –
americangreetings.com

American Printing House for the Blind Inc.

Educational, daily living products
aph.org

BAE Systems

Military equipment
baesystems.com

Balfour Co. Inc.

High school/college announcements
balfour.com

Beach Mold & Tool Inc.

Injection-molded plastics
New Albany, Ind. – beachmold.com

BFW Inc.

Fiberoptic headlight systems
bfwinc.com

Bourbon Barrel Foods

Condiments, spices
bourbonbarrelfoods.com

Bowles Mattress Co.

Lady Americana mattresses
Jeffersonville, Ind. –
bowlesmattress.com

Caldwell Tanks Inc.

Steel water tanks, towers
caldwelltanks.com

Cardinal Aluminum Co.

Custom aluminum extrusions
cardinalaluminum.com

Compass Manufacturing International

Kitchen, bath products
cmiproduct.com

Cox Interior

Interior moulding, trim
Campbellsville, Ky. –
coxinterior.com

D.A. Inc.

Automotive parts
Charlestown, Ind. – daiwa-da.com

Dawn Food Products Inc.

Bakery mixes, fillings, coatings
dawnfoods.com

D. D. Williamson & Co.

Carmel food/beverage colorings
ddwcolor.com

Derby City Shine

Premium moonshine
derbycityshine.com

Derby Dental Laboratory

Crowns, bridges, dentures
derbydental.com

Discount Labels Inc.

Labels, rubber stamps
New Albany, Ind. –
discountlabels.com

Drexel Metals Inc.

Metal roofing products
drexmet.com

Finchville Farms

Country ham/seasoned bacon
Finchville – finchvillefarms.com

FireKing Security Group

Fireproof safes, files
New Albany, Ind. – fireking.com

Ford Motor Co.

Super Duty Trucks, F-250, F-550,
Expedition, Navigator, Escape
ford.com

GE Appliances

Water heaters, dishwashers,
refrigerators, washers
ge.com

General Mills

Pillsbury refrigerated dough
New Albany, Ind. – generalmills.com

Green Bull

Professional-use ladders
greenbullladder.com

Grindmaster Corporation

Beverage, food equipment
grindmaster.com

Haas Cabinet Co. Inc.

Kitchen cabinets
Sellersburg, Ind. – haascabinet.com

Hillerich & Bradsby Co. Inc.

Louisville Slugger baseball bats
slugger.com

Hunter Kneppshield

Modular park buildings,
sports lighting
LaGrange, Ky. –
hunterkneppshield.com

INDCO Inc.

Industrial mixers
New Albany, Ind. – indco.com

Jeffboat LLC

Inland ships
Jeffersonville, Ind. – aclines.com

KACI (Katayama American Co. Inc.)

Automotive door sashes, moldings
Shelbyville, Ky. – kaci.com

Kelley Technical Coatings

Pool, deck tennis/basketball
court coatings
kelleytech.com

K-I Lumber

Building material
Shelbyville, Ky. – ki-lumber.com

Kentucky Trailer

Custom vans, trailers
kytrailer.com

Kern's Kitchen

Derby-Pie dessert
derbypie.com

Kitchen Kompact Inc.

Kitchen/bath cabinets
Jeffersonville, Ind. –
kitchenkompact.com

Lantech Inc.

Stretch-wrapping equipment
lantech.com

**Little Brownie Bakers**

Girl Scout cookies
littlebrowniebakers.com

Lear Corporation

Automotive seating
lear.com

Louisville Bedding

Bed pillows, processed fiber
loubed.com

Louisville Golf Club Co.

Custom clubs under the
Persimmon brand
louisvillegolf.com

Louisville Stoneware

Stone plates, bowls
louisvillestoneware.com

Mesa Foods

Corn and flour products
mesafds.com

MedVenture Technology

Medical devices
Jeffersonville, Ind. – medventure.com

Multi Packaging Solutions

Printer of home
entertainment products
multipkg.com

Nationwide Uniform Corp.

Security/police/postal uniforms
Hodgenville, Ky.

Papercone Corporation

Specialty envelopes, soft packages
papercone.com

Paradise Tomato Kitchens

Custom sauces
paradisetomato.com

Peerless Gear

Outdoor equipment transmissions
Salem, Ind. – peerlessgear.com

Peptides International

Biological products, research supplies
pepnet.com

PPG Architectural Finishes Inc./Porter Paints

Residential paints, stains
ppg.com

Premier Packaging Inc.

Corrugated boxes
Buechel, Ky. – prempack.com

Publishers Printing

Magazines, labels
Shepherdsville, Ky. – pubpress.com

Purnell's "Old Folks" Sausage

Sausage products
Simpsonville, Ky. – itsgooo-od.com

Radio Sound Inc.

Sound systems
radiosound.com

Raque Food Systems LLC

Food product-packaging machines
raque.com

Above: Rooibee Red Tea is brewed and bottled in Louisville.

Ralcorp Frozen Bakery Products Inc.

Frozen biscuits, pancakes, dry mixes
ralcorp frozen.com

Raytheon Co.

Defense weapons systems
raytheon.com

Rev-A-Shelf LLC

Home storage, organization products
Jeffersontown, Ky. – rev-a-shelf.com

Restonic New Albany

Restonic mattresses
New Albany, Ind. – restonic.com

Reynolds Packing Group

Aluminum foil
reynoldspkg.com

Rooibee Red Tea

Bottled organic tea
rooibeeredtea.com

Samtec Inc.

Electronic interconnect products
New Albany, Ind. – samtec.com

Shelby Industries LLC

Towing, trailing, lifting,
leveling equipment
Shelbyville, Ky. –
shelbyindustries.com

Stanley Black & Decker

Professional power tools
Shelbyville, Ky. –
stanleyblackanddecker.com

Steepleton Co.

Billiard tables
steepleton.com

Superior Van & Mobility

Vehicle mobility systems
Louisville – superiorvan.com

Sypris Solutions Inc.

Data acquisition/storage systems
sypris.com

Tower International

Metal, automotive stampings,
assemblies
Bardstown, Ky. –
towerinternational.com

Tyson Foods Inc.

Poultry deli products
Corydon, Ind. – tyson.com

USWorldMeds

Pharmaceuticals
usworldmeds.com

Zeon Chemicals

Innovative polymers
zeonchemicals.com

Zoeller Company

Sewage pump systems
zoeller.com ●

World-class center of commerce

Low costs, easy logistics contribute to robust business landscape

GREATER Louisville is a major headquarters center of business.

With the advantage of convenient road, rail, water and air travel, the area is a prime location for quick business. Pair that with a low cost of doing business, educated workforce and greater quality of life, the region is an ideal place to headquarter a business.

LOUISVILLE

21c Museum Hotels

21cmuseumhotels.com

A Arnold Relocation

aarnoldmovingcompany.com

AAF International

aafintl.com

Allied Ready Mix Co LLC

alliedrm.com

Almost Family Inc.*

almostfamily.com

Appriss Inc

appriss.com

Atlas Machine & Supply Inc.

atlasmachine.com

Atria Senior Living Inc.

atriaseniorkiving.com

Bachman Auto Group

bachmanautogroup.com

Baptist Health

bhsi.com

BDS Management Group

bdry.com

BF Co.

Brown-Forman Corp.*



Buckhead Management Inc.

eatatbuckheads.com

Café Press Inc.*

cafeexpress.com

Caldwell Tanks Inc.

caldwelltanks.com

Check Care Group LLC

checkcare.com

Chrysalis Ventures LLC

chrysalisventures.com

Churchill Downs Inc.*

churchilldownsincorporated.com

Citizens Financial Corporation

citizensfinancialcorp.com

Elmcroft Senior Living

elmcroft.com

Commonwealth Bancshares Inc.

cbandt.com

Above: Greater Louisville is home to nearly 20 publicly traded companies.

Right: LG&E/KU has nearly 1.3 million customers.



Brett Haiti photo

Farm Credit

Mid-America ACA

E-Farmcredit.com

Firstsource Solutions USA LLC

firstsource.com

General Rubber & Plastics Co.

grplou.com

Henderson Services LLC

Henderson-Services.com

Humana*

humana.com

ICAP Energy LLC

icapenergy.com

Industrial Services of America*

isa-inc.com

Interlock Industries Inc.

interlockindustries.com

ISCO Industries

isco-pipe.com

Kindred Healthcare Inc.*

kindredhealthcare.com

Kinetic

LJS Partners LLC

ljsilvers.com

Louisville Paving/Construction

loupaving.com

Louisville Ladder Inc.

louisvilleadder.us.com

Manning Equipment LLC

Truckequip.com

Mastoras Ventures LLC

cqriverside.com

Merrick Industries Inc.

merrickind.com

Miller Transportation Inc.

millertransportation.com

Moby Dick Commissary Inc.

N Glantz & Son LLC

nglantz.com

North Atlantic Holding Company Inc.

zigzag.com

Norton Healthcare

nortonhealthcare.com



Papa John's International Inc. is in the Blankenbaker office park. It has approximately 4,600 restaurants worldwide.



Brett Hatt photo

Above: Thorntons Oil Company was founded in 1971 and has 184 locations in seven states.

Right: The Kentucky Fried Chicken division and Yum! Brands Inc. are headquartered in Louisville.



NTS Realty Holdings LP*

ntsdevelopment.com

Office Resources Inc.

oriusa.com

ORR Corp.

orrcorporation.com

Packaging Unlimited LLC

packagingunlimited.com

Papa John's International Inc.*

papajohns.com

Payment Alliance International Inc.

gopai.com

PharMerica Corp.*

pharmerica.com

Peregrine Co.

theperegrineco.com

Recover Care LLC

recovercare.com

Republic Bancorp Inc.*

republicbank.com

Rescare Inc.

rescare.com

Roller Die & Forming Co.

rollerdie.com

Sam Swope Auto Group LLC

samswope.com

Porter Bancorp Inc.*

pbibank.com

Radtek Inc.

radtekinc.com

SGS International Inc.

sgsintl.com

Signature Health Care LLC

ltcrevolution.com

Stock Yards Bancorp Inc.*

syb.com

Sypris Solutions Inc.*

sypris.com

Tasman Industries Inc.

tasmanindustries.com

Texas Roadhouse Inc.*

texasroadhouse.com

Thorntons Inc.

thorntonsinc.com

True Home Value Inc.

thv.com

Tumbleweed Inc.

tumbleweedrestaurants.com

UHL Truck Sales Inc.

uhltrucksales.com

Wayne Supply Co.

wayne.com

York Co Inc.

York-Companies.com

Yum! Brands Inc.*

yum.com

Zir Med Inc.

public.Zirmed.com

Zoeller Co.

zoeller.com

OTHER

Akebono Brake Corp.

Elizabethtown
akebonobrakes.com

Beach Mold & Tool Inc.

New Albany, Ind.
beachmold.com

Bedford Loan & Deposit Bancorp

Bedford
bedfordbank.com

Bennett & Bennett Insurance Inc.

Corydon, Ind.
bennettins.com

Citizens Union Bancorp

Shelbyville
cubbank.com

Communicare Inc.

Elizabethtown
communicare.org

Community Bank Shares-Indiana*

New Albany, Ind.
yourcommunitybank.com

Edwards Holdings Inc.

Shelbyville
edwardsmoving.com

Evergreen AES Environmental

Shelbyville
evergreenaes.com

Fastline Publications Inc.

Buckner
fastline.com

FCB Bancorp Inc.

St. Matthews
fcbok.com

First Capital Inc.

Corydon, Ind.
firstharrison.com

First Cecilian Bancorp Inc

Cecilia
thececilianbank.com

First Farmers Bank Holding Co.

Bardstown
mytcbt.com

First Savings Financial Group*

Clarksville, Ind.
fsbbank.net

Full Circle Registry Inc.

Shelbyville
fullcircleregistry.com

Heaven Hill Distilleries Inc.

Bardstown

Hughes Group Inc.

Jeffersonville, Ind.
thehughesgroup.com

ILPEA Industries Inc.

Scottsburg, Ind.
ilpea.com

Kentucky National Bancorp Inc.

Elizabethtown
bankknb.com

Mid-Southern MHC

Salem, Ind.
Mid-Southern.com

New Independent Bancshares Inc.

New Washington, Ind.
newwashbank.com

Newcomb Oil Co. LLC

Bardstown
newcomboll.com

Peoples Bancorp Incorporated of Bullitt

Shepherdsville
pbobfc.com

PKDM Holdings Inc.

Elizabethtown
keithmonument.com

Samtec Inc.

New Albany, Ind.
samtec.com

Sav-A-Step Food Marts Inc.

Clarksville, Ind.
savastep.com

Shoe Sensation Inc.

Jeffersonville, Ind.
shoesensation.com

Sun Tan City LLC

Elizabethtown
suntancity.com

Trading Post Homes

Shepherdsville
tradingposthomes.com

United Citizens Financial Corporation

unitedcitizensbank.com

US World Meds LLC

St. Matthews
usworldmeds.com

Wilson & Muir Bancorp Inc.

Bardstown
wilsonmuirbank.com ●

* Denotes publicly traded companies
All locations are in Kentucky unless otherwise noted.



UPS Airlines is based in Louisville and operates Worldport, an international sort center at the Louisville International Airport.

Low costs, big investments

Utility companies are growing and getting creative; Louisville Water extends its footprint

BY KATHERAN WASSON

WHEN you're searching for a city to open a business or expand an industry, few needs are as basic – and as crucial – as a strong infrastructure to deliver the utilities you'll need.

Louisville has it in spades, from a power company making strides to modernize its sources of electricity to a water company that consistently ranks in the top 10 for quality and taste.

Cane Run station opens

The commonwealth's first-of-its-kind natural gas combined-cycle generating unit officially came online in July 2015, at Louisville Gas & Electric and Kentucky Utilities' Cane Run Generating Station in Louisville. It marked an historic changeover from the traditional coal-fired or hydro-generated electricity to a new energy source for making electricity.

The \$545 million unit was more than two and one-half years in the making with more than 2 million construction hours.

The unit replaces the bulk of 800 megawatts of coal-fired generation as the company retired 13 percent of its energy production from coal-fired units. LG&E and KU announced the retirement plans in 2011 as the result of stricter U.S. Environmental Protection Agency mandates, which, after a thorough analysis of available options, made building this new unit the most economical option to pursue.

"With this new facility, along with our coal, hydro and future solar plant, we have a



Louisville Water Co. produces 120 million gallons of water a day.

"Louisville Water produces 120 million gallons of water a day, but our plants can produce up to 200 million, so we have water to share."

**— Kelly Dearing-Smith,
Strategic Communications and Government
Relations Director, Louisville Water**

more diversified portfolio of generation that will help us continue to meet our customer's energy needs at some of the lowest costs in the nation," said LG&E and KU Chairman, CEO and President Vic Staffieri.

The transition from coal to natural gas brought an end to three units of coal-fired generation at Cane Run that spanned more than six decades and pioneered award-winning, environmental technology for the utility industry – even prompting a visit from President Jimmy Carter in 1979.

Louisville Water grows into regional utility

As the Louisville region continues to grow, so does the footprint of Louisville Water Co. The utility now provides safe, high-quality drinking water to 850,000 people in the area. The company's regionalization business has grown steadily; water sales to other providers have increased 27 percent in the last decade.

Currently, Louisville Water has wholesale contracts with water providers in Bullitt, Nelson, Shelby and Spencer counties. The company also operates the water treatment plant at River Ridge in Southern Indiana under a contract agreement, as well as the treatment plant on the Fort Knox base in Bullitt, Hardin and Meade counties.

Additional partners are on the horizon: Louisville Water has finished laying a water main that will deliver water to portions of Hardin County in 2017,

and last December, the utility signed a wholesale contract with Shelbyville Water and Sewer to begin in 2019.

"Louisville Water produces 120 million gallons of water a day, but our plants can produce up to 200 million, so we have water to share," said Kelly Dearing-Smith, strategic communications and government relations director for the utility, adding that up to 75 billion gallons of water flow by Louisville every day in the Ohio River.

"Industry-wide, water sales are flat – people are using low-flow fixtures, and we're being smarter about our water footprint. So you don't see the steady growth you did 20 years ago. Expanding our footprint helps us keep rates low for our customers."

Water rates in Louisville are some of the lowest in the region. You can fill an eight-ounce glass 66 times for one penny, which means the average residential

LOUISVILLE WATER COMPANY

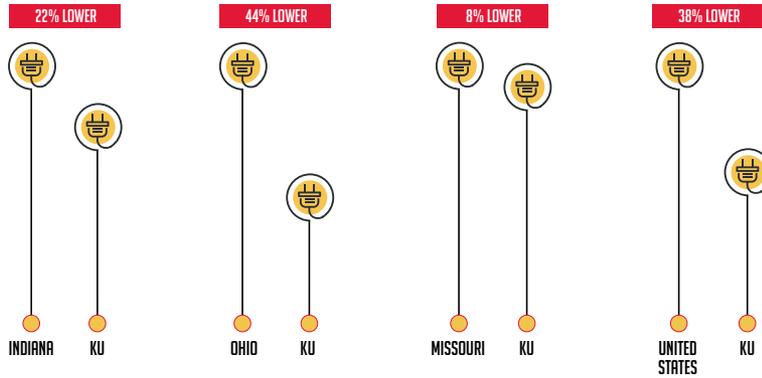
550 South Third Street
Louisville, KY 40202
louisvillewater.com



Spencer Bruce,
Interim
President/CEO,
Louisville
Water
Company

Louisville Water Company is a lifeline to the region, delivering 120 million gallons of drinking water daily to nearly a million people. Public health is at the core of Louisville Water's mission. The company's treatment facilities are ranked as two of the top 14 in North America and the water supply is so good it has a name, Louisville pure tap®.

How LG&E/KU rates stack up



customer pays 75 cents a day for water service. This is key to industrial growth in the area, Dearing-Smith said, particularly the cluster of food and beverage companies and advanced manufacturing that calls the Louisville region home.

Besides quantity, quality is also a focus for Louisville Water, where the water is actually trademarked as Louisville Pure Tap.

“In Louisville, we can be a little snobby when it comes to tap water,” Dearing-Smith said. “Teenagers on Twitter were tweeting about how they were on spring break in Florida and they were missing the tap water back home.”

Atmos Energy

atmosenergy.com

Columbia Gas of Kentucky

columbiagasky.com

Delta Natural Gas Company

deltagas.com

Equitable Gas

peoples-gas.com/welcomeequitablegascustomers.aspx

Hardin County Water District No. 1

hcwd.com

Hardin County Water District No. 2

hardincountywater2.org

Kentucky American Water

amwater.com/kyaw/

LG&E and KU Energy

lge-ku.com

LG&E and KU

220 West Main Street
Louisville, KY 40202
502-589-1444
lge-ku.com



Vic Staffieri,
Chairman,
CEO and
President
LG&E and
KU Energy

Louisville Gas and Electric Company and Kentucky Utilities Company are part of the PPL Corporation family of companies. LG&E and KU are regulated utilities that serve nearly 1.3 million customers and have consistently ranked among the best companies for customer service in the United States.

LG&E serves 322,000 natural gas and 403,000 electric customers in Louisville and 16 surrounding counties. Kentucky Utilities serves 546,000 customers in 77 Kentucky counties and five counties in Virginia. More information is available at lge-ku.com and pplweb.com.

Louisville/Jefferson County Metropolitan Sewer District

msdlouky.org

Louisville Water Co.

louisvilleky.gov/LWC

Touchstone Energy Cooperatives

touchstoneenergy.com

DISCOVER LOUISVILLE'S LIQUID ASSETS



Of the more than **51,000** public water systems in the United States, Louisville Water facilities ranked as of the top **14.**

2

Louisville Water is a lifeline to the region and a large part of what makes the area a **great place** to grow a business.



Optimal positioning for continued growth

Ohio River Bridges Project provides big lift to existing and new businesses

BY ESTHER ZUNKER

WHEN the Louisville-Southern Indiana Ohio River Bridges Project is complete, it's sure to enhance the Greater Louisville area's already favorable logistics position.

Since the river city's founding in 1778, Louisville and logistics go hand-in-hand, as the city is within a day's drive of two-thirds of the U.S. population from its intersection of Interstates 64, 65 and 71. And thanks to a thriving airport, as well as waterway and railway access, Louisville is known as a major freight hub.

"Multimodal transportation is key to Greater Louisville's economy," said Deana Epperly-Karem, vice president of Regional Economic Growth for Greater Louisville Inc. "Our centralized location, river access, international airport, extensive highway system and public transportation options make this a prime area for businesses and manufacturers to work within."

In 2013, the city began putting together a major bridges improvement plan. The Louisville-Southern Indiana Ohio River Bridges Project includes two new bridges and their approaches, an improved Kennedy Bridge and reconstruction of the Kennedy Interchange, where I-65, I-64 and I-71 come together in downtown Louisville.



The Ohio River Bridges Project is changing the landscape of the Ohio River.

The new Abraham Lincoln Bridge will carry six lanes of I-65 northbound traffic. The improved Kennedy Bridge will carry six lanes of southbound traffic. The new East End bridge eight miles east will connect the Gene Snyder Freeway (I-265) in Prospect, Ky., with the Lee Hamilton Highway in Utica, Ind.

The modernization project has an estimated total cost of \$2.5 billion and is the largest transportation project ever between the two states. It is slated to be complete by 2024.

The Downtown Crossing project, which includes the new Abraham Lincoln Bridge, an improved Kennedy Bridge and new interstate connections on both sides of the Ohio River, is expected to be substantially complete by the end of 2016.

"The two new Ohio River bridges will not only ease congestion in a growing area, but also create opportunities for even more economic growth," said Epperly-Karem.

Once the project is completed, the new bridges and the renovated Kennedy Memorial Bridge downtown will feature an all-electronic toll collection system – meaning no toll plazas, no slowing of traffic.

The East End Crossing will be of huge benefit to the already burgeoning River Ridge Industrial Park in Jeffersonville, a 6,000-acre site immediately off of I-265. River Ridge will gain unprecedented multimodal capabilities through a \$22.5 million partnership project by the state of Indiana and local business to link it to the nearby Port of Indiana-Jeffersonville and Indiana State Road 62.

The East End Crossing will provide other major benefits to the Louisville

and Southern Indiana area, including convenient commuting access between eastern Jefferson County and southern Indiana. And for travelers passing through the Louisville area from the north or south, the East End Crossing bypasses the urban traffic of downtown Louisville.

An improved transportation infrastructure will continue to expand the area's reach on an international scale. UPS Worldport, which adjoins the Louisville International Airport and is the largest fully automated package handling facility in the world, connects the metro area to more than 220 countries around the world.

Worldport employs more than 20,000 workers in the state, and has helped attract over 100 companies to the region.

Water, rail and airways that pay

The Louisville International Airport and nearby Bowman Field continue to be valuable transportation hubs within the state. The airports are owned, operated and developed by the Louisville Regional Airport Authority.

A 2015 survey of the economic impact of Louisville International Airport and Bowman Field revealed the airports:

- Support 69,900 total jobs;
- Generate more than \$2.6 billion in total payroll;
- Generate more than \$8.1 billion in total economic activity; and
- Produce \$348.8 million in total state and local tax revenues.

"These figures show our airports are continuing to grow and thrive, providing an economic lift to the community that

TRANSIT AUTHORITY OF RIVER CITY (TARC)

1000 West Broadway
Louisville, KY 40203
(502) 561-1000
ridetarc.org



J. Barry Barker,
Executive
Director, TARC

About 15 million times a year, TARC connects people in Greater Louisville to what life has to offer and the places they need to go. About 70 percent of the trips are for work or school.

We're making it easier to ride with fleet upgrades and Wi-Fi onboard

more buses. Ten zero-emissions, all-electric "ZeroBus" vehicles are circulating in downtown Louisville with free rides to some of the city's most popular attractions. We'll be adding five more all-electric buses to the fleet in 2016.

Public transportation is vital for a competitive city and region, enhancing job growth, a cleaner environment and higher quality of life.

results in more jobs, payroll, and tax revenues,” said Jim Welch, chairman of the LRAA Board of Directors.

In 2014, Louisville International Airport and its partners invested more than \$55.6 million in new capital projects.

An important gateway to the United States’ Midwest region, the 1,057-acre Port of Indiana-Jeffersonville is located across the Ohio River from Louisville. Part of the Ports of Indiana system, it has an 11-mile interior rail system, access to three interstates and 3,200 feet of riverfront. The Port of Indiana-Jeffersonville is well placed to move cargo to and from more than two-thirds of the U.S. market within a single day. The port also supports international services via the Mississippi-Ohio River System.

Louisville is additionally served by three Class I railroads: Canadian Pacific Railway, CSX and Norfolk Southern. The city is one of CSX’s four regional hubs.

Don’t forget bike and foot traffic

Thanks to a diligent combined effort, the Big Four Pedestrian/Bicycle Bridge spanning the Ohio River connects Louisville’s Waterfront Park with the small-town charm of Jeffersonville. The Big Four Bridge, a former railroad truss bridge completed in 1929, sat unused for years and was re-opened to the public in May 2014.



AIRPORTS & GENERAL AVIATION

Atlantic Aviation

Louisville International Airport
atlanticaviation.com

Bowman Field

Louisville – flylouisville.com

Clark Regional Airport

Sellersburg, IN – flyjvy.com

Lebanon-Springfield Airport

Springfield, KY –
visiblebanonky.com/feature/
lebanon-springfield-airport

Louisville International Airport

flylouisville.com

INTERNATIONAL SHIPPING COMPANIES

DHL

dhl.com

FedEx International

fedex.com

UPS

ups.com

River Ridge Commerce Center in Jeffersonville is a prime example of the region’s stellar logistics landscape, as the industrial park regularly wins new national and international clients to the 6,000-acre center.

PUBLIC RIVERPORTS & RAIL

Canadian Pacific Railway

cpr.ca

CSX

csx.com

Norfolk Southern

nscorp.com

Port of Indiana-Jeffersonville

portsofindiana.com

Jefferson Riverport International

Kentucky – jeffersonriverport.com

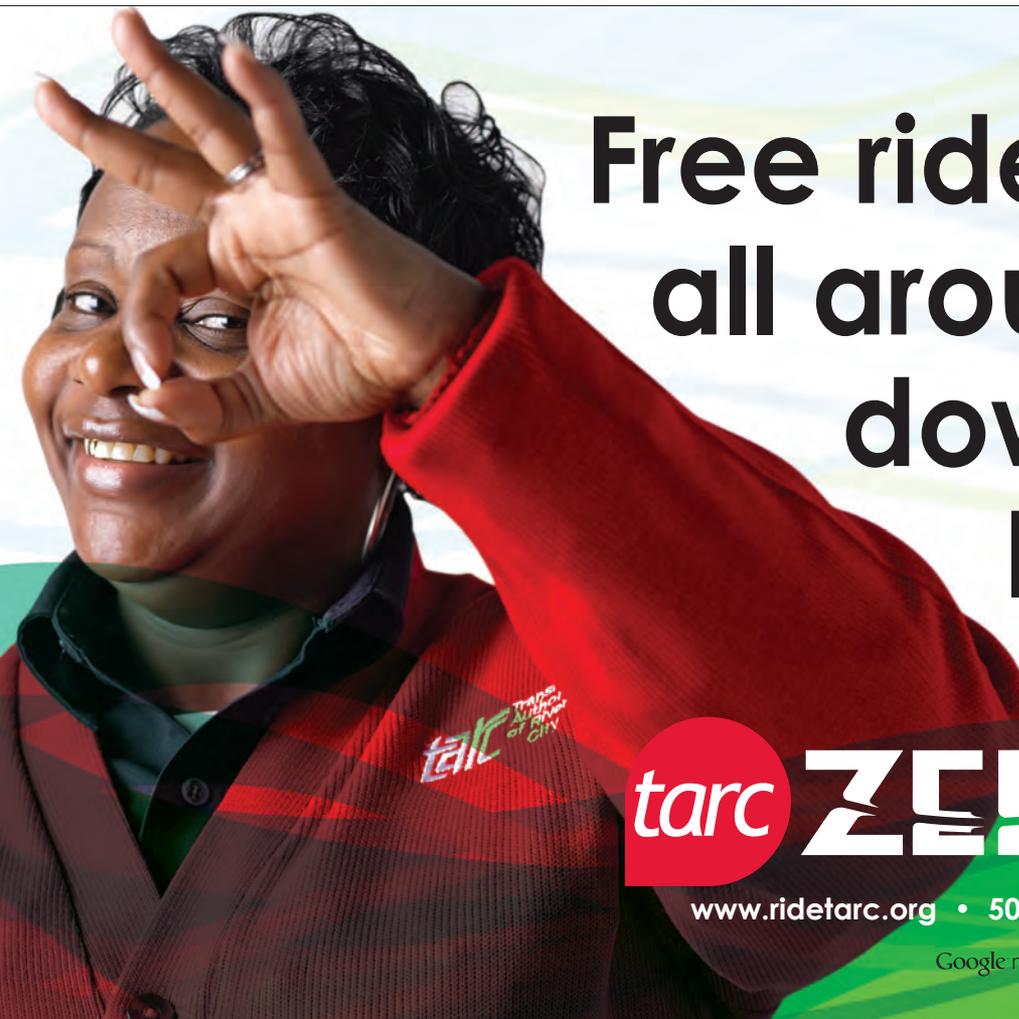
Meade County Riverport

transportation.ky.gov

TRANSIT SYSTEM

Transit Authority of River City

Louisville – ridetarc.org ●



**Free rides
all around
downtown
Louisville**

tarc ZEROBUS

www.ridetarc.org • 502.585.1234 • TTY 502.213.3240

Google maps

Hitting the books with impact

Quality educational opportunities at all levels are key to region's long-term strategy



BY KATHERAN WASSON

THE Louisville area has no shortage of educational opportunities, from K-12 schools to colleges to workforce development programs.

From kindergarten to graduation day, Jefferson County Public Schools is

home to more than 100,000 students and employs more than 14,000 people, making it the second-largest employer in the county behind only UPS. Approximately 80 percent of the county's school-aged children are enrolled in JCPS, according to the school district.

Additionally, though it's tiny, the

Code Louisville, a 12-week course, has trained nearly 300 people in computer coding since starting in 2014.

Anchorage Independent school district in east Jefferson County consistently ranks among the top public school districts in the state. Last year, the Kentucky Department of Education named the district, which serves students in kindergarten through eighth grade, the third best. Nearby Oldham County Public Schools also made the list, coming in at ninth place.

Greater Louisville is also home to scores of private schools, including religiously based, special education, alternative schools and popular programs such as Montessori.



Many local and state organizations are partnering to ensure that Louisville's education opportunities are competitive and meeting workforce needs.

More than 70,000 students attend 31 colleges and universities

ATA College

Enrollment: 472

Private, for-profit 2-year college. Dental assisting, limited medical radiography, medical assisting, medical coding, medical office assisting, medical laboratory technician, phlebotomy, practical nursing.

Bellarmino University, Louisville

Enrollment: 3,609

Private, non-profit, four-year college that also has advanced degrees in 26 graduate and professional programs. Arts and sciences, education, business, nursing, health sciences, e-commerce.

Brown Mackie College, Louisville

Enrollment: 1,002

Four-year, primarily associate's, private for-profit. Veterinary technology, occupational therapy assistant, practical nursing, legal studies, business administration, healthcare.

Campbellsville University, Elizabethtown

Enrollment: 21

Private, not-for-profit: 4-year university, undergraduate, early childhood education.

Campbellsville University, Louisville Education Center

Enrollment: 254

Private, not-for-profit 4-year undergraduate, graduate. Criminal justice, business administration, education, social work, theology.

Elizabethtown Community and Technical College

Enrollment: 3,685

Public, not-for-profit, 2-year technical institute. Baccalaureate transfer, nursing and allied health, computer information, radiological technology, culinary arts.

Embry-Riddle Aeronautical University

Enrollment: 131

Private, not-for-profit: 4-year undergraduate, graduate. Aviation maintenance, aeronautics technical management, aviation business administration, aeronautical science, management.

Galen College of Nursing

Enrollment: 868

Public, non-profit 4-year undergraduate, graduate. Business, education, nursing, arts and letters, social sciences.

Indiana University Southeast

Enrollment: 6,442

Public, non-profit: 4-year undergraduate, graduate. Business, education, nursing, arts, social sciences.

Indiana Wesleyan University, Louisville Education Center

Enrollment: 872

Private, non-profit 4-year undergraduate, graduate. Business administration, IT, religious studies, healthcare, criminal justice, human services, communications.

ITT Technical Institute, Louisville

Enrollment: 547

Private, for-profit 4-year or above. IT, Business, nursing, electronics, drafting & design.

Ivy Tech Community College of Indiana

Enrollment: 4,976

Public 2-year technical college. Applied science, engineering technology, business, education, fine arts and design, health sciences, nursing, social services.

Jefferson Community and Technical College

Enrollment: 13,278

Public, 2-year community college. Baccalaureate transfer, nursing, allied health, computer information, commercial art, culinary arts.

Louisville Bible College

Enrollment: 115

Private, nonprofit, 4-year or above. Theology, ministry, literature, Christian education, Biblical counseling.

Louisville Presbyterian Theological Seminary

Enrollment: 170

Private, not-for-profit: four-year university. Master of divinity, marriage and family therapy, religion, doctor of ministry, joint degrees in law, business administration, social work and spirituality.

McKendree University, Louisville Campus

Enrollment: 117

Private, not-for-profit, 4-year undergraduate, graduate. Business, management, marketing, accounting, human resource management, computer information systems, nursing, organizational communication.

McKendree University, Radcliff Campus

Enrollment: 259

Private, not-for-profit: 4-year undergraduate, graduate. Business administration, management, marketing, accounting, human resource management, computer information, nursing.

Mid-America College of Funeral Service

Enrollment: 61

Private, not-for-profit 4-year college, undergraduate. Funeral services, funeral directors.

Northwood University, Louisville Program Center

Enrollment: 65

Private, nonprofit, 4-year university. Business management, Business marketing, Ford Corporate Program, online degrees.

Ottawa University, Jeffersonville Campus

Enrollment: 93

Private, nonprofit 4-year undergraduate, graduate. Business, healthcare management, human resources and services, public administration, psychology, education.

Purdue Polytechnic at New Albany

Enrollment: 246

Public, non-profit 2-year technical institute. Graphics technology, electrical and computer engineering technology, industrial technology, mechanical engineering technology, organizational leadership.

Simmons College of Kentucky

Enrollment: 221

Private, for-profit four-year university. Biblical, theological and ministerial studies.

Spalding University

Enrollment: 2,461

Private, not-for-profit 4-year comprehensive coeducational university. Accounting, business administration, communications, creative writing, education, humanities, natural sciences, nursing, occupational therapy, psychology, social services.

Spencerian College

Enrollment: 554

Private, for-profit, 2-year associate's degree. Nursing, business, allied health, invasive cardiovascular technology, medical technician, radiologist, surgical technology, computer electronics, graphics.

Sullivan College of Technology & Design

Enrollment: 395

Private, for-profit, 2-year technical institute. Computer graphic design, dynamic Web development, interior design, mechanical engineering technology, HVAC technology, architectural and mechanical CAD, computer engineering technology.

Sullivan University

Enrollment: 3,442

Private for-profit: 4-year undergraduate and graduate. Management, accounting, marketing, office administration, culinary arts, baking/pastry arts, catering, legal studies, hotel/restaurant, child-care.

The Southern Baptist Theological Seminary

Enrollment: 3,647

Private, not-for-profit, 4-year undergraduate, graduate and professional. Theology, missiology, evangelism, church music, Christian education, Biblical counseling.

University of Louisville

Enrollment: 21,261

Public, 4-year, undergraduate, graduate, comprehensive metropolitan research-extensive university. Arts and sciences, business, public administration, dentistry, education and human development, social work, law, medicine, music, nursing, public health, information sciences, engineering.

University of Phoenix, Louisville Campus

Enrollment: 713

Private, for-profit university. Management, information technology, criminal justice, nursing, communication.

Webster University, Louisville & Fort Knox

Enrollment: 135

Private, not-for-profit: graduate, professional. Business administration, computer resources, information management, human resources, management, communications.

Western Kentucky University, Elizabethtown/Fort Knox

Enrollment: 854

Public, not-for-profit 4-year undergraduate, graduate. Elementary education, middle grades education, social work, online degrees.

Sources: Business First, January 2015; CollegeSource Online, 2015

Workforce education abounds

KentuckianaWorks, the Workforce Development Board for the Greater Louisville region, continues its effort to help job-seekers find work and training opportunities – all while supporting the needs of local business and industry.

In January, Mayor Greg Fischer and leaders in the local healthcare industry opened the Kentucky Health Career Center, a specialized site that will provide training, career advice and other services for job seekers, while also meeting a growing demand for skilled workers in area hospitals, long-term care and other facilities.

“Health care is booming in Louisville, and we’re fast becoming one of the leading cities for healthcare companies to be headquartered,” said Phil Miller, director of communications for KentuckianaWorks. “It’s one of the top areas where jobs are available, yet we have a shortage of skilled workers in that area.”

That includes everything from clinical nursing positions to a variety of technicians – even administrative roles, he said.

Another KentuckianaWorks program continues to see growth. Code Louisville, a 12-week course, has trained nearly 300 people in computer coding since starting in 2014. Approximately 50 have landed jobs in the field, Miller said.

“It has really just taken off, and the



KentuckianaWorks, the Workforce Development Board for the Greater Louisville region, continues its effort to help job-seekers find work and training opportunities – all while supporting the needs of local business and industry.



Above: The 55,000 Degree program is partnering with all areas of the city and region.

Right: Purdue Polytechnic at New Albany is a two-year technical institute.

classes have been consistently full,” he said. “We’re creating a pipeline of skilled people who are landing jobs here in the Louisville area.”

Additionally, the Kentucky Manufacturing Career Center continues to train workers for jobs in the manufacturing industry. In the last year, the average wage of participants has grown to \$13.37 an hour. Those who finish the more rigorous Certified Production Technician training can expect to earn an average of \$14.31 an hour.

Miller said the CPT program is growing because area manufacturers, such as GE Appliances, have said they prefer to hire workers with the credential.

“Now we’ve scheduled additional orientation and training sessions in Shelby and Bullitt counties and West Louisville, and we’ve added training sessions in the evenings to catch people who are too busy during the day to attend,” Miller said. “It’s a big commitment, but we have a lot of success stories.”

Colleges and universities in the area

Louisville’s 55,000 Degrees movement is halfway through its 10-year mission to increase educational attainment in Louisville. The goal is to hit a 50 percent college attainment rate in Jefferson County by 2020.



The organization reported in December that the county has hit a record high – 41.7 percent in 2014, the latest figures available. This represents an additional 23,337 degrees added to the area’s working-age population since the program started.

For those headed to college, there are plenty of options in the Louisville Metro area, from the large – the University of Louisville and Jefferson Community and Technical College, which together count enrollment of approximately 34,000 – to the specialized, with institutions training students in everything from information technology to funeral direction.

Nearby New Albany, Ind., is also home to regional campuses to two major universities: Purdue Polytechnic, a specialized, technology-focused branch of the Purdue University system, and Indiana University Southeast. ●

‘We want to taste bourbon’

Louisville’s spirits industry is growing by leaps and bounds; \$1.3 billion statewide investment

BY KEVIN GIBSON

THIS past spring, I was in the Louisville Visitors Center downtown at Fourth and Jefferson one afternoon waiting to talk with a specific employee. A mid-60s looking couple walked in, and the greeter said, “Welcome to Louisville!”

In a vaguely British-sounding accent the visiting woman said, “Hello, we’re from South Africa. This is our first time here.”

“How can I help you?” the greeter asked. “We want to taste bourbon.”

That pretty much sums it up for Louisville, Ky. Bourbon tourism showed no signs of slowing down in 2015, despite a massive fire on Main Street in the city’s historic Whiskey Row district that threatened to significantly alter or even halt plans for an Old Forester distillery and tourist attraction at 117 to 119 Main Street. While the fire devastated adjacent properties at 111, 113 and 115 Main, which themselves were in the planning stages to become new lofts and retail space, firefighters managed to save the Old Forester property, and Brown-Forman in April unveiled renderings of what the attraction will look like.

The new facility will include a 60,000-s.f. distilling operation and visitor center that will produce 100,000 cases of Old Forester annually and showcase the brand’s history. It is scheduled to open in late 2017.



Brett Hait photo

With Michter’s and Angel’s Envy also planning active distilleries nearby on Main, and Rabbit Hole Distilling making progress just blocks away, Mayor Greg Fischer’s “Bourbonism” campaign appears to be working. In fact, the Kentucky Distillers Association reported that the Kentucky Bourbon Trail and Kentucky Bourbon Trail Craft Tour set an all-time attendance record in 2015 with nearly 900,000 guests touring the state, many of them kicking off those tours in Louisville.

The Bourbon Trail alone set a new milestone with 762,009 visits last year, shattering the previous year’s record by 22 percent.

Big splash with financial ripples

“What a phenomenal success story,” KDA President Eric Gregory said in a prepared statement. “The growth and impact of the Kentucky Bourbon Trail is advancing Kentucky tourism beyond our wildest dreams. The entire commonwealth is seeing tremendous benefits from the increased investment and revenue.”

Meanwhile, a University of Louisville study estimated that bourbon visitors spend an average of \$1,000 apiece while here. They stay longer and come in larger groups than other typical tourists,

Dubbed “Whiskey Row,” a portion of Main Street in Louisville is a major bourbon attraction.

and more than 85 percent of them are from outside Kentucky, the study found. So, while the Evan Williams Bourbon Experience continues to thrive, new bourbon attractions continue to arise, from the Bulleit Frontier Whiskey Experience to Peerless Distilling – which all only signals an “up” arrow for Louisville’s bourbon economy.

Even the Frazier History Museum, once devoted strictly to historic arms and weaponry, is getting in on the act with its “Spirits of the Bluegrass: Prohibition and Kentucky” exhibit, which is in place through 2016. Frazier announced last year it will develop a permanent bourbon experience that will include a visitor center.

Perhaps the crowning jewel for Louisville, however, is the return this year of the prestigious Kentucky Bourbon Affair fantasy camp in June. In addition, for the first time ever, Louisville also will host Whisky Live, an international celebration of the world’s finest whiskies. These events being held in Louisville will



The new Old Forester distillery facility on Whiskey Row in downtown Louisville will include a 60,000-s.f. distilling operation and visitor center that will produce 100,000 cases of Old Forester annually and showcase the brand’s history. It is scheduled to open in late 2017.

BOURBON & HOSPITALITY

The Old Forester Distillery on Whiskey Row is scheduled to open next year.

Tourism in Jefferson County

- Generates **\$200 million** in state and local taxes
- Direct spending impact of **\$1.1 billion**
- Supports **more than 26,000** jobs

give the city an international spotlight and attract thousands of bourbon professionals and enthusiasts alike.

“The Kentucky Bourbon Affair has become one of our city’s signature bourbon events,” Karen Williams, president and CEO of the Louisville Convention & Visitors Bureau, said. “The addition of Whiskey Live only elevates it further and adds to our tourism strategy of making Louisville a world-class destination.”

“With its ever-growing bourbon presence and world-class culinary scene, Louisville has firmly established itself as the heartbeat of bourbon culture,” Gregory said.

Meanwhile, the state as a whole is in the middle of a \$1.3 billion bourbon building boom, including the aforementioned Louisville distillery projects, which will only add to the focus on Louisville as a tourist destination.

According to the CVB, tourism is the third largest revenue-producing industry in Jefferson County, generating \$200



million in state and local taxes, with a direct spending impact of \$1.1 billion. Tourism in the Louisville area also supports more than 26,000 jobs.

More hotels, more restaurants

Louisville’s growth can also be seen not just in the thriving bourbon culture, but in hotel development. Aloft, a 175-room boutique hotel, opened late last year and will serve Whiskey Row for years to come. Meanwhile, work began early this year on the Omni Louisville Hotel downtown, which will have 612 rooms along with 70,000 s.f. of event space, plus other amenities such as restaurants, bars, fitness center and even a market. A 225-unit upscale apartment complex will top off the 30-story structure.

In addition, an eight-story, 133-room Homewood Suites is set to begin construction soon downtown. In fact, the CBV reports that between now and the end of 2018, six new hotels will open in Louisville, including one in the popular NuLu district.

Of course, the Kentucky International Convention Center is undergoing a \$180 million expansion and renovation to help support the influx of tourism; that expansion is expected to be completed in 2018.

Meanwhile, where there is tourism there are hungry tourists, and Louisville’s dining scene continues to thrive, with several new restaurants opening in early 2016 – like Doc’s Cantina, Le Moo, River House Restaurant & Raw Bar, and the Hub, as well as a recent burst of Nashville-style



Adding to the variety of artistic bike racks in Louisville a new Bourbon Trail-inspired sculpture bike rack was installed in 2012, further cementing Louisville’s emphasis as a bourbon tourism oriented town.

hot chicken with Royal’s and Joella’s. Plenty more are on the way in a city with more than 2,500 restaurants.

It’s probably no surprise then that, in April, Louisville was bestowed the honor “Best Destination Experience” in the World Food Travel Association’s FoodTrekking Awards. Runners-up were Helsinki, Finland, and Nova Scotia, Canada.

In other words, the next couple that walks into the downtown visitors center will have plenty of options available to them – and those options will continue expanding for the foreseeable future.



Located in Butchertown, Louisville, Cooper & Kings is a specialist American brandy and absinthe distillery.



Left: All of the tours on the Kentucky Bourbon Trail, including Heaven Hill Distillery in Bardstown, are an easy day trip from Louisville.

Below: There are infinite variations of Hot Brown goodness.



ATTRACTIONS & DISTILLERIES

Barton 1792 Distillery

Bardstown – 1792bourbon.com

Bourbon Classic

Louisville – bourbonclassic.com

Early Times

Louisville – earlytimes.com

Four Roses (warehouse/bottling facility)

Cox's Creek – fourrosesbourbon.com

Heaven Hill Distilleries Inc.

Bardstown – heaven-hill.com

Heaven Hill Distilleries Bourbon Heritage Center

Bardstown – bourbonheritagecenter.com

Jim Beam Brands Co./ Jim Beam American Stillhouse

Clermont – jimbeam.com

Kentucky Bourbon Festival

Bardstown – kybourbonfestival.com

Kentucky Bourbon Trail

bourbontrail.com

Limestone Branch Distillery

Lebanon – limestonebranch.com

Maker's Mark Distillery Inc.

Loretto – makersmark.com

Michter's Distillery LLC

Louisville – michters.com

Old Forester

Louisville – oldforester.com

Urban Bourbon Trail

Louisville – bourboncountry.com/urban-bourbon

Whiskey Row

Louisville

URBAN BOURBON TRAIL STOPS

(All in Louisville)

Asiatique

1767 Bardstown Road asiatiquerestaurant.com

Avalon

1314 Bardstown Road avalonfresh.com

The Bar at BLU

280 W. Jefferson St. blugrille.com

Baxter Station Bar & Grill

1201 Payne St. baxterstation.com

Bourbons Bistro

2255 Frankfort Ave. baxterstation.com

Bristol Bar & Grille

614 W. Main St. bristolbarandgrille.com

The Brown Hotel Lobby Bar

335 W. Broadway brownhotel.com

Buck's

425 W. Ormsby buckslou.com

Corbett's: An American Place

5050 Norton Healthcare Blvd. Corbettsrestaurant.com

Derby Café: at the Kentucky Derby Museum

704 Central Ave. derbycafe.com

Dish on Market

434 W. Market St. dishonmarket.com

Doc Crows Southern Smokehouse & Raw Bar

127 W. Main St. doccrows.com

Equus & Jack's Lounge

122 Sears Ave. equusrestaurant.com

Jockey Silks Bourbon Bar

140 N. 4th St. galthouse.com

Limestone

10001 Forest Green Blvd. limestonerestaurant.com

Maker's Mark Bourbon House & Lounge

446 S. 4th St. makerslounge.com

The Old Seelbach Bar

500 S. 4th St. seelbachhilton.com

Proof On Main

702 W. Main St. proofonmain.com

Ramsi's Café on the World

1293 Bardstown Road ramsiscafe.com

Village Anchor

11507 Park Road villageanchor.com ●

The Evan Williams Bourbon Experience features an artisanal distillery, guided tours, tastings and more.



Brett Hait photo

\$1.7 billion tourism impact

Popularity of Louisville and Southern Indiana prompts better amenities inside and out

BY KATHIE STAMPS

TOURISM'S 2015 economic impact for Louisville was \$1.7 billion, and the city is adding \$1 billion in infrastructure. The 12.7 million annual visitors to Jefferson County are in for one treat after the other for years to come, to see the old (Belle of Louisville steamboat) and the new (Jim Beam Urban Stillhouse).

The Kentucky Exposition Center, adjacent to the Louisville International Airport, is the sixth-largest convention center in the nation. Churchill Downs, Louisville Slugger Museum & Factory, the Muhammad Ali Center, the Louisville Zoo, the Louisville Mega Cavern and 4th Street Live are among unique attractions that continue to impress visitors and convention-goers.

More than \$180 million is at play in the renovation and expansion of the downtown Kentucky International Convention Center. When KICC re-opens in summer 2018, national meeting and convention opportunities should increase 25 percent – thanks in part to a national marketing campaign promoting a new 40,000-s.f. ballroom and 200,000 s.f. of exhibit space.

KICC will have a stunning new high-rise neighbor, the Omni Louisville Hotel, which broke ground in January 2016. Set for a target opening of May 2018, the 30-story hotel has an estimated cost of \$274 million and will be the city's tallest hotel. General contractor Brasfield & Gorrie, headquartered in Birmingham, Ala., is constructing 612 guest rooms and suites, two restaurants, a lounge, café, bowling alley, a 20,000-s.f. Fresh Market and grocery, and 70,000 s.f. of meeting and event space. Omni Hotels & Resorts company is based in Dallas.

Meanwhile, the motorcoach market is transitioning from bus trips for seniors to specialty travel for affinity groups, a group niche that Louisville is strongly positioned to attract, particularly after hosting the American Bus Association in 2016. This organization's travel and tourism show had a record number of attendees from across the globe and typically boosts business subsequently over a multiyear period.



The Louisville Mega Caverns have an impressive 17 miles of corridors located beneath the city of Louisville. The man-made cavern offers a breathtaking bevy of events, including the world's only fully underground ropes courses, the nation's first and only underground mountain biking course and many more attractions.

Brett Hatt photo

From hotel space to greenspace, visitors to Greater Louisville dare welcome inside and outside. The newly expanded Speed Art Museum has larger spaces for special exhibitions plus an art park and public piazza that will engage the artistic abilities of University of Louisville students and faculty.

Beautiful greenspace also abounds in Louisville and the region throughout 120 parks. Louisville's park system was designed by prominent 19th century landscape architect Frederick

Law Olmsted, creator of New York's Central Park. The 4,000-acre Parklands of Floyd's Fork comprises four major parks linked by a park drive and trail systems. Waterfront Park is part of the Louisville Loop, an in-progress project that is connecting 100 miles of bike paths around the city.

The culinary scene is another reason leisure and group travelers rave about Louisville. National publications and rating entities have named the area to "top" lists for foodies and culinary

tourism. There are 50 independent restaurateurs known as the Louisville Originals, award-winning restaurants, locally made products, craft beers collectively referred to as Lou's Brews and, of course, bourbon.

Often called "bourbonism," the tourist attractions surrounding bourbon are abundant with the ever-expanding Urban Bourbon Experience. Along a block of Main Street known as Whiskey Row, Kentucky Peerless Distilling, the Evan Williams Bourbon Experience and the Jim Beam Urban Stillhouse have opened since 2013. Within the next couple of years there will be Michter's and Angel's Envy distilleries. Also, 146-year-old Old Forester bourbon, Brown-Forman's founding brand, has a new distillery and bourbonism experience in the works to include a welcome area, fermentation room, cooperage, tasting room and bottling line. The 60,000-s.f. distillery is set to be complete by the end of 2017.

Abbey Road on the River

World's largest Beatles festival
abbeyroadontheriver.com

Abraham Lincoln Birthplace National Historic Site

Symbolic cabin of Lincoln's birth
 Hodgenville, KY – nps.gov/abli

American Printing House for the Blind

Factory and museum
aph.org/museum

Beck's Mill

Restored late 1800s mill
 Salem, IN – becksmill.org

Belle of Louisville/Spirit of Jefferson

Steamboats
belleoflouisville.org



Above: Fourth Street Live! is a premiere 350,000-s.f. entertainment and retail complex located on 4th Street, between Liberty and Muhammad Ali Boulevard, in the heart of downtown Louisville.

Right: Less than 30 minutes from Louisville, Bernheim Arboretum and Research Forest offers a chance to connect with nature, hike for miles and attend educational and conservation events.



Bernheim Arboretum and Research Forest

Nature preserve
 Clermont, KY – bernheim.org

Blackacre State Nature Preserve and Historic Homestead

Home dates to 1785
blackacreconservancy.org

The Brennan House

Historic home and gardens
thebrennanhouse.org

Bullitt County History Museum

In old courthouse
 Shepherdsville, KY – bullittcountyhistory.org

Carnegie Center for Art & History

Includes multimedia experience
 New Albany, IN – carnegiecenter.org

Cave Hill Cemetery

cavehillcemetery.com

Churchill Downs

Home of the Kentucky Derby
churchilldowns.com

Conrad-Coldwell House Museum

Home celebrates Edwardian Age
conrad-coldwell.org

Corydon Capital State Historic Site

Indiana's first state capital
 Corydon, IN – thisisindiana.org

Culbertson Mansion State Historic Site

Built by Indiana's wealthiest man in 1867
 New Albany, IN – indianamuseum.org/explore/culbertson

Falls of the Ohio Foundation

Ancient fossil beds
 Clarksville, IN – fallsoftheohio.org



The historic Brown Hotel is a must-see for visitors to Louisville, thanks to the opulent, unmatched classic English Renaissance architecture and of course, great food. It is the birth place of the Kentucky hot brown sandwich.

ATTRACTIONS, MEETINGS & CONVENTIONS



Explore Kentucky Initiative photo



Above: The Muhammad Ali Center, a museum and cultural center built as a tribute to the champion boxer Muhammad Ali and his values, is located in Louisville's "Museum Row" in the West Main District of downtown.

Left: Floyds Fork is a 62-mile-long tributary of the Salt River in Kentucky, directly south and east of Louisville. It is a popular paddling destination.

Farmington Historic Plantation

Home to prominent Speed Family
historicfarmington.org

Flame Run Glass Studio and Gallery

Glassblowing studio
flamerun.com

Forecastle Festival

Music, art, activism
forecastlefestival.com

Fort Duffield

Union stronghold during Civil War
 West Point, KY

Fourth Street Live!

Downtown dining, entertainment, shopping
4thstlive.com

Frazier History Museum

fraziermuseum.org

General George Patton Museum of Leadership

Cavalry and armor history
 Fort Knox, KY – generalpatton.org

George Rogers Clark Homesite

Replica of cabin built in 1803
 Clarksville, IN – fallssoftheohio.org

Gheens Science Hall and Rauch Planetarium

At the University of Louisville
louisville.edu/planetarium

Harvest Homecoming Festival

Family-oriented activities
 New Albany, IN – harvesthomecoming.com

Historic Old Louisville

Neighborhood of Victorian architecture
oldlouisville.org

Howard Steamboat Museum

Located in mansion built in 1894
 Jeffersonville, IN – howardsteamboatmuseum.org

Huber's Orchard, Winery & Vineyards

Starlight, IN – huberwinery.com

Ironman Louisville triathlon

ironmanlouisville.com

John Hay Center

Washington County, IN, history
 Salem, IN – johnhaycenter.org

Joe Huber Family Farm & Restaurant

Taste of the farm
 Starlight, IN – joehubers.com

Kentucky Center for African American Heritage

History, heritage, cultural contributions
kcaah.org

Kentucky Crossroads Harvest Festival

Springfield, KY –
springfieldkychamber.com/harvestfestival.php

Kentucky Derby Festival

Two-week community celebration
kdf.org

Kentucky Derby Museum

At Churchill Downs
derbymuseum.org

Kentucky Museum of Art and Craft

Promotes traditional arts
kentuckyarts.org

Kentucky Railway Museum

22-mile train excursion
 New Haven, KY – kyrail.org

Kentucky Science Center

Hands-on science center
kysciencecenter.org

Kentucky State Fair

kystatefair.org

Lanier Mansion

Greek Revival showplace
 Madison, IN –
indianamuseum.org/explore/lanier-mansion

Light Up Louisville

Downtown holiday activities
louisvilleky.gov/government/city-events/light-louisville-40-nights-lights

Lincoln Heritage Trail

Sites connected to U.S. President
kylincolntrail.com

Lincoln Heritage Scenic Highway

Explore Kentucky history
byways.org/explore/byways/2348

Lincoln Homestead State Park

Site of Lincoln's parents' marriage
 Springfield, KY –
stateparks.com/lincoln_homestead.html

Louisville Bats

Triple A affiliate of the Cincinnati Reds
louisville.bats.milb.com/index.jsp?sid=t416

Louisville Mega Cavern

100 acres of underground passageways
louisvillemegacavern.com



A National Historic Site, Beck's Mill Gristmill in Salem, Ind., offers a host of hands-on learning and recreation opportunities in a peaceful, wooded setting.

Right: The Kentucky International Convention Center is in the midst of a \$180 million overhaul to modernize the aging space.

Below: The Louisville Slugger Museum & Factory, which produces about 2 million wooden bats a year has hands on exhibits, history lessons and an impressive vault full of thousands of historic baseball bats.



Louisville Palace

Concert venue opened in 1928
louisvillepalace.com

Louisville Slugger Museum & Factory

Interactive baseball exhibits
sluggermuseum.com

Louisville Zoo

Home to more than 1,700 animals
louisvillezoo.org

Madison Regatta

Boat race on Ohio River
 Madison, IN – madisonregatta.com

Maple Hill Manor

Built in 1851
 Springfield, KY – maplehillmanor.com

Marengo Cave

U.S. National Natural Landmark
 Marengo, IN – marengocave.com

Mt. Zion Covered Bridge

Built in 1871
 Springfield, KY – www.kentuckytourism.com/things_to_do/mt-zion-covered-bridge/4258/



Muhammad Ali Center

International education center
alicenter.org

Museum Row on Main

Nine downtown attractions
museumrowonmain.com

My Old Kentucky Dinner Train

2-hour train excursion
 Bardstown, KY – kydinnertrain.com

My Old Kentucky Home State Park

Bardstown, KY – parks.ky.gov/parks/recreationparks/old-ky-home/default.aspx

Oscar Getz Museum

Whiskey and Bardstown history
 Bardstown, KY – whiskeymuseum.com

Patriots Peace Memorial

Honors fallen servicemen/women
patriotspeacememorial.org

Schimpff's Confectionery

Look at candy making, packaging, advertising
 Jeffersonville, IN – schimpffs.com

Scribner House

Built in 1814
 New Albany, IN – scribnerhouse.org

Squire Boone Caverns & Village

Cavern tours, village crafts
 Mauckport, IN – squireboonecaverns.com

Thomas Edison House

Inventions on display
historichomes.org

Thomas Merton Center

Writings of famous monk
mertoncenter.org

Whitehall House & Gardens

Victorian mansion
historichomes.org

Wickland

Home of 3 governors
 Bardstown, KY – visitbardstown.com/wickland/

Zachary Taylor National Cemetery

Burial site of 12th U.S. President
cem.va.gov/cems/nchp/zacharytaylor.asp



Above: A polar bear frolics at the Louisville Zoo. Founded in 1969, the Louisville Zoo, or the Louisville Zoological Garden, is a 134-acre zoo in Louisville, Kentucky, situated in the city's Poplar Level neighborhood.



Brett Hait photo

Left: Louisville's 21c Museum Hotel is a 91-room boutique hotel, contemporary art museum and award-winning restaurant is a 2014 Global Vision Award Winner by Travel + Leisure Magazine.



The Louisville Orchestra Waterfront 4th Fueled by Thorntons is one of the many free events on the Ohio River every year, attracting thousands of guests.

No city 'quite like' Louisville

The region's cultural scene is thriving, not just surviving, to the tune of \$259 million annually

BY KATHIE STAMPS

THE arts and cultural scene in Louisville is so vibrant, so explosive, a steering committee has embarked on a 14-month process for a master plan for the arts, with the goal of leveraging resources and promoting the region for cultural tourism, economic development and quality of life. Lord Cultural Resources of New York City will facilitate the plan, which is expected to be finalized by the end of 2016.

Creating 8,000 jobs in Louisville, the economic activity of the arts is \$259 million annually, representing \$24.60 per person for child care, transportation and other costs beyond event admission.

Fund for the Arts has 15 cultural partners, including the Louisville Orchestra and the Kentucky Museum of Art and Craft, and supports projects with 37 organizations, 113 schools and 12 community centers. Fund for the Arts

Brett Hait photo



Brett Hait photo

Above and left: The newly renovated Speed Art Museum, originally known as the J.B. Speed Memorial Museum, now colloquially referred to as the Speed by locals, is the oldest, largest, and foremost museum of art in Kentucky. It reopened after being closed for several years due to a \$51.1 million renovation and expansion that added 75,000 s.f., doubling its size.



“I have never seen a city quite like Louisville, where people grow up, go away to school, start their careers in larger cities, and then ultimately, return to Louisville to raise their families.”

— Ghislain d’Humières,
CEO, Speed Art Museum

hosts an online crowdfunding platform at power2give.org for Kentucky and Southern Indiana organizations to post their arts and cultural projects for fundraising.

The 2015 Fund for the Arts campaign surpassed its \$8.3 million goal by almost \$400,000. The goal for 2016 is also \$8.3 million. A gala sponsored by Fund for the Arts, Churchill Downs and the Jennifer Lawrence Foundation on the opening night of Derby Week 2016 was formed to present arts awards in the winner’s circle at the racetrack and to support Louisville’s arts community.

In March 2016, the Speed Art Museum reopened after a three-years \$50 million renovation. Founded in 1925 as the J.B. Speed Memorial Museum, today’s CEO is Ghislain d’Humières. He has lived in New York, Chicago and all over the world.

Below: Actors perform in William Shakespeare’s *The Tempest* at Kentucky Shakespeare. Founded in 1949, Kentucky Shakespeare – a not-for-profit, charitable organization and professional theatre – is the oldest, free Shakespeare festival in the United States.

Teddy Abrams is the music director and conductor of the iconic and acclaimed Louisville Orchestra.





Above: The Kentucky Center for the Performing Arts is home to many of the city's major arts organizations and brings the finest in music, dance, theater and culture to Kentucky.

Top left: The Louisville Palace was built in 1928 and was hailed as an architectural marvel. The Louisville Palace offers a robust stage presence with impressive audio equipment and visual lighting, not to be outdone by the spectacular design of the Spanish Baroque motif that characterizes the interior of the theatre.

Bottom left: Louisville Ballet, one of the country's most highly regarded regional ballet companies, plays the Nutcracker every holiday season.



"I have never seen a city quite like Louisville," he said, "where people grow up, go away to school, start their careers in larger cities, and then ultimately, return to Louisville to raise their families."

To have such powerhouse arts organizations as the Speed, Actors Theatre of Louisville, Kentucky Opera, the Louisville Ballet and so many others "is extraordinary and puts us on par with major metropolitan cities," d'Humières said. "That is why it is so important for the Speed to be the new hub of creativity, where every generation together can be a part of bringing art from around the world to the Speed and enjoying a vast diversity of programs that will interest all. We are here to make a difference – to foster conversation and build a love of art and culture that is unmatched in Louisville – or the state of Kentucky."



Kentucky Shakespeare is in its 56th year of providing the country's oldest free Shakespeare festival; it takes the stage in Louisville's Central Park each summer. The company also provides performances and education statewide for students and the public each spring, and in the winter of 2016 introduced an indoor production at the Kentucky Center of Performing Arts.

Abbey Road on the River is the five-day music festival over Memorial Day weekend. The first three years (2002-2004) the Beatles-inspired event was held in Cleveland before its run at Belvedere Festival Park in Louisville (2005-2016). In 2017 AROTR moves to downtown Jeffersonville, Indiana, along the Ohio River.

The three-day Forecastle Festival in July at Waterfront Park is centered around music, art and environmental activism. The 14-year-old event continues to grow in attendance, awareness and affiliation with Kentucky bourbon brands, thanks to the Forecastle Bourbon Lodge.

Actors Theatre of Louisville
actorstheatre.org

Carnegie Center for Art & History
New Albany, Ind., carnegiecenter.org

CenterStage at the

Jewish Community Center
jccoflouisville.org

Central Kentucky Community Theatre
Springfield, centralkytheatre.com

Clarksville Little Theatre
Clarksville, Ind., clarksvilittletheatre.org

StageOne Family Theatre
stageone.org

Derby Dinner Playhouse
Clarksville, Ind., derbydinner.com

The Filson Historical Society
filsonhistorical.org

Hidden Hill Nursery & Sculpture Garden
Utica, Ind., hiddenhillnursery.com

Humana Festival of New American Plays
actorstheatre.org/humana-festival-of-new-american-plays

Iroquois Amphitheater
iroquoisamphitheater.com

The Kentucky Center for the Performing Arts
kentuckycenter.org

Kentucky Opera
kyopera.org

Kentucky Shakespeare
kysakespeare.com

Louisville Ballet
louisvilleballet.org

The Louisville Chorus
louisvillechorus.org

Louisville Visual Art Association
louisvillevisualart.org

Louisville Memorial Auditorium
louisvillememorialauditorium.com

Louisville Orchestra
louisvilleorchestra.org

Louisville Youth Choir
louyouthchoir.org

Mellwood Arts & Entertainment Center
mellwoodartcenter.com

Museum Row on Main
museumrowonmain.com

New Albany Riverfront Amphitheater
New Albany, Ind., cityofnewalbany.com



Abbey Road on the River is a five-day, multi-staged music festival which was initially created to honor the music and spirit of The Beatles. The festival in 2017 will move from Louisville across the river to its new home in Jeffersonville, Ind.

Paul W. Ogle Cultural & Community Center
New Albany, Ind., oglecenterius.edu

PNC Broadway Across America-Louisville
louisville.broadway.com

The Stephen Foster Story
Bardtown, stephenfoster.com

Speed Art Museum
speedmuseum.org

St. James Court Art Show
stjamescourtartshow.com

21c Museum
21cmuseum.org

University of Louisville Department of Theatre Arts
louisville.edu/theatrearts

Walden Theatre
waldentheatre.org

A \$1.2 billion record for Churchill Downs

Record Kentucky Derby net highlights world-class national and international events



BY KATHIE STAMPS

EVERY year since 1978, horse racing fans have held their breath – will there be another winner of the Triple Crown of Thoroughbred Racing? It finally happened in 2015, as Kentucky-bred American Pharoah won the greatest two minutes in sports, the Kentucky Derby at Churchill Downs, followed by the Preakness Stakes and Belmont Stakes.

For eight years on the Friday before Derby, the Longines Kentucky Oaks race is preceded by a Survivors Parade with survivors of breast and ovarian cancer; 142 people walked for the 142nd running of the Oaks in 2016. Churchill Downs' net revenue for the day in 2015 was 49 percent higher than in 2014, generating a record net of \$1.2 billion.

In between concerts and trade shows, sporting events make up about 40

Left: Churchill Downs has been attracting hundreds of thousands of visitors to Louisville every year for decades, constantly spurring the Greater Louisville economy.

Below: The UofL Cardinals football team completed its second season in the competitive Atlantic Coast Conference and draws thousands of enthusiastic fans to its home games.



Right: Since it was first held in 2007, IRONMAN Louisville quickly became a signature event for the city, attracting competitors and fans from all over the world.

Below: In 2015, Louisville hosted the Derby City Nationals/Eastern Divisional Finals of the USA BMX Pro Series. Such events are brought to the region thanks in part to the Louisville Sports Commission, which aims to promote active lifestyles and enhance economic vitality by hosting quality sporting events in the area.



percent of the total events every year at the KFC Yum! Center. Sports fans around the nation were aware of Louisville during March Madness. A week after hosting first and second round games for the NCAA Division I women's basketball championship, the Sweet 16 and Elite Eight games of the South Regional for NCAA Division I men's basketball were seen in person by approximately 39,000 fans, generating an economic impact of \$15 million.

Each April for four years in a row, the National Wheelchair Basketball Association, headquartered in Colorado, has held its national tournament at the Kentucky Expo Center.

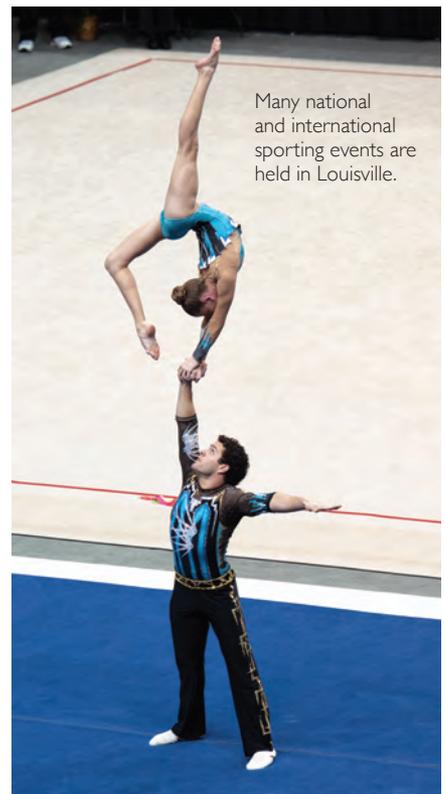
All these and other marquee sports events have brought nearly \$500 million in local economic benefits since the Louisville Sports Commission was founded in 1999. LSC is a standalone organization focused on event recruitment for spectators and participants. Hosting and supporting an average of 75 events each year, the Louisville Sports Commission also has created eight of its own events, including the Paul Hornung Award for the most versatile college football player in the nation, the Norton Sports Health Great Pumpkin 10K and the Urban Bourbon Half Marathon. Held in October since 2011, the Urban Bourbon Half Marathon



Above: The National Wheelchair Basketball Association Tournament is held in Louisville.



Valhalla Golf Club, located east of Louisville, is a private golf club designed by Jack Nicklaus, opened in 1986. Valhalla has hosted the PGA Championship three times and the Ryder Cup in 2008.



Many national and international sporting events are held in Louisville.



Above: Held every October since 2011, the Urban Bourbon Half Marathon got its new name in 2014. Whiskey Row is the starting point and finish line for the 13.1-mile course.

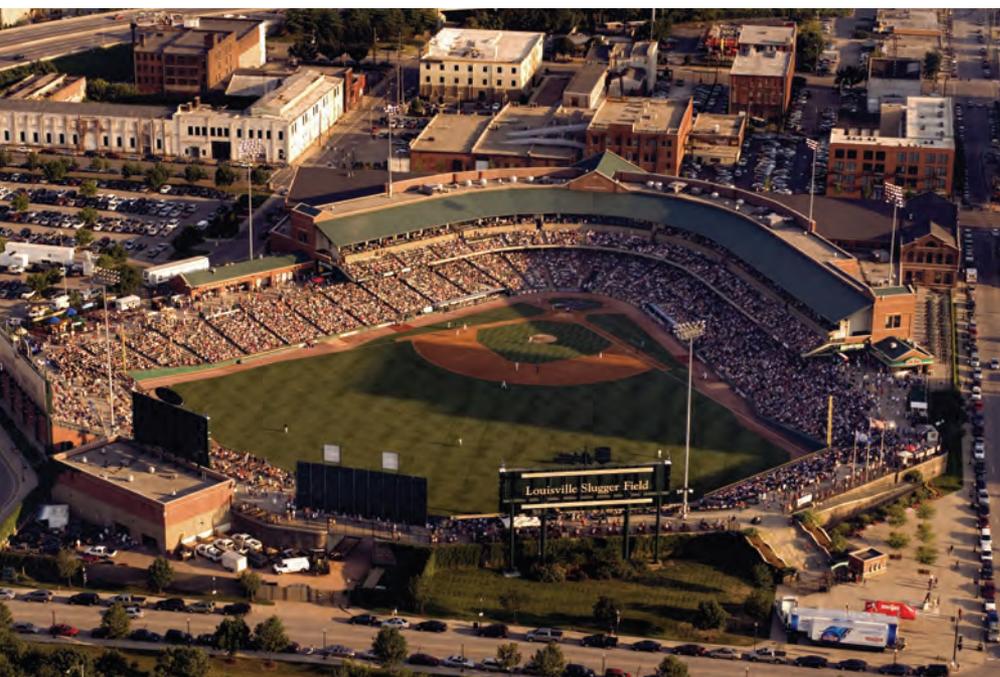


Left: Shelby County, Ky., bills itself as the "Saddlebred Capital of the World" because of the importance of the industry that revolves around American Saddlebreds, a popular breed of show horses.

got its new name in 2014. Whiskey Row is the starting point and finish line for the 13.1-mile course.

A full marathon is part of the triathlon that is IRONMAN Louisville, a qualifying race for the IRONMAN competition in Hawaii. A five-year agreement was announced last year, so IRONMAN Louisville will take place each October through at least 2019 with a 2.4-mile swim in the Ohio River, a 112-mile scenic bike ride and 26.2-mile foot race past Churchill Downs, UofL and other attractions, with the finish line at Fourth Street Live.

Swinging around to another course 20 miles east of downtown Louisville, Valhalla Golf Club celebrates its 30th anniversary in 2016. Owned and operated by the PGA, Valhalla's course was designed by golfer Jack Nicklaus, who holds a record 18 major championships. ●



Left: The Louisville Bats, Triple A affiliate of the Cincinnati Reds, play at Louisville Slugger Field on the Ohio River waterfront. Slugger Field was just voted "Best Triple-A Ballpark in America" by Ballpark Digest.

BUSINESSES THRIVE IN OLDHAM COUNTY



MAKE YOUR MOVE



MOST EDUCATED WORKFORCE

More than 50% of the working age population in Oldham County holds an Associate's degree or higher. You will find Kentucky's most educated workforce to build your team.



NEW INFRASTRUCTURE

With millions invested in new roadways and utilities, excess water and sewer capacities, Oldham County makes it possible to start doing business now.



1,000 ACRE BUSINESS PARK

Located conveniently along the I-71 corridor, the Oldham Reserve Business Park is the community's prime development asset. Join anchor tenant, The Rawlings Group, and become a foundational member of the Oldham County business community.



SITES AVAILABLE

With multiple sites available, and a team ready to facilitate your project, you will find everything your business needs in Oldham County.

oldham chamber 
& economic development
connect. grow. succeed.

**CONTACT DAVID BIZIANES
(502) 222-1635**

OLDHAMCOUNTYCHAMBER.COM

JEFFERSON COUNTY, KY.



County Seat: Louisville
Greg Fischer, Mayor
louisvilleky.gov

Estimated 2016 Population:
773,163

No. of households: 306,511

Median household income:
\$47,692

Louisville Forward: Mary Ellen Wiederwohl, Chief
louisvilleky.gov/government/louisville-forward

Metro Council:

President David Yates, Jessica Green, Barbara Shanklin, Mary C. Woolridge, David Tandy, Cheri Bryant Hamilton, David James, Angela Leet, Tom Owen, Bill Hollander, Pat Mulvihill, Kevin Kramer, Rick Blackwell, Vicki Aubrey Welch, Cindi Fowler, Marianne Butler, Kelly Downard, Glen Stuckel, Marilyn Parker, Julie Denton, Stuart Benson, Dan Johnson, Robin Engel, James Peden, Madonna Flood, Brent Ackerson



Greg Fischer



Mary Ellen Wiederwohl



David Yates

Boomtown on the river

LOUISVILLE has for decades had a reputation around the world as a thriving business sector, and it's now rapidly gaining just as much attention as a hospitable place to visit to experience top notch food and drink.

Founded in 1778 by George Rogers Clark and named after King Louis XVI of France, Louisville is one of the oldest cities west of the Appalachian Mountains – and also one of the most lively.

In 2003, Louisville became the first major metropolitan city in 30 years to merge city and county governments for purposes of governance and services.

Jefferson County residents have many educational opportunities, including the University of Louisville, Bellarmine University and many more private and public institutions. And the river city has tourism opportunities to boot. In 2013 Lonely Planet ranked it No. 1 on the list of Top 10 U.S. travel destinations.

A booming economic sector is served by efficient access to rail, water, air and Interstate travel. Residents enjoy countless recreational opportunities, and the city's desirable waterfront access and major venues like the YUM! Center allows it to host many special events.



Brett Hait photo

In 2003, Louisville became the first major metropolitan city in 30 years to merge city and county governments.

BULLITT COUNTY, KY.



County Seat: Shepherdsville
Scott Ellis, Mayor
shepherdville.net

Estimated 2016 population: 82,788

No. of households: 28,282

Median household income: \$56,199

Bullitt County Chamber of Commerce:
Dan Cline, President;
bullittchamber.org

Bullitt County Economic Development Authority: John Snider,
Executive Director gobullittky.com

Judge-Executive: Melanie Roberts
bullittcountyfc.com

Shepherdsville-Bullitt County Tourism: Troy Beam, Executive Director
travelbullitt.org



Scott Ellis



Dan Cline



Melanie Roberts

Bourbon booms in Bullitt

ONCE belonging to Jefferson County and before that to Virginia, Bullitt County came into its own in 1797. Drawing attention in the early days for its salt licks, the county is now advertising nationally about its new speculative buildings for sale or lease, a selling point not seen in too many other places in the country. Leasable product has been steady at about 1 million square feet this year.

In addition to a strong presence of distribution and manufacturing facilities, the bourbon industry has seen new investments, as Four Roses and Jim Beam have expanded. The Bourbon and Wine Trail is one of the top tourism draws, along with Bernheim Forest & Arboretum's Visitor Center in Clermont and the Paroquet Springs Conference Centre in the county seat of Shepherdsville. The Tourism Commission, Bullitt County Economic Development Authority, Chamber of Commerce and Bullitt Fiscal Court market the area as a great place to live, work and play, with a strong social media presence.



Jim Beam in Clermont, Ky, recently opened American Stillhouse, a new visitors center. The building is a replica of a 1940s stillhouse, along with the staircase from the original historic stillhouse.

CLARK COUNTY, IND.

Major growth underway on the river



The Falls of the Ohio State Park is located in Clarksville, Ind., and affords visitors the opportunity to explore ancient fossil beds up close.

SINCE 2012 alone, Clark County and its seat, Jeffersonville, have experienced remarkable changes in the business and living climates. It has added approximately 6,000 jobs in the last four years, thanks largely in part to \$100 million in commercial and retail investment on the east end of Hwy 62, a new downtown marina, plans for another \$35 million retail project on the booming Veterans Parkway, and plans for more than \$50 million in development in the downtown area.

Boasting the only city in the United States designed by Thomas Jefferson as its county seat, Clark

County is directly across the river from Louisville and has an appealing mix of big city amenities with small town charm. It also has unprecedented pedestrian access to Louisville and the rest of Southern Indiana, waterfront access, bustling ports and scenic vistas of Southern Indiana hills and outdoor recreation.

Named for Gen. George Rogers Clark, who captured the Northwest Territory for Virginia during the Revolutionary War, Clark County's first settlements were made in 1797 and the county was formed in 1801.

Local historians say Clarksville, another major town in Clark County, is known as the starting point of Lewis and Clark's west expedition. Clarksville is home to the Falls of the Ohio State Park, where visitors can see up close 386-million-year-old fossil beds.

County Seat: Jeffersonville
Mike Moore, Mayor
cityofjeff.net

Estimated 2016 Population:
109,481

No. of households: 42,774

Median household income:
\$51,182

One Southern Indiana: Wendy Dant Chesser, President/CEO | si.org

River Hills Economic Development & Regional Planning Commission: Jill Saegesser, Executive Director | riverhills.cc

County Commissioners: Jack Coffman, President, Rick Stephenson, Bryan Glover, N. Lisa Glickfiel | co.clark.in.us

Clark-Floyd Counties Convention-Tourism Bureau: Jim Epperson, Executive Director | sunnysideoflouisville.org



Mike Moore



Wendy Dant Chesser

FLOYD COUNTY, IND.

A slower pace in the sunny side of Louisville



The Culbertson Mansion in New Albany makes for a spectacular tour.

FLOYD County was formed in 1819 and was named for Gen. John Floyd of Virginia, an officer in the War of 1812. The county seat, New Albany, was founded in 1813 by the Scribner brothers, who arrived at the Falls of the Ohio and named it after Albany, the capital of New York state.

Though it is the second-smallest county in the state in terms

of land area, it makes up for its size with picturesque, wooded riverfront vistas all around. Floyd County residents enjoy proximity to downtown Louisville alongside with hilly, peaceful countryside and a riverfront that is wooded and not crowded.

Downtown New Albany now is experiencing urban renewal and has a thriving culinary scene, an active waterfront park area and easy access to entertainment, both in and outdoors. In just a two-block radius of downtown, diners can eat Japanese, Italian, Mexican, BBQ and so much more, so arrive hungry and enjoy roaming the streets of this small town. The area is home to countless galleries, event venues, museums and festivals.

County Seat: New Albany
Jeff Gahan, mayor
cityofnewalbany.com

Estimated 2016 Population:
72,977

No. of households: 29,017

Median household income:
\$53,431

One Southern Indiana: Wendy Dant Chesser, President/CEO | si.org

River Hills Economic Development & Regional Planning Commission: Jill Saegesser, Executive Director | riverhills.cc

County Commissioners: Mark Seabrook, President, Stephen Bush, Charles A. Freiberger | floydcounty.in.gov

Clark-Floyd Counties Convention-Tourism Bureau: Jim Epperson, Executive Director | sunnysideoflouisville.org



Jeff Gahan



Wendy Dant Chesser



HARDIN COUNTY, KY.



County Seat: Elizabethtown
Edna Berger, Mayor
elizabethtownky.org

Estimated 2016 population:
112,302

No. of households: 39,955

Median household income:
\$49,602

Hardin County Chamber of Commerce:
Brad Richardson, President
hardinchamber.com

Elizabethtown Hardin County Industrial Foundation:
Richard Games, President/COO
eifky.com

Judge-Executive: Harry L. Berry

Elizabethtown Tourism and Convention Bureau:
Sherry Murphy, Executive Director
tourtownd.com



Edna Berger



Brad Richardson



Harry L. Berry

‘E’verything is ‘E’asy in E-town

NAMED for John Hardin, an officer of the Continental Army during the American Revolutionary War, Hardin County was created from Nelson County in late 1792 and is the 15th Kentucky county in order of formation.

The county’s economy is largely dominated by the adjacent Fort Knox Military installation, but the area is gaining more of an economic foothold in its own right. Hardin County recently received the designation of a Certified Kentucky Work Ready Community.

In 2015 the Elizabethtown/Hardin County Industrial Foundation built a new office and training facility in the Elizabethtown/Hardin County Industrial Park. An extended roadway to the Western Kentucky Parkway has created an easier access to the park. In October 2014, Gov. Beshear announced that \$4.45 million will be used to purchase right of way for the extensions to connect the WKP to I-65.

In 2012 the city of Elizabethtown and the Elizabethtown Tourism and Convention Bureau joined forces to build a 158-acre sports tournament facility. The Elizabethtown Sports Park host events from mid-March until early December, welcoming 60,000 visitors each year who spend tourism dollars in the community.



A statue of Abraham Lincoln as a child sits in downtown Hodgenville, Ky. Abraham Lincoln’s Birthplace National Historic Site is located in Hodgenville.

HARRISON COUNTY, IND.



County Seat: Corydon
Eva North, Town Council President
thisisindiana.org

Estimated 2016 Population: 40,474

No. of households: 14,678

Median household income:
\$53,483

Harrison County Economic Development Corporation:
Darrell Voelker, director
hcedcindiana.org

River Hills Economic Development & Regional Planning Commission:
Jill Saegesser, Executive Director
riverhills.cc

County Commissioners: George Ethridge, Kenny Saulman, Jim Klinstiver
harrisoncounty.in.gov



Darrell Voelker

Underground caves and treetop ziplines

THE county has billed itself as a destination, boasting a quaint downtown area with restaurants and shops, underground caves to explore, wineries and treetop ziplines.

Harrison County and its county seat Corydon are a gem of Southern Indiana. The county, home of Indiana’s first state capital, also is home to the state’s only Civil War battle and the world’s largest floating casino.

Formed in 1808, Harrison County is named for William Henry Harrison, governor of Indiana Territory and later U.S. President. Corydon served as the first state capital of Indiana from 1816 to 1825 and the Old Capitol Building sits as a state historic site in the middle of the town square. It will host several of the state’s bicentennial events this year.

Recently, Corydon announced plans to launch the “Stellar Project.” According to a report from Wave 3 earlier this year, the goal is for Corydon to receive leverage from investment and growth from a contest hosted by the state to increase the amount of people coming to the town to live, shop, eat, play and work. Several other projects are already underway to boost the local economy.



Lucas Oil, headquartered in Corydon, manufactures some of its products in Harrison County.

HENRY COUNTY, KY.

Home of a Preserve America community



New Castle is a member of the Kentucky Main Street program.

WHEN visiting Henry

County it is not hard to figure out that heritage is at the forefront of this community.

The city of New Castle is a certified Preserve America community and is a member of the Kentucky Main Street Program. Henry County's heritage dates back to 1798, when it was formed out of

Shelby County, and named after Patrick Henry, one of the country's Founding Fathers.

The oldest remaining log cabin in New Castle has been turned into a bookstore. Agrarian books and children's books are available, along with the works of Henry County native Wendell Berry, a well-known American writer. Next door to the log cabin is the Berry Center, established in 2012 as a 501(c) (3) foundation to advocate for farmers and healthy regional economies. The center is located on Main Street in a house built in 1828 and is being outfitted as a destination, particularly to bring in art shows.

County Seat: New Castle
Denny Benham, Mayor
newcastleky.com

Estimated 2016 population:
15,747

No. of households:
5,984

Median household income:
\$44,764

Henry County Chamber of Commerce:
Paul Cole, Executive Director
chamber.henrycountyky.com

Judge-Executive: John Logan Brent
henrycountygov.com



Denny Benham

MEADE COUNTY, KY.

A logistics-minded business climate



The Matthew E. Welsh Bridge in Brandenburg is a convenient connector across the Ohio River, near the Buttermilk Falls Industrial Site.

MEADE County offers riverfront land for heavy industrial development, with new roads and rail access along the Ohio River at the 480-acre Buttermilk Falls Industrial Site. County and business leaders look forward to the completion of the Joe Prather Highway (Hwy 313) to connect Brandenburg with Interstate 65 north of Elizabethtown and Interstate 64 in southern Indiana. While not a four-lane highway, the new road will provide another

corridor for transportation moving around Louisville, 32 miles northeast of Brandenburg.

Nearby Fort Knox (located in Meade, Bullitt and Hardin counties) has a newly renovated General George Patton Museum of Leadership, an area tourist attraction. Each July the Meade County Fair draws 40,000 visitors to Brandenburg, and fly fishing in fall and winter at Otter Creek is a growing tourism industry.

Established in 1823, Meade County was named after Captain James Meade, a Kentuckian who fought in the War of 1812. Since the spring of 2013, Meade County, along with Hardin and LaRue, has been part of the Elizabethtown Metropolitan Statistical Area instead of the Louisville-Jefferson County MSA.

County Seat: Brandenburg
Ronnie Joyner, Mayor
brandenburgky.org

Estimated 2016 population:
30,035

No. of households:
10,557

Median household income:
\$49,379

Meade County Chamber of Commerce: Dr. Bridgett Brown, President
meadekychamber.org

Meade County-Brandenburg Industrial Development Authority:
brandenburgky.org/industry

Judge-Executive: Gerry Lynn
meadeky.gov

Meade County Tourism:
visitmeadecounty.org



Ronnie Joyner



Bridgett Brown



Gerry Lynn

NELSON COUNTY, KY.



County Seat: Bardstown
John Royalty, Mayor
cityofbardstown.org

Estimated 2016 population:
47,456

No. of households: 16,660

Median household income:
\$45,655

Bardstown/Nelson County Chamber of Commerce:
Samantha Brady, Executive Director
bardstownchamber.com

Nelson County Economic Development Agency:
Kim Huston, President
nceda.net

Judge-Executive: Dean Watts
nelsoncountyky.com

Bardstown-Nelson County Tourist & Convention Commission:
visitbardstown.com



John Royalty

Kim Huston

The ‘Most Beautiful Small Town in America’

RAND McNally and USA Today call Nelson County’s county seat Bardstown the “Most Beautiful Small Town in America”, and Travel + Leisure says it’s the home of “America’s Most Beautiful Town Square.” Bardstown and Nelson County are much more than just a pretty face.

In May 2015 Gov. Beshear honored Bardstown as one of the “top 100 micropolitan communities in the U.S. for new and expanding projects.”

The Nelson County Economic Development Agency was named one of the top 20 micropolitan E.D. organizations in the country. The area boasts an excellent quality of life and amenities in addition to a healthy business climate and continued economic growth.

Founded in 1780, Bardstown is the second oldest town in Kentucky (next to Harrodsburg) and is its own MSA: Micropolitan Statistical Area. Named after Thomas Nelson Jr., one of 56 signers of the Declaration of Independence, Nelson County has three industrial parks, whose tenants include national and international corporate investors.

Considered the Bourbon Capital of the World, each of Bardstown’s distilleries is in growth mode, expanding facilities and adding jobs. The annual Kentucky Bourbon Festival each September brings in 50,000 tourists from 44 states and 14 countries to Bardstown.



Bardstown regularly wins awards for its spectacular downtown.

OLDHAM COUNTY, KY.



County Seat: La Grange
Joe Davenport, Mayor
lagrangeky.net
Dennis Deibel, Crestwood Mayor
Bob Rogers, Pewee Valley Mayor

Estimated 2016 population:
68,927

No. of households: 19,610

Median household income:
\$84,447

Oldham Chamber & Economic Development:
David Bizianes, Executive Director
oldhamcountychamber.com

Judge-Executive: David Voegele
oldhamcounty.net

Oldham KY Tourism & Conventions:
Kim Buckler, Executive Director touroldham.com



Joe Davenport

David Bizianes

David Voegele

Kentucky’s wealthiest county

SITUATED directly northeast of Louisville, Oldham County was named for a Revolutionary War colonel, William Oldham, and was formed in 1823. Today it’s better known as the “Farm Tour Capital of Kentucky.” It also is the wealthiest county in Kentucky.

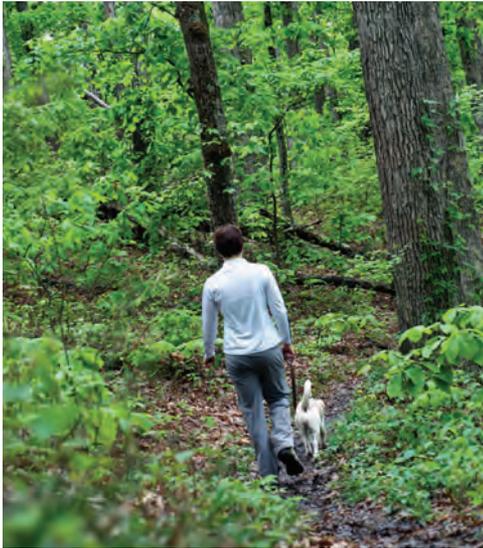
In addition to tours of 17 farm experiences from April through October and a weekend Farm Fest in summer, tourism events include the Creasey Mahan Nature Preserve in Goshen, the Kentucky Artisan Distillery and Yew Dell Botanical Gardens in Crestwood, and the La Grange Crossroads District in the county seat.

The Oldham County Chamber & Economic Development places an emphasis on state, regional and national relationships, by participating in Kentucky United and Greater Louisville Inc., among other organizations. Business and community leaders promote the county as an attractive place to do business based on the area’s road and utility infrastructure, workforce and quality-of-life amenities. Although Oldham County has a limited inventory of available buildings, there are still plenty of opportunities to build and/or customize a company’s presence in La Grange or one of a dozen surrounding communities.



Oldham County is the wealthiest of all Kentucky counties and has a spectacular quality of life, thanks in part to its scenery.

Country charm, convenient location



The Knobstone Trail, located partially in Scott county, is the longest hiking trail in Indiana.

WITH easy access to three interstates and highways, and located between Cincinnati, Louisville and Indianapolis, Scott County is a good location for work and play.

With a county seat of Scottsburg, Scott County was formed in 1820 from portions of Clark, Jackson, Jennings and Washington counties. It was named for Gen. Charles Scott, who was governor of Kentucky from 1808 to 1812.

The county and its country charm are home to Hardy Lake, Westwood Golf Course, Goat Milk Stuff, the Knobstone Trail, Salem Speedway, Mid-America Science Park, Lexington Old Settlers Days, Ross Country Jamboree, MaterFest and other events and attractions all year long.

Scott County has all of the amenities and charms of a small town but easy access to major metropolitan areas. Slow down and enjoy Old Settlers Day, the Historic Downtown Square, the Leota Frolic Fest and so many other unique events and attractions.

County Seat: Scottsburg
William Graham, Mayor
cityofscottsburg.com

Estimated 2016 population:
25,470

No. of households: 8,973

Median household income:
\$43,739

Scott County Economic Development Corporation:
Robert Peacock, Executive Director
scottcountyin.com

River Hills Economic Development & Regional Planning Commission:
Jill Saegesser, Executive Director riverhills.cc

Plan Commission Board: Dale Hobbs, President, Mark Whittymore, Stanley Allen, Jim Boswell, Ed Cozart, Megan Voyles, Chris Wakeman, April Ramoni, Greg Fifer scottcountyapc.com

Scott County Visitors Commission:
greatscottindiana.com



William Graham

Robert Peacock

Good land, good living, good people



An annual Christmas event, including the lighting of Shelbyville's downtown tree, is a hallmark of Shelby County every holiday season.

SHELBY County is as old as the Commonwealth of Kentucky itself. Founded in 1792, it was named after Kentucky's first (and fifth) governor, Isaac Shelby. Shelby County's motto is "Good Land, Good Living, Good People."

The county sits in a "Golden Triangle," with Louisville to the west, Lexington to the east and Cincinnati to the north. The area's strong labor

force comes from within Shelby County and 12 surrounding counties. This geography was an important factor in the location of the Outlet Shoppes of the Bluegrass when construction began in Simpsonville in May 2013. The 50-acre development of designer outlet stores opened in the summer of 2014.

Also, Shelbyville is known as the American Saddlebred Capital of the World. Equine activities are among the county's top tourism attractions, with the Miniature Horse Show, Shelby County Fair Horse Show, Kentucky Classic Paso Fino Show, and the Shelbyville Horse Show all taking place at the Shelby County Fairgrounds each summer in Shelbyville. The county's second incorporated city, Simpsonville, was named a 2015 Playful City USA community, a designation sponsored by the Humana Foundation.

County Seat: Shelbyville
Thomas Hardesty, Mayor
shelbyvillekentucky.com

Estimated 2016 population:
47,859

Number of households:
15,665

Median household income:
\$57,890

Shelby County Chamber of Commerce: Shelley Goodwin, President
shelbycountykychamber.com

Judge-Executive: Rob Rothenburger
shelbycountykentucky.com

Shelby KY Tourism & Visitors Bureau:
Katie Fussenegger, Executive Director
visitshelbyky.com



Thomas Hardesty

Rob Rothenburger

SPENCER COUNTY, KY.



County Seat: Taylorsville

Don Pay, mayor
taylorsville.ky.gov

Estimated 2016 population:
20,856

No. of households:
6,301

Median household income:
\$65,149

Spencer County-Taylorsville Chamber of Commerce:

Gail Waldrige, president
spencercountykychamber.com

Judge-Executive:

John Riley
spencercountyky.gov

Taylorsville-Spencer County Tourism Commission:

Willow Sullivan, chair
taylorsvilletourism.com



John Riley

Taylorsville Lake draws visitors

TAYLORSVILLE Lake, located primarily within Spencer County, serves as a major economic resource for the area. Created by the U.S. Army Corps of Engineers to control flooding of the Salt River, it opened in early 1983 for public recreation, with the Taylorsville Lake State Park following two years later.

Gerry James/Explore Kentucky Initiative photo



Taylorsville Lake State Park encompasses 1,200 acres in Spencer County, roughly midway between Louisville and Lexington. It attracts major events and thousands of visitors.

Today the annual Paddle Battle takes place at Taylorsville Lake, for competitors to race in canoes, kayaks and standup paddleboards, with proceeds benefiting the state park. In addition to boating and fishing, tourism dollars are also brought in to Spencer County with the annual Kentucky Gourd Art Show.

Spencer County was part of Bullitt, Nelson and Shelby counties when it was formed in 1824. Its county seat was named after the father of Zachary Taylor, the 12th president of the United States. He is buried in the Zachary Taylor National Cemetery in Louisville on what was once his father's land. When the future leader was a young teenager in 1799, the city of Taylorsville was founded and named after his father.

TRIMBLE COUNTY, KY.



County Seat: Bedford

Todd Pollock, mayor
trimblecounty.ky.gov/cities

Estimated 2016 population:
9,240

No. of households:
3,578

Median household income:
\$47,119

Judge-Executive:

Jerry Powell
trimblecounty.ky.gov

Trimble County Apple Festival:

trimbleapplefest.org



Todd Pollock



Jerry Powell

Apple Festival draws thousands

NAMED after Robert Trimble, a Kentucky attorney in the early 1800s who later went on to serve on the United States Supreme Court, Trimble County is one of the smallest counties in Kentucky. What it lacks in geographical size and population, the area makes up for by offering its citizens and visitors a quiet sanctuary from the hectic life of big-city living. The Kentucky county was named after him when it was formally organized in 1837.



The popular Trimble Co. Apple Festival raises funds for local schools, civic and community groups in the county.

The year 2015 marked the 25th year of the Trimble County Apple Festival. Established to bring artists of the community together to showcase their talents, the festival is now a nonprofit entity run by volunteers featuring 80 vendors who participate around the courthouse square in Bedford each September. More than 10,000 people purchase crafts and enjoy local food and music, plus an apple cider relay race and a pie baking contest. Raffles from the Apple Festival raise funds for school, community and civic groups within the county.

Both incorporated cities, Milton, and the county seat of Bedford, predate the county. Trimble County belongs to the Louisville/Jefferson County, KY-IN Metropolitan Statistical Area.

A wonderful place to call home



Washington County may have prime farmland but its prime location, an easy drive from three major metropolis areas, give it appealing business logistics.

WITH its fertile cropland, scenic beauty of its rolling hills, progressive business community and strong educational values Washington County is a wonderful place to call home.

Located 35 miles northwest of Louisville, Washington County was formed in 1814 and named for U.S. President George Washington. The county seat of Salem was officially formed in 1814

when settlers were attracted to two streams now known as Brock Creek and Blue River.

Just 100 miles south of Indianapolis, Salem has a small-town atmosphere with a lively square holding some well-loved businesses. The area boasts beautiful farmland, rolling hills and visitor attractions like Beck's Mill, Pioneer Village, The Depot Railroad Museum, Knobstone Trail, John Hay Lake and many other unique sites within an easy drive from major metropolitan areas.

Also, though it's a small town, it has many abundant business amenities and is within 60 miles or less of 12 major universities and medical facilities.

County Seat: Salem
Troy Merry, Mayor

Estimated 2016 Population: 29,533

No. of households: 10,512

Median household income: \$42,424

Washington County Indiana Economic Growth Partnership:

Sabrina Burdine, executive director
www.wcegp.org

River Hills Economic Development & Regional Planning Commission:

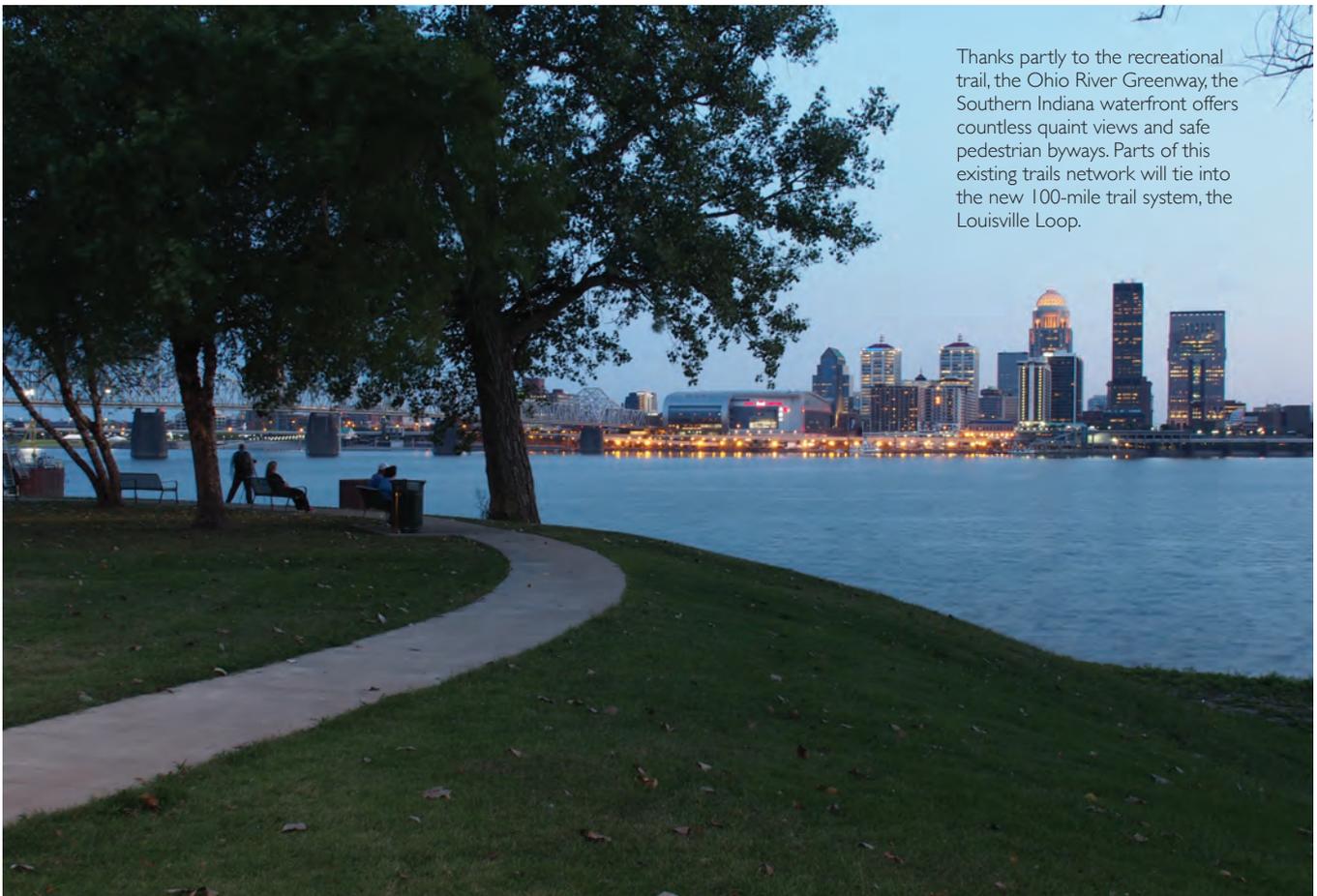
Jill Saegesser, Executive Director
riverhills.cc

County Commissioners: Phillip Marshall, Preston Shell, David Brown
washingtoncounty.in.gov



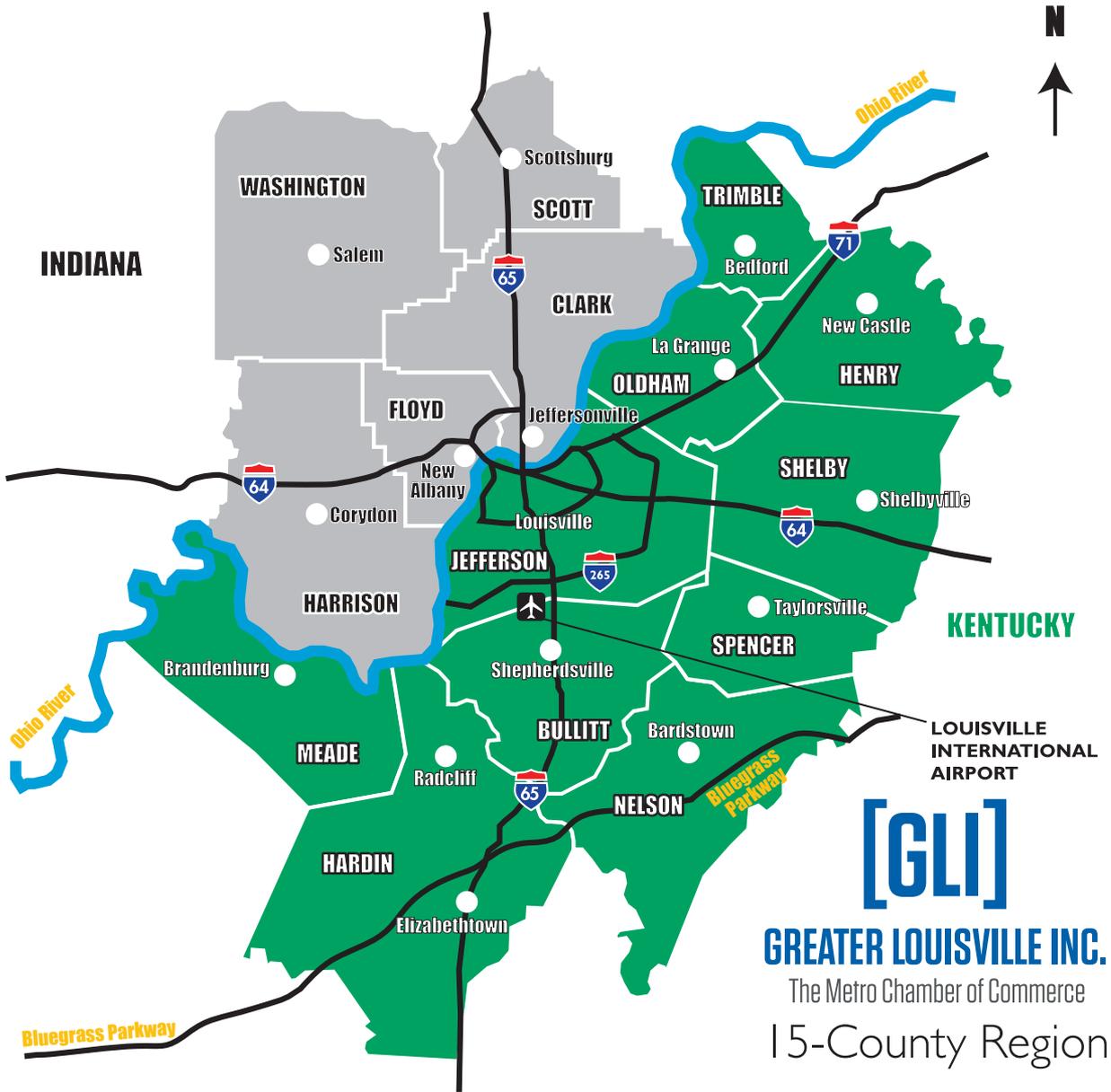
Troy Merry

Sabrina Burdine



Thanks partly to the recreational trail, the Ohio River Greenway, the Southern Indiana waterfront offers countless quaint views and safe pedestrian byways. Parts of this existing trails network will tie into the new 100-mile trail system, the Louisville Loop.

DEMOGRAPHICS



[GLI]
GREATER LOUISVILLE INC.
 The Metro Chamber of Commerce
 15-County Region

Population

	Actual				Estimates			
	1980	1990	2000	2010	2015	2016	2020	2025
Bullitt (Ky.)	43,346	47,567	61,236	74,319	81,358	82,788	88,508	95,623
Clark (Ind.)	88,838	87,777	96,472	110,232	109,024	109,481	111,310	112,783
Floyd (Ind.)	61,205	64,404	70,823	74,578	72,830	72,977	73,569	74,173
Hardin (Ky.)	88,917	89,240	94,174	105,543	111,225	112,302	116,612	121,541
Harrison (Ind.)	27,276	29,890	34,325	39,364	40,297	40,474	41,185	41,694
Henry (Ky.)	12,740	12,823	15,060	15,416	15,706	15,747	15,915	16,037
Jefferson (Ky.)	685,004	665,123	693,604	741,096	768,000	773,163	793,817	817,427
Meade (Ky.)	22,854	24,170	26,349	28,602	29,819	30,035	30,901	31,801
Nelson (Ky.)	27,584	29,710	37,477	43,437	46,791	47,456	50,119	53,337
Oldham (Ky.)	27,795	33,263	46,178	60,316	67,412	68,927	74,990	82,306
Scott (Ind.)	20,422	20,991	22,960	24,181	25,375	25,470	25,850	26,216
Shelby (Ky.)	23,328	24,824	33,337	42,074	46,838	47,859	51,944	56,950
Spencer (Ky.)	5,929	6,801	11,766	17,061	20,157	20,856	23,655	27,189
Trimble (Ky.)	6,253	6,090	8,125	8,809	9,172	9,240	9,514	9,807
Washington (Ind.)	21,932	23,717	27,223	28,262	29,413	29,533	30,015	30,436
Totals	1,338,654	1,338,251	1,468,603	1,613,203	1,431,226	1,486,308	1,738,084	1,801,598

Sources: Kentucky State Data Center, University of Louisville; STATS Indiana-Population Projections; U.S. Census Bureau: State and County QuickFacts



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