

# Greater Louisville & Southern Indiana

MARKET REVIEW 2017

## American Authenticity Attracts Talent

Global admirers of Greater Louisville's  
quality of life and welcoming culture  
are becoming its new residents



Underwriter  
**GREATER LOUISVILLE INC.**  
The Metro Chamber of Commerce

Published by

**The Lane Report**

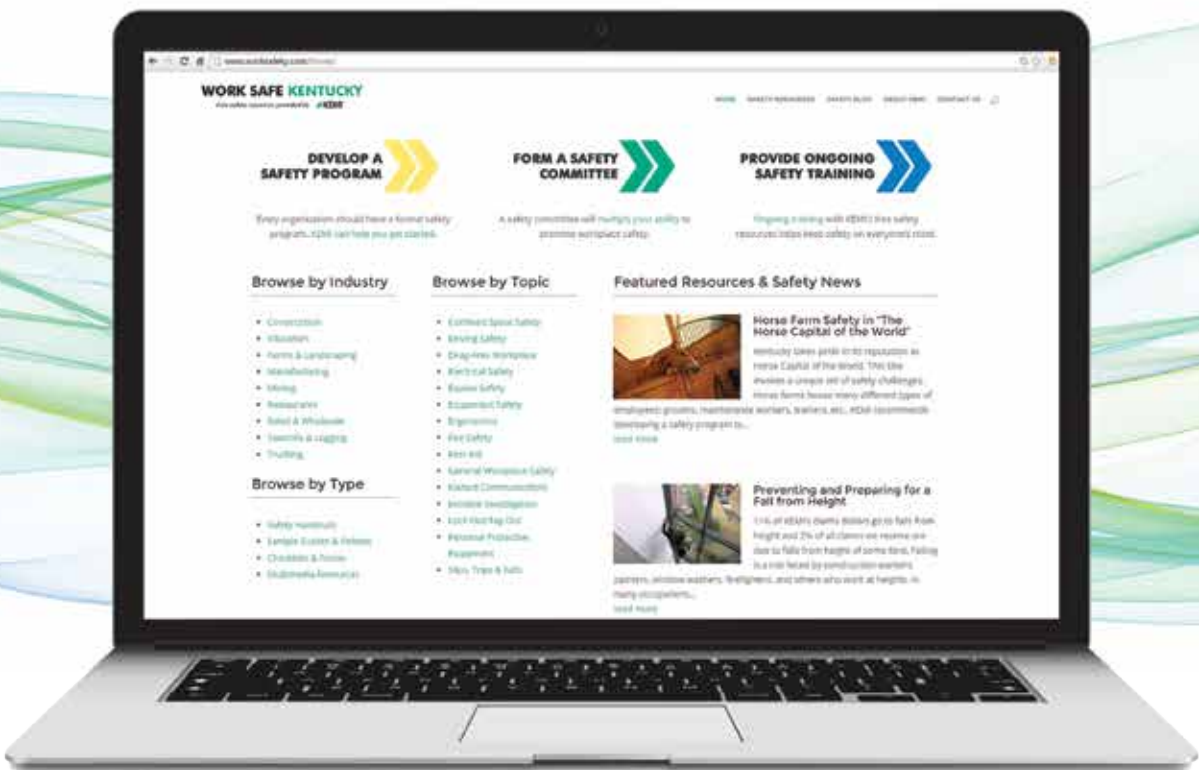
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# MARKET REVIEW

of Greater Louisville and Southern Indiana 2017



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### ON THE COVER

Though it's undergoing roughly \$10 billion in smart growth, Greater Louisville retains its welcoming and charming identity.

Published by



Underwriter



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Greater Louisville and Southern Indiana Market Review is a community profile published by Lane Communications Group. For information and advertising rates, contact Lane Communications Group, 201 East Main Street, Lexington, KY, 40507, Voice: (859) 244-3500, Fax: (859) 244-3555, lanereport.com

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Data in Greater Louisville and Southern Indiana Market Review have been provided by many local state and federal agencies, including the Kentucky Cabinet for Economic Development and the Kentucky State Data Center. All data are believed to be accurate and current, but are not warranted by Lane Communications Group.

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The Metro Chamber of Commerce

**GROWING**

**THE REGIONAL ECONOMY**

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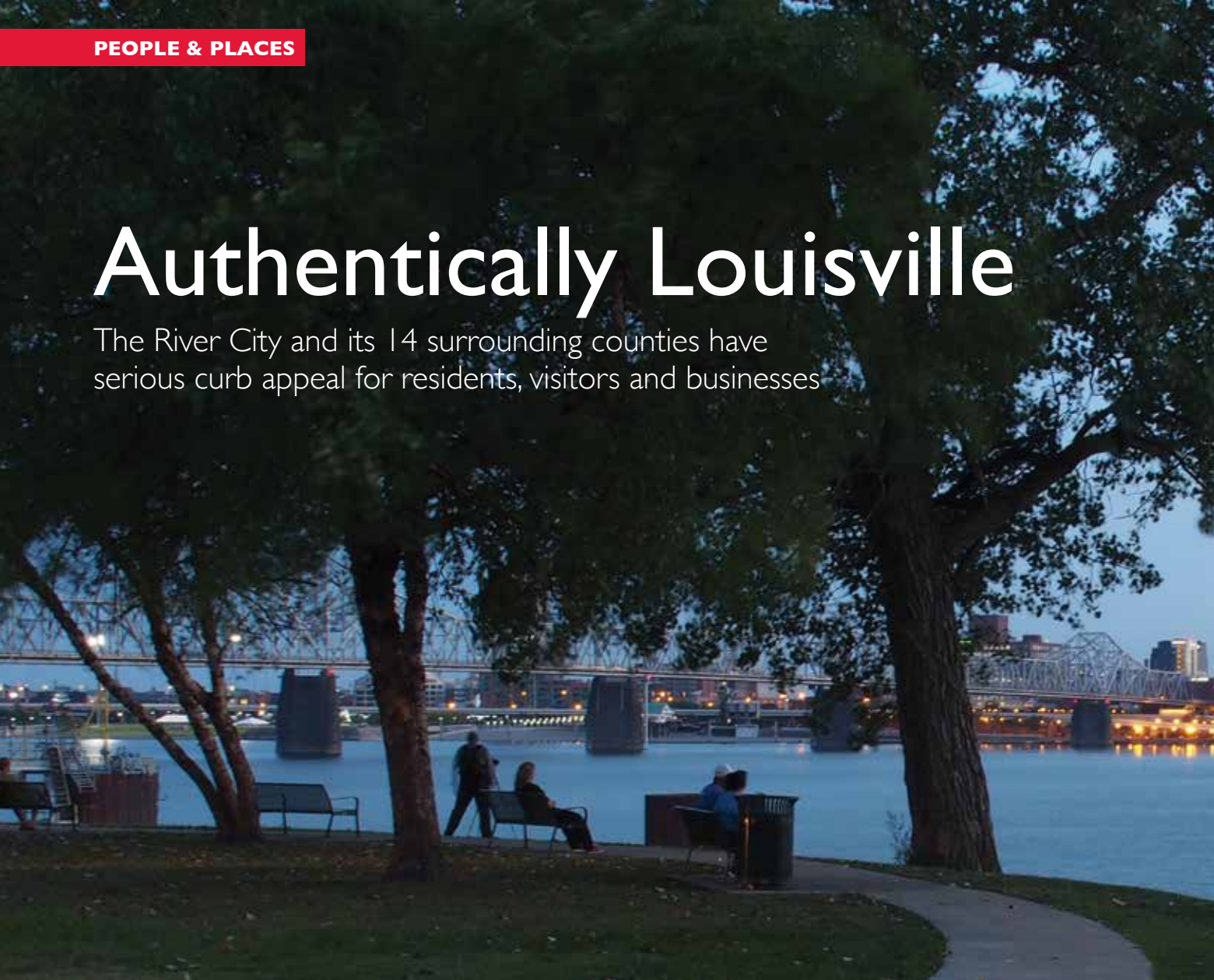
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# Authentically Louisville

The River City and its 14 surrounding counties have serious curb appeal for residents, visitors and businesses



Held every summer at Louisville's Waterfront Park for 15 years, Forecastle is a staple music festival that attracts tens of the thousands of visitors. Waterfront Park was designated as one of the Top Ten Urban Parks in the nation by the Urban Land Institute, it attracts more than 1.5 million visitors per year.







The view of downtown Louisville is best enjoyed from across the river in scenic Southern Indiana.

Right: Churchill Downs opened in Louisville in 1875 and began its tradition as "Home of the Kentucky Derby." Churchill Downs holds the record for the longest-running, continuous sporting event in the United States and brings in crowds of more than 170,000 for "the most exciting two minutes in sports."

Below: Louisville is becoming world renowned for its food and drink scene; it was part of the reason that Lonely Planet named it the top U.S. travel destination in 2013. The Copper and Kings tasting room is a popular spot in hip Butchertown.







GoToLouisville photo

Above: WorldFest, one of the region's largest international festivals, celebrates its 15th anniversary with food, music, dance, culture and education in 2017. Greater Louisville is known as welcoming and diverse.

Right: Operating since 1928, The Louisville Palace is on Fourth Street, between Broadway and Chestnut Street. It has a seating capacity of 2,700 people, and its opulent Baroque appearance makes it popular with musicians.

Below: The Parklands of Floyd's Fork is a privately owned series of parks that runs along the creek. Pictured here is Floyd's Fork, a 62-mile-long tributary of the Salt River in Kentucky, directly south and east of Louisville.



Above: Just east of Louisville, Shelby County is a major equine tourism destination.

Left: 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.

Right: Long distance triathlon race series IRONMAN has a race every fall in Louisville and attracts competitors and fans from around the world.





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## PEOPLE & PLACES



Left: Formerly known as Six Flags Kentucky Kingdom, The Kentucky Kingdom in Louisville is a 63-acre amusement park.

Below: In the heart of downtown Louisville, the Muhammad Ali Center is a multicultural facility with an award-winning museum dedicated to the life and legacy of Louisville native Muhammad Ali.



Left: Visitors to the Louisville Slugger Museum & Factory can watch iconic Louisville Sluggers being handmade. The museum is on Louisville's "Museum Row" on West Main Street.



Below: What started out as Louisville Crushed Stone and one of the best kept secrets in the city of Louisville is now a sprawling underground adventure center unlike anything else in the nation. It includes the world's only fully underground ropes course.



Above: Louisville Ballet, one of the country's most highly regarded regional ballet companies, presents "The Nutcracker" every holiday season.







# Join the momentum...

*With a deep and diverse talent pool, low cost of doing business, and high quality of life, Louisville is a city on the move!*



# Live. Work. Create. Innovate.

- 43% of degree holders in Louisville have a STEM degree
- Nationally renowned workforce development programs in IT and manufacturing
- Back-to-Back perfect 100 score on Human Rights Campaign's Municipal Equality Index
- Home to more than 160 international communities
- Louisville boasts more than a dozen Kentucky Bourbon and craft spirits distilleries and distillery headquarters

*Recognized by Site Selection magazine as a top 10 Metro and a top economic development organization*



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Left: Part hotel, part art museum, the 21c Hotel series was launched in Louisville and boasts a farm-to-table restaurant with more than 75 Kentucky bourbons. Located in a former West Main Street tobacco warehouse, it opened in 2006 and has an impressive collection of contemporary art.

Right: A Louisville legend, the Brown Hotel is beloved by generations of guests for its Georgian-Revival elegance and timeless Southern charm. Listed on the National Register of Historic Places, the Brown's prime downtown location offers easy access to many of city's top destinations.



Left: A conceptual master plan shows Phase IV of Waterfront Park, which will expand west of 10th Street to provide a continuation of open space along the river and the prospect for new experiences and activities. The Phase IV site's history is reflected in the plan. The 22-acre site serves as a continuation of community open space along the Ohio River corridor, connecting the downtown core with the Portland Neighborhood and West Louisville.



Thunder Over Louisville, the annual kickoff event of the Kentucky Derby Festival, is an airshow and fireworks display. It is the largest annual fireworks display in America.





Above: Scheduled to open in late spring 2018, this luxurious Omni Hotel in Downtown Louisville, is designed with intersecting towers that represent the crossroads of the past, present and future of Louisville. The hotel will be a prominent landmark against the Louisville skyline.



Above: Thanks to natural features like the Ohio River; knobs and plateaus in Southern Indiana and Jefferson Memorial Forest, camping in the Greater Louisville region is close by and easy to access.

Left: With a stadium in view of the Ohio River, the Louisville Bats are the Triple-A affiliate of the Cincinnati Reds.



Above: The Kentucky Derby at Churchill Downs attracts tens of thousands of fans and puts international spotlight on Louisville every year.

Left: Vibrant health and wellness opportunities abound in Greater Louisville.



Below: Featuring an early 1900s bar and an extensive bourbon collection, the Old Seelbach Bar at The Seelbach Hilton is within an authentic American landmark that even had a presence in F. Scott Fitzgerald's novel 'The Great Gatsby.'







# Louisville swagger

Attitude in the face of challenges determines region's trajectory

## VISION

A Greater Louisville Region with an exceptional economy where businesses succeed and people thrive.

## MISSION

To accelerate economic growth, job creation and business competitiveness in the Greater Louisville Region.

## 2017 GLI BOARD OFFICERS

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*Secretary & Legal Counsel:* **Jeff McKenzie**, Co-Chair, Corporate & Transactional Practice, Bingham Greenbaum Doll LLP

*Treasurer:* **Mike Ash**, Regional President, Fifth-Third Bank

**A**TTITUDE is a pendulum that swings both ways. Too much of it and you're labeled cocky. Too little and you fade into the background. This region is at a crossroads economically, politically, and culturally. Our attitude in the face of the challenges will determine our region's trajectory for years to come. So how about we take some risks and put a little more giddy-up in our step.

Greater Louisville has fantastic amenities that make it a phenomenal place to start a business, develop a career, and grow a family. There is an urban core that brings the vibrancy of city life (not to mention the always interesting Bardstown Road scene) and in less than 20 minutes you can be in the middle of natural splendor, totally isolated.



Kent Oyler,  
President/CEO,  
GLI

We have an internationally renowned restaurant scene that goes well beyond the best of Southern food and features specialties from across the globe. We have world class parks system including the brand new 4,000-plus acre Parklands of Floyds Fork. Plus Louisville is home to professional companies in all five performing arts. We generously support the Louisville Orchestra, Speed Art Museum, Louisville Ballet, Louisville Opera, and Actors' Theatre, along with countless other arts organizations and nonprofits. And don't forget Churchill Downs, The Ali Center and the Big-4 Bridge. This list goes on and on and all of these amenities are right at your fingertips and reasonably priced. Why would anyone want to call someplace else home?

Let's embrace what makes us great – authentic – successful – proud, and tell the world. And if we get some swagger, well that might just be a good thing.



Whether you're relocating,  
expanding or starting a new company,  
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**25.9**  
MINUTES



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HIGHWAYS**

#### COST OF DOING BUSINESS\*

| OVERALL COST | LABOR | ENERGY | TAXES | OFFICE RENT |
|--------------|-------|--------|-------|-------------|
| 85           | 100   | 80     | 88    | 60          |

*\*US Average = 100*

#### COST OF LIVING\*

| OVERALL COST | GROCERY | HOUSING | UTILITIES | TRANSPORTATION | HEALTH CARE | MISC. |
|--------------|---------|---------|-----------|----------------|-------------|-------|
| 91.6         | 89.8    | 79.5    | 91.2      | 100.7          | 89.3        | 99.9  |

*\*US Average = 100*

ESTIMATED 2016 POPULATION:

**1,465,218**  
*- The Nielsen Company*

LABOR FORCE  
OCTOBER 2015 (AGE 16+):

**696,588**  
*- Bureau of Labor Statistics*



**31,970** BUSINESS  
ESTABLISHMENTS  
*- U.S. Census*



**43** BUSINESS &  
INDUSTRIAL PARKS





# American authenticity attracts talent

Global admirers of Greater Louisville's quality of life, welcoming culture and embrace of innovation are now its new residents

BY ABBY LAUB

CUBAN-American Luis David Fuentes contends that Miami, a popular destination for Cubans immigrating to the United States has nothing on Greater Louisville, which offers better incomes, lower costs, and a welcoming and innovative atmosphere.

The 17-year Kentucky resident struggled upon arrival, but now helps other Cubans make their home in Louisville and Kentucky through his popular publication *El Kentubano*.

"I am a really proud Cuban American," Fuentes said. "I miss my country, but I fell in love with this great country and all of the opportunities and things I've been able to accomplish, because there were tools in front of me."

Fuentes and his wife initially thought they would move to the U.S. somewhere

out of Miami to "see and live the real American way and return to Cuba a few years later," he said. Instead, they raised their two children in Kentucky and have successful careers without forsaking their roots.

The Fuentes' experience is exactly what Greater Louisville wants to see more of as the economy gains more jobs that natives exclusively can't fill.

The largest immigrant populations in Greater Louisville in order, according to the census, are Mexican, Cuban, Indian, Chinese, Vietnamese, Guatemalan, German, Filipino, Iraqi, Korean, Bosnian, Canadian and English.

"We came here with a different idea, because in Cuba – what they're teaching – they still consider the U.S. an enemy," Fuentes said. "I came here expecting to see discrimination, homelessness and crime, and I found the opposite. My wife and I were



Luis David Fuentes works hard to help Cubans integrate into life in Kentucky while also preserving their native heritage with his publication, *El Kentubano*.

**AS OF 2012, LOUISVILLE'S 2,509 ETHNIC ASIAN-OWNED BUSINESSES EMPLOYED 4,788 PEOPLE AND HAD \$709 MILLION IN SALES AND RECEIPTS. ETHNIC LATINO-OWNED BUSINESSES EMPLOYED 1,904 EMPLOYEES AND HAD \$624 MILLION IN SALES AND RECEIPTS.**

ETHNIC ASIAN-OWNED BUSINESSES

4,788 EMPLOYEES

\$709 MILLION IN SALES AND RECEIPTS

ETHNIC LATINO-OWNED BUSINESSES

1,904 EMPLOYEES

\$624 MILLION IN SALES AND RECEIPTS

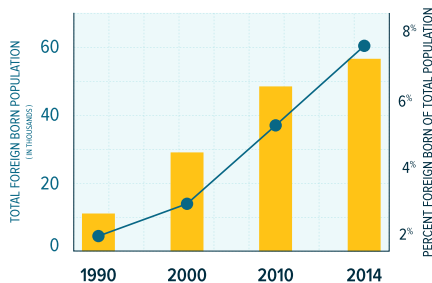
(2012 U.S. ECONOMIC CENSUS SURVEY OF BUSINESS OWNERS FOR JEFFERSON COUNTY, KENTUCKY)





Louisville's attractive quality of life, low cost of doing business, affordable living, innovative atmosphere and welcoming mindset contribute to the growth in immigration to the city.

#### JEFFERSON COUNTY FOREIGN-BORN POPULATION GROWTH



able to accomplish a bunch of things here. We feel lucky to be a part of this society.”

Fuentes was a mechanical engineer in Cuba but didn't have credentials that transferred; so his first job here was as a \$7 per hour factory floor sweeper. Quickly, though, he worked his way up to environmental coordinator at the same factory while putting himself through tests to become a U.S.-certified engineer. More job promotions followed, and on the side he created a tabloid publication for other Cuban Americans.

“It was really hard as an immigrant. It's like being born again,” Fuentes said. “You have to deal with so much and start from zero. In Cuba you don't know how to do banking, internet, taxes, nothing. It's an entirely new social system. But we learned it all very fast; that is why we love this country. You can do whatever you want. Nothing is for free; you have to sacrifice, and we're trying to teach that for our kids.”

By 2009, Fuentes started seeing more Cubans coming to Louisville, because finding jobs and affordable housing was easier here than in South Florida.

“People were leaving Miami like crazy

and coming to Louisville. We knew more Cubans were coming here, and would need information and help keep our culture and history and groups together,” said Fuentes, one of many making these realizations.

In 2009 he printed 1,000 copies of the 20-page *El Kentubano* tabloid. It grew to a 72-page color monthly magazine with corporate advertisers like Humana, UPS and McDonald's and is incorporating more Hispanic communities besides Cuban. This year it won the Kentucky Minority-Owned Small Business of the Year Award from the Kentucky Small Business Development Center.

“We are really happy, but it's because the community has been growing so fast,” he said. “People have been opening businesses. I'm proud of the Cuban community because they have been integrated into the society.”

#### Available jobs, qualified immigrants

Cuban Americans are spreading into professions like education, medicine, engineering, restaurants, the arts and more, and are a perfect example of how Greater Louisville is being “sold” to non-natives. The region's authenticity, business friendly environment, welcoming people, innovative community, quality of life and unified regional economic impact strategy appeal to a global audience.

The message is clear: Come to Louisville to find your dream job, launch your business, live comfortably and raise a family.

GLI President & CEO Kent Oyler said Louisville needs to keep this focus to feed the bustling economy and prevent its population trend from falling flat.

“All of our net growth for the last 10 years has been from foreign-born immigration,” Oyler said. “We would have gone backwards if it weren't for foreign-born people moving to town. We want to make sure that we do our best to make Louisville a welcoming place, but keep it controlled and share values.”

Because attracting the right talent, nationally and internationally, is key, GLI is simultaneously working on long-term solutions to promote business environment and quality of life.

#### Global Louisville partnership

GLI, Louisville Forward and private enterprise focus on innovation and entrepreneurship, and often that involves helping foreigners get the training and support they need to become involved.

“We have a partnership called Global Louisville with the Louisville Metro government, focusing on attracting, integrating and making it easier for people to come here,” Oyler said. “You could be an M.D. in another country, and you come here and (your qualifications) don't automatically translate. There are many, many other things with special certifications, and you need to help them get additional training, or get re-certified – even in careers like welding. That's true with veterans, too.”

Greater Louisville's 15-county region is primed for any type of business, and GLI is focusing on sectors like logistics, manufacturing, food and beverage, defense (Fort Knox is close by), data and data analytics, and business services.

Another area seeing growth is the “gig economy,” which includes freelancers. More people than ever can choose to live and work where they want, Oyler said, all the more reason to work on attracting them to Louisville.

Oyler wants the first impression that people get from Greater Louisville to be: “I could live there. That's one of our strategies – tourism to residents.”

#### KENTUCKY CABINET FOR ECONOMIC DEVELOPMENT

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Terry Gill,  
Secretary

Kentucky works to help new and existing companies of all sizes grow in Kentucky. We also entrepreneurs and small businesses succeed. Kentucky fosters growth through a variety of services designed to raise capital, increase business and encourage investment. Explore the many advantages of the Commonwealth and you'll find Kentucky will go the extra mile to exceed your needs.



# Faces of Global Louisville

## Vidya Ravichandran: Technology success

**Who:** Vidya Ravichandran and her husband, Dr. V. Ravichandran, moved to Louisville in 1999 from India by way of Virginia Tech University and Des Moines. She founded GlowTouch 15 years ago while working in e-commerce for a different company. GlowTouch serves mid-size companies around the world with fast, scalable, responsive IT services. The couple has two children.

**How:** "I come from a family of entrepreneurs. It's in my blood, so we always knew that at some point I would try to do something on our own. It just seemed like it was a good time for the e-commerce and technology sector because it was just getting ready to take off. We didn't expect this to grow as much as it did, and growth has always been very steady."

**Why Louisville:** In the beginning the family moved here for his job, but now they are here by choice even though they "could move anywhere. The thing about Louisville that I find the most attractive is how accepting and open the city is. It is just as easy to call up someone in the government and try to establish a relationship as it is someone in the private sector. We travel all over the place, across the U.S. and world, but we are happiest when we come back. The thought of trying to live in a major metro and try to figure out everyday life would be a major nightmare."

**International benefits:** "We're able to work with people from pretty much anywhere in the world. It's easy for us to understand that business gets done differently in different places, and we can understand people better. That's really made a big difference. And we've recruited people of every kind of background."



Vidya Ravichandran

## Yung Nguyen: Solving problems in society

**Who:** Yung Nguyen moved to Louisville in 1981 as a refugee from Vietnam at 20 years old. In 2000 he founded Inspired Voting System, LLC. He met his wife in Kentucky and they have three children. Nguyen developed IVS, a vote by phone system for legally blind people to vote via an audio ballot.

**How:** "I didn't know much English when I first moved, and learning a new culture and studying English was difficult. But somehow I got by with what I knew and was able to work and support myself through college. Now I'm lucky in that I have a very good business partner, friends and investors to help me through."

**Why Louisville:** "When I graduated from UofL's engineering school, I went to work for a local company as computer engineer. I worked there several years and somehow I always wanted to start my own business. You probably remember the voting recount fiasco in the 2000 presidential election. I became interested in voting technology, so we developed that niche of voting technology. I thought we could develop something and apply this technology to help the people who are blind to vote."

He previously founded a company that alerted crime victims the moment felons are released from prison after a Louisville woman was murdered by her ex-boyfriend the same day he was released. "I just pay attention to the problems that I notice in our society, and it just happened that I could do something about it. So I decided to do it."



Yung Nguyen

## Yamilca Rodriguez: Connecting through fashion

**Who:** Yamilca Rodriguez founded Louisville Bespoke, a community atelier that connects fashion with the fashion-minded. Born in Venezuela, Rodriguez came to the U.S. at 8 when her father was earning his Ph.D.

in San Diego. After moving back to Venezuela, to Illinois, and then Cincinnati for college and a lucrative career at Procter & Gamble, Rodriguez landed in Louisville with her British immigrant husband. Louisville Bespoke is a membership-based fashion maker space and event space. Rodriguez is president of Louisville's Prospanica branch.

**How:** "I learned how to sew as a child because in Venezuela you don't go and buy a dress, you go and have it made. When I had mine made, I was always unhappy because it wasn't what I drew. My mom put me in sewing lessons so I could make my own stuff, and I loved it."

For a long time, Rodriguez sewed all of her own clothes and people often asked for help with their attire. Now she is taking her talents to Louisville and also makes it her business to network and help connect people of all stripes.

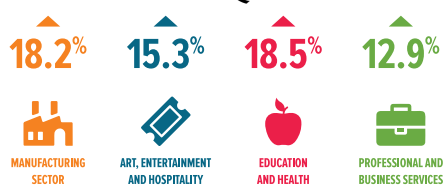
"Immigrants are trying to share different cultural experiences, and sometimes it's hard to fit into the corporate culture. They are very much makers, so they take advantage of being able to make things and make a business out of it."

**Why Louisville:** Rodriguez said Louisville is a welcoming city where everyone becomes friends, and local government is open and accessible. "People here are just very smart, very nice and there's a big immigrant community, which helps a lot with the diversity of the city. And fashion in general is just so diverse. I have friends from all over, different colors. It's been amazing, and although I worked in a multinational company, it was only inside that bubble that that existed. So I feel like here that it's everywhere."



Yamilca Rodriguez

## AS A WORKFORCE, REGIONAL FOREIGN-BORN RESIDENTS FILL JOBS ACROSS KEY GROWTH INDUSTRIES IN EQUAL MEASURE



MATTHEW RUTHER, "LOUISVILLE: IMMIGRATION REBIRTH," (INTERNAL MEMO, AMERICAS SOCIETY/COUNCIL OF THE AMERICAS, 2015.)

That strategy works for immigrants like Fuentes. He never left, doesn't plan to, and now works to get more Cubans to move to Louisville.

## Growing numbers don't lie

Louisville Metro Government's Office for Globalization Director Bryan Warren stressed the importance of focusing on attracting international talent.

"Immigration is a prime driver of population growth in Louisville. We have doubled our immigrant population every decade since 1990," Warren said, "and the

current projections indicate that one in six Louisvillians will be foreign-born by 2040. These newcomers fill needed job vacancies, start businesses that employ locals, and rejuvenate neighborhoods as they participate in Louisville's economy."

Though sometimes immigration gets a controversial reputation in the larger national landscape, he said, Greater Louisville isn't slowing down.

"Our welcoming strategy is outlined in our Global Louisville Action Plan," he said. "This plan is the outcome of a collaboration with our community led in partnership between Louisville Metro Government and GLI. Although the plan has specific actions related to social and economic outcomes, the plan's essence is embodied in the mayor's focus on compassion and welcoming as a core civic value. By welcoming and assisting our newcomers, we help them reach their full potential and, in turn, increase Louisville's prosperity."

Local citizens are "constantly surprised" to hear the statistics about

immigrants in Louisville, Warren said. Since 2000, Kentucky has been the third-fastest growing state for immigrants. Foreign-born residents start businesses at twice the rate of native born, and ethnic Asian and Latino businesses accounted for nearly 7,000 jobs and \$1.3 billion in local sales in Louisville's region as of 2012. Also, foreign-born ownership of homes raised housing wealth nearly \$625 million between 2000-2010.

Immigrants are filling in workforce gaps.

"Entry level low-skill jobs and high-skill STEM jobs are the primary areas where immigrant workforce meet local job needs," Warren said. "These are areas where native-born candidates are less likely to be found."

Corporations and nonprofits are not idly waiting for the right applicants, either.

"Louisville has an incredible network of agencies that assist with employing immigrants and refugees," Warren said. "The work of Kentucky Refugee Ministries' and Catholic Charities' employment offices provide the bulk of local placement for



Right: Every year in Louisville, WorldFest celebrates the city's many faces and cultures. Greater Louisville's ethnic populations are on the rise.

incoming refugees and other non-refugee immigrants. They do an immense amount of work on limited resources. Americana Community Center, Jewish Family and Career Services, Jefferson Community and Technical College and Jefferson County Public Schools Adult Education all provide access to employment help for newcomers.”

KentuckianaWorks also connects immigrants to job opportunities.

Immigrants are “resilient and persistent,” according to Warren, and have great “networks and connections” on their own that help connect new community members.

“One of the fastest growing groups outside of Cubans have been African immigrants,” he said. “Our region has the second highest percentage of Cubans in our population outside of Florida.”

Many Louisvillians presume immigrant entrepreneurs are starting ethnic bodegas on the corner, and thankfully that does happen, but Warren said Louisville is trying to get newcomers even more involved in baseline city services, too.

“Everyone wants to start a store or a restaurant, but we need to think outside the box and get more people into business areas that really need them,” he said. “There are a lot of underemployed (immigrants) who need to be matched with good jobs.”

It turns out that immigrant populations mesh well with native-born residents in employment categories where there happen to be fewer U.S.-born workers in both the lower and higher educational attainment levels.

### A top business location

Immigrants aren't the only ones benefitting from Greater Louisville's innovative and forward thinking economy. Jobseekers, regardless of ethnic background, can seek new opportunities, as can corporations looking for a place to locate. In May 2017, Churchill Downs Inc. announced it will add about 70 high-tech, high-salary jobs



when the headquarters for TwinSpires relocates from Silicon Valley to Louisville. It is investing \$2.2 million to expand its Louisville office.

That same week, Diversified Consultants Inc., a collection services company for major-name telecom clients, opened its Louisville office, days after company leaders said they want to hire up to 1,000 local employees.

“It has been an absolute dream of mine to bring a branch of our fine organization back to my hometown,” Gordon Beck, COO of DCI, stated in a press release. “When I left Louisville for Florida in 1997, Louisville never left my heart. The people of this amazing city are the reason I chose to come back home.”

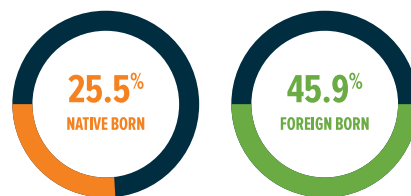
### An innovative talent pool

At GLI, Vice President of Entrepreneurship & Talent and Director of Kentucky Innovation Network Lisa Bajorinas works to support all entrepreneurs in all aspects of their endeavors.

One project she works on that excites her is the Million Dollar Babies initiatives. These are “super innovative companies that are attracting attention with regards to talent and capital,” Bajorinas said. “It’s a company that either has been able to raise \$1 million in a single equity realm or a company that has for the first time crossed the threshold of a million in revenue. Those are two very big accomplishments in the life of an early stage company.”

### A HIGH PERCENTAGE OF FOREIGN-BORN RESIDENTS FALL INTO THE OPTIMAL WORKING AGE RANGE COMPARED TO NATIVE-BORN RESIDENTS, FILLING GAPS IN THE OVERALL WORKFORCE POPULATION

#### OPTIMAL WORKING AGE RANGE (25-44)



(IMMIGRATION AND LOUISVILLE'S WORKFORCE: A KENTUCKIANWORKS SPECIAL REPORT — MAY 2016)

These companies – and many others – will look for talent to grow their businesses, and local leaders want to ensure that those positions can be filled.

“Some companies say they have no difficulty in finding the talent because they may have a more all-purpose or general need, but on the other hand there may be specific needs for talents where the pipeline for university graduates is graduating more generalists,” she said.

Her office helps keep innovators in the area and recruits talent.

“We are sure that the founder understands it's much less expensive to establish and start a company here than in other cities,” Bajorinas said. “And the amenities are going to be appealing to attracting young professionals.”

GLI's recent launch of liveinlou.com is one of the tools used to help attract people.

Also, GLI this spring hosted its 10th annual “Startup Weekend” event, where new startups are built in 54 hours. This year 11 groups formally organized.

While 54 hours is only scratching the surface of the lifespan of a successful business, efforts like these create an innovative and encouraging climate for Louisville natives and non-natives. ●

### PROJECTED GROWTH OF FOREIGN-BORN POPULATION

|                         | JEFFERSON COUNTY 2015 | LOUISVILLE MSA 2015 | JEFFERSON COUNTY 2025 | LOUISVILLE MSA 2025 | JEFFERSON COUNTY 2040 | LOUISVILLE MSA 2040 |
|-------------------------|-----------------------|---------------------|-----------------------|---------------------|-----------------------|---------------------|
| TOTAL POPULATION        | 763,323               | 1,279,335           | 856,500               | 1,559,000           | 1,000,400             | 2,000,800           |
| FOREIGN BORN            | 51,393                | 63,687              | 90,400                | 114,000             | 172,000               | 212,000             |
| FOREIGN BORN % OF TOTAL | 6.7%                  | 4.9%                | 10.4%                 | 7.3%                | 17.2%                 | 10.6%               |



# Looking forward in Louisville

Metro government is a mindful steward of \$10 billion investment

BY ABBY LAUB

A lot of cities tout growth and achievement, but Louisville has numbers to back it up: from 2014-2017, a total of \$10 billion in investment and smart growth including infrastructure, project development and distilleries.

In the summer of 2016, Mayor Greg Fischer was named the most innovative mayor in America by a Politico survey of mayors, and a July issue of TIME magazine called Louisville a place of “free-wheeling innovation” and growth. ZipRecruiter named Louisville a Top 10 city for jobseekers in 2017, particularly in the industries of automotive, healthcare and retail.

With Fischer’s vision at the helm, the entire team at Louisville Forward works closely with other government and economic development agencies to ensure growth is happening in a way that makes sense for the entire region’s future, and that it’s spread throughout all of Louisville’s unique neighborhoods. It makes sense for residents, corporations, non-profits and visitors alike.

In fact, some of Louisville’s “edge” neighborhoods are what many find the most unique about the bustling city. These communities that provide something for everyone feel “tucked away” in their own sections, but multiple local interstates serve to not only



connect them all easily but put both the heart of downtown and beautiful rural vistas within easy driving distance.

Mary Ellen Wiederwohl, chief of Louisville Forward, talked about these neighborhoods and how they make the city special.

“Our city has the privilege and opportunity to have diverse landscape and population,” she said. “We work with citizens from all corners of our city with equity and compassion to invest public dollars across the city so that, as our mayor says, every resident has the opportunity to reach their full human potential.”

Smart investment is happening, she said, and is a catalyst for even more investment. For example, Louisville was awarded a nearly \$30 million CHOICE grant from HUD to invest in the Russell neighborhood. “We know that this public investment will lead to private investment and spill over into other neighborhoods,” Wiederwohl said.

Russell, on the west side of town, is one of several areas that are undergoing renewal.

“From West Louisville neighborhoods like Russell and Portland, to Germantown/Schnitzelburg, Shelby Park, Butchertown and Smoketown, these neighborhoods form a crescent around our downtown core and are seeing growth in housing, retail, office space and restaurants,” she said.



Mary Ellen Wiederwohl, Chief, Louisville Forward

Smart growth is the key to keeping Louisville authentic yet forward thinking.

These communities and others boast a mixed housing stock to attract a diverse range of people and allow economic development to expand into new corridors and neighborhoods.

“Recent public and private investment is bringing a mixed-use, mixed-income quality to our edge neighborhoods,” Wiederwohl said.

One person responsible for much of the smart growth in some of these neighborhoods is “NuLu” creator and “Louisville’s Green Entrepreneur” Gill Holland.

He purchased a 115-year-old former dry goods store on East Market Street adjoining downtown in 2008 and renovating it to become one of the state’s first Leadership in Energy and Environmental Design (LEED) platinum-certified buildings in 2008. It prompted other historic structure modernizations in what has become New Louisville and made Holland into Kentucky’s poster child for the green movement.

The Green Building, as his first real estate endeavor is known, is the three-story home to several of Holland’s businesses: The Group Entertainment LLC, a movie production and music publishing company; sonaBLAST Records, an independent record label; and Holland Brown Books. Additionally,



In Portland, historic shotgun homes are undergoing renovation in an effort to preserve the area’s heritage while also opening it up to new business and residents. It is a prime example of Louisville’s “edge neighborhoods” and how they greatly contribute to the region’s overall economic development progress, diversity and quality of life.



there is an art gallery, public meeting space and a few other tenants.

His ambitious redevelopment efforts continue to improve the areas primarily of Portland and Butchertown.

Four years ago, Holland launched The Portland Investment Initiative or “Pii”, a 10-year, \$24 million plan dedicated to the revitalization of Louisville’s historic Portland Neighborhood.

“We call it ‘urban acupuncture,’ using key real estate projects as community building blocks,” Holland explains.

The four-part plan includes The Portland Warehouse District; Artist Row Portland; The Portland Stroll District; and 21st Century Shotgun, a plan to partner with renowned local and national architects to develop ultra-modern shotgun houses on vacant lots.

Much renovation already has happened, including galleries, non-profits, a 1930 railroad terminal and future gateway to Waterfront Park West, studios, corporations, restaurants and specialty food and coffee shops, and more. Iconic Louisville coffee shop Heine Brothers is taking over a 40,000-s.f. warehouse at 1301 W. Main St. and opening administrative offices and a roastery.

“At the 1850 Stagecoach Inn building on 13th and Rowan, overlooking what is to be Waterfront Park Phase 4, we just announced INTERAPT, one of Kentucky’s most significant tech-related companies as a tenant and partner,” Holland said.

Artist Row Portland works with the affordable housing non-profit New Directions and has renovated and rented 14 of its 16 historic shotgun houses.

“Adding attractive, affordable housing is a key element to the overall success of Portland’s revitalization as we get back to pre-1937 flood neighborhood density,” Holland said.

The Portland Investment Initiative (also known as Pii) has dozens of other projects under its wings, all of which focus on lifting up the residents already there and keeping the neighborhood’s historic character, while driving out crime and revitalizing the buildings and infrastructure.

One example is part of the Portland Stroll District.

“The 165-year-old Montgomery School Building is now fully occupied and we call it simply The Dolfinger, an homage to its history as the Emma Dolfinger School,” Holland said. “We have invested over a half million dollars



Gill Holland,  
“Pii” creator

## \$10 billion goes a long way

Highlighted below are just a handful of the projects happening in Louisville under Mayor Fischer’s administration from 2014-2017.

### Project Development

| PROJECT*  | INVESTMENT    | COMPLETION   |
|---|---------------|--------------|
| <b>Omni Louisville</b>                          | \$300,000,000 | May 2018     |
| <b>Kentucky International Convention Center</b> | \$207,000,000 | August 2018  |
| <b>UofL ShelbyHurst campus</b>                  | \$189,000,000 | 2016         |
| <b>Starks Building</b>                          | \$110,000,000 | Late 2017    |
| <b>Norton Audubon Hospital</b>                  | \$107,000,000 | 2019 or 2020 |
| <b>Sheppard Square</b>                          | \$100,000,000 | October 2016 |
| <b>Embassy Suites</b>                           | \$85,000,000  | Completed    |
| <b>UofL Belknap Academic building</b>           | \$80,000,000  | Fall 2018    |
| <b>Whiskey Row hotels</b>                       | \$90,000,000  | 2019         |
| <b>UofL Instructional Building</b>              | \$80,000,000  | 2018         |
| <b>South Pointe Commons</b>                     | \$80,000,000  | TBA          |
| <b>Norton Children’s Hospital</b>               | \$78,300,000  | 2021         |
| <b>Riverport Landings</b>                       | \$63,000,000  | 2020-2021    |
| <b>Papa John’s Cardinal Stadium</b>             | \$63,000,000  | TBD          |
| <b>Speed Art Museum</b>                         | \$60,000,000  | Completed    |
| <b>The Madison by Fenley</b>                    | \$50,000,000  | TBD          |
| <b>Phoenix Hill Apartments</b>                  | \$50,000,000  | TBD          |

\*This includes projects of \$50,000,000 and up.

### Infrastructure Development

| PROJECT*                          | INVESTMENT      | COMPLETION    |
|-----------------------------------|-----------------|---------------|
| <b>Ohio River Bridges Project</b> | \$2,600,000,000 | December 2016 |
| <b>Parklands of Floyds Fork</b>   | \$125,000,000   | April 2016    |
| <b>New Dixie Highway</b>          | \$50,000,000    | Spring 2018   |

Other investment includes Distilleries, Prospective Projects and Economic Development projects for a total of \$10,024,020,135. Data courtesy Louisville Forward.

in the renovation of this historic building, which is now office and artist studios.”

Tenants include the World Affairs Council; Interfaith Paths to Peace; Sisters Cities of Louisville; The Anchal Project; Cities United; Community Connections; and a handful of artists.

Pii has a goal to quadruple the number of businesses in Portland over the 10 years of its plan.

“We think there is great progress in that regard,” Holland said. “Getting development done in Pii and other distinct Louisville neighborhoods will be a long haul, but it is part of plans for a more vibrant city.

Wiederwohl spoke about the overall \$10 billion investment and how it plays into the city’s strategic planning.

“Additional plans such as Sustain Louisville, Comprehensive Plan, Vision Louisville, Move Louisville, and Healthy Louisville 2020 all contribute to the mayor’s vision and to the everyday and

long term actions of city employees to provide our citizens with a better quality of life.”

Smart growth is crucial to sustain all of the building and investment happening. There are concerns to keep in mind like building too much too fast.

“We are mindful of smart growth and use data and research to inform our decision making,” Wiederwohl noted. “In addition, in creating the plans mentioned above, we always look ahead to what sustainable development means for our city and neighborhoods. From new hotels developed in our downtown to preserving the beautiful Victorian architecture in Old Louisville and historic shotguns across our city, we understand that while building new, we must also preserve and maintain the assets that makes our community unique.”

To learn more about Louisville’s initiatives, visit [louisvilleky.gov](http://louisvilleky.gov). ●



# On the way to everywhere

Louisville's neighbor to the north is making waves on the national scene

**L**AST year *Forbes* magazine ranked Indiana in the top 15 states for business, and CNBC ranked it the number one state in infrastructure and cost of doing business. Indiana ranked so highly partly because of the city, county and state infrastructure improvements initiated throughout the Southern Indiana region.

Southern Indiana boasts two new bridges, opened in 2016, over the Ohio River that connect the region in three locations, on the west and east side of the Greater Louisville Metropolitan Area as well as in the center. This connection allows easy access via I-265, I-65, I-64 and I-71 to all the major employment and industrial areas throughout the metropolitan area, including the River Ridge Commerce Center, a world-class business and manufacturing park with 6,000 prime acres under development in Southern Indiana.



Wendy Dant Chesser,  
President/CEO,  
One Southern  
Indiana

The Ohio River is not only picturesque; it is a transportation corridor and home of the Port of Indiana-Jeffersonville, which provides barge connections to the Gulf of Mexico through the Ohio and Mississippi rivers for more than 1,000 barges, 250,000 trucks and 17,000 railcars annually. The port is investing \$10 million for a truck-to-rail and rail-to-water improvement project that will extend its rail line.

Louisville International Airport is less than 10 miles from the Indiana border. It is the third largest cargo airport in the U.S. and home to UPS Worldport. Nearby Clark County Regional Airport serves corporate and private aircraft and is located within 10 miles of the Ohio River. The South Central Regional Airport Authority is currently investing more than \$10 million to expand the Clark County Regional runway.

Ongoing road maintenance is essential for business to thrive in Southern Indiana. In 2016 alone, U.S. roads carried people and goods 3.2 trillion miles. In order to address this most often used mode of transportation, Indiana is in the process of

widening I-65, the interstate that dissects Southern Indiana and connects it to I-265, I-64, and I-71 to accommodate more traffic. Also, private enterprise is partnering with state government to build a heavy haul transportation corridor connecting the Port of Indiana-Jeffersonville with the River Ridge Commerce Center, located just off I-265.

The railroad network carries one-third of U.S. exports. Local service, provided by CSX Railroad Corp., is investing up to \$90 million in upgrades.

According to U.S. Sen. Cory Booker, "For an economy built to last we must invest in what will fuel us for generations to come. This is our history – from the Transcontinental Railroad to the Hoover Dam, to the dredging of our ports and building of our most historic bridges – our American ancestors prioritized growth and investment in our nation's infrastructure."

Southern Indiana has taken that advice to heart and has many advantages. It's within a day's drive of two-thirds of the U.S. population, and is truly on the way to everywhere. ●

## Southern Indiana.

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- Port of Indiana-Jeffersonville accommodated 1,000 barges, 250,000 trucks and 17,000 railcars annually in 2016
- Clark County Regional Airport expansion project will increase the runway to 7,000 feet — longer than any runway at Chicago Midway
- Rail providers include CSX, Norfolk Southern and Louisville Indiana Railroad and provide commercial transport services as well as connections to Illinois Central, Paducah Louisville, Indiana Rail Road and CP Rail System/Soo Line
- Multi-phase transportation corridor project underway that will link the Port of Indiana-Jeffersonville with the 6,000 acre River Ridge Commerce Center
- Five bridges connect Southern Indiana to the Metro Louisville Area – the Lewis and Clark Bridge on the end side, the Sherman Minton Bridge on west and the Clark Memorial Bridge, the Abraham Lincoln Bridge and the John F. Kennedy Bridge in the central downtown areas.





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# World-class amenities, welcoming vibe

Louisville's 'accessible' urbanism makes it a great place to live and work



The Big Four Bridge was completed in 1895 and once carried railroads, but now serves as a popular bicycle and pedestrian bridge connecting Louisville and Jeffersonville, Ind.

BY ROBIN ROENKER

**L**OUISVILLE'S high quality of life is not a well-kept secret anymore. Thanks to a thriving dining and bourbon scene, relative low cost of living and unique cultural vibe that blends the best of both the South and Midwest, Louisville is a fixture on recent "best of" lists.

With innovative restaurants serving up everything from traditional and New Southern to world cuisine, Louisville was dubbed one of America's top foodie towns by the likes of National Geographic, Southern Living, Zagat, Saveur, Bon Appetit and USA Today – to name a few.

It's not just its eats that are getting noticed. Louisville is routinely praised as one of America's most affordable places to live and vibrant places to work, the result of housing prices roughly 25 percent less than the national average.

"I can walk to four-star parks and four-star restaurants from my house and still

**"Because of the low cost of living here, you're able to start your business. You're able to start your dream restaurant. You're able to try something a little bit different. There's a lot of opportunity here, all with a very low cost of entry."**

**— Alison Brotzge-Elder,  
Greater Louisville Inc.**

afford my mortgage," said Alison Brotzge-Elder, director of communications and public relations with Greater Louisville Inc. (GLI), the Louisville Metro Area Chamber of Commerce. Brotzge-Elder, a Louisville native, returned to the city to put down roots following stints in larger metros including New York City, Boston, and Atlanta.





Left: Louisville is renowned for its food and culture scene, as well as affordability.

Below: Founded in 2002, Forecastle has grown from a neighborhood event to one of the country's most anticipated summer festivals, drawing tens of thousands of fans from across the world to Louisville's scenic 85-acre Waterfront Park. Greater Louisville's festival scene has something for everyone

"The cost of living is so high in some places that it really makes it not feasible for people like me, in their early 30s, who want to make their own place," she said. "But because of the low cost of living here, you're able to start your business. You're able to start your dream restaurant. You're able to try something a little bit different. There's a lot of opportunity here, all with a very low cost of entry."

### **Vibrant neighborhoods and a great sense of community**

Louisville is home to a vibrant array of unique neighborhoods, each with its own sense of identity and pride. From ultra-modern downtown condos to graceful brick Victorians in Old Louisville, the hip, eclectic NuLu and Butchertown neighborhoods – both of which have been undergoing

a renaissance – to the well-manicured Highlands and the newly developed, modern suburban Norton Commons, designed to be a walkable, mixed-use community, there's a neighborhood in Louisville to fit just about any aesthetic.

The sense of community in Louisville is visceral and abundant. The city's signature Derby Festival – including the fireworks extravaganza Thunder Over Louisville, which draws some 725,000 attendees – leads up to the famed First Saturday in May, when Louisville becomes the most celebrated city in America, for a day. But Louisville residents know their town deserves more than a single celebration, which is why it's home to more than 100 festivals annually, including the new and wildly popular NuLu Bock Beer Fest, which is highlighted by a goat – yes, goat – race down the city streets.

The city's vibrant energy drives an ever-evolving wealth of things to see and do, from outdoor recreation to fine dining.

"I moved to Louisville from Columbus, Ohio, and when I first got settled, my friends and I created a Louisville bucket list," said Jessica Wethington, communications manager for Louisville Forward, the economic and community



development arm of Louisville Metro Government. "What I love is that it's so diverse. One day we went to Jefferson Memorial Forest. And the next day we went to a French restaurant. I don't think you get that variety in vary many cities."

### **Abundant green space, cultural satisfaction**

Love getting outdoors? Louisville is a city rich in green space. The city's lauded park system includes more than 120 parks, 18 of them designed by Frederick Law Olmsted, famed designer of New York's Central Park. Louisville's popular, 85-acre downtown Waterfront Park – dubbed the city's "front yard" by mayor Greg Fischer – hugs the Ohio River, offering residents a picturesque place to walk, bike, and connect with one another. A recently announced \$35 million expansion will add a 22-acre section to the park, home to the city's free Waterfront Wednesday concert series, a local favorite. And last year saw the opening of the final phase of The Parklands of Floyds Fork – a nearly 4,000-acre, four-park system created along a natural watershed and connected by a 19-mile walking and cycling path – helping secure the city's legacy as "A City of Parks."

There's also an abundance of arts. From the nationally revered annual Humana Festival of New American Plays to Broadway shows at the Kentucky Center for the Arts and world-class performances by the Louisville Orchestra, the Louisville Ballet and the Kentucky Opera, the city's social calendar is brimming with culture. Or if something more casual fits the bill, Louisville's downtown – including the popular Fourth Street Live! entertainment corridor, a haven for live music – doesn't disappoint.

In the mood to learn something new? Downtown's "Museum Row" includes The Muhammad Ali Center, Louisville Slugger Museum, Frazier History



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Louisville city officials constantly work to make the quality of life in the city and the region as a whole a more livable and vibrant place.

Museum, Louisville Science Center, and the Kentucky Museum of Art and Craft, each with hundreds of interactive and engaging exhibits to explore.

Downtown Louisville, in fact, has become the region's go-to destination for shopping, dining and entertainment of all kinds. The bustle of activity on downtown streets has been transformative, said Deana Epperly Karem, vice president of regional economic growth for GLI.



Deana Epperly Karem, Vice President of Regional Economic Growth, GLI

"To watch downtown go from this sleepy little place 20 years ago to the thriving, interesting, energized community it is today, that's the thing I'm most proud of. It's really the heart of our region," she said.

Susan Dallas, senior communications manager for GoToLouisville.com, the Louisville Convention and Visitors Bureau, agreed: "I've worked with the convention bureau for 26 years, and I've seen downtown Louisville totally reinvent itself," she said. "In neighborhoods like NuLu and Butchertown, our citizens are embracing our arts and our restaurants, and there's really just a high energy here."

## Booming downtown's residential opportunities

The downtown boom is good news for Jeanne Hilt, director of marketing and communications with the Louisville Downtown Partnership, which works

to promote economic development in the city's urban core. Hilt predicts a 27 percent increase in downtown residential units, resulting in a minimum of a 10 percent increase in Louisville's downtown population, by 2018.

"It's fascinating in my lifetime to see the migration to the suburbs and now the migration back to the urban core," Hilt said.

In addition to the increase in residential units, Louisville's downtown will be home to eight new hotels in the next year, driven by the expansion underway at the Kentucky International Convention Center and plans to add four new downtown bourbon attractions to the city's already buzzing Urban Bourbon Experience.

And while Louisville is proud to serve as the Gateway to Bourbon Country – sharing Kentucky's bourbon legacy and signature spirit with visitors from around the world – it's also embracing a future enriched by the many cultures that now call the city home. Louisville has one of America's largest Cuban communities, along with thriving groups from Bosnia, India, Pakistan, Vietnam and many other locales.



"We're starting to attract more people from more places, which is just making Louisville a richer and more interesting place to live – whether that's the food that you have access to, the friends and colleagues you have at work, or the accents you hear on the street," said Mary Ellen Wiederwohl, chief of Louisville Forward.



Ellen Wiederwohl, Chief, Louisville Forward

"When you have over 100 languages spoken in the public schools, you know you have a community that is really embracing the globe."

In 2015 and 2016, Louisville earned back-to-back perfect scores of 100 on the Human Rights Campaign's Municipal Equality Index, an annual scorecard of cities' support of the LGBTQ community. Louisville was one of the first Southern cities to earn the index's highest mark.

"To achieve a perfect score in back-to-back years is just a perfect exemplification of our welcoming nature," Wiederwohl

Greater Louisville is a major arts and culture hub, including the newly renovated iconic Speed Art Museum.





said. “The fact is that Louisville is a place where no matter who you are or where you’re from, you can really thrive and reach your full human potential.”

As the city’s key job sectors – including logistics; e-commerce; IT; advanced manufacturing; business services; food & beverage; and aging care – continue to grow, job opportunities in the city will continue to expand as well. While Louisville’s unemployment rate is low, at around 4 percent, there are currently 24,000 open positions going unfilled in the region, said Epperly Karem. The workforce shortage has spurred GLI to launch a new online marketing campaign, LiveinLou.com, to inform potential workers about the many advantages of living in The Derby City.

Transplants new to the city often find it surprisingly welcoming and unexpectedly easy to get a foothold and launch their careers. That was the case for Lisa Bajorinas, executive director of entrepreneurship and talent with GLI, who moved to Louisville from San Francisco.

“When I moved, I was overwhelmed with how welcoming everyone was here, in terms of wanting to meet with me and help me network with others. Louisville is really quite unique in its accessibility,” Bajorinas said.

“People who are from here or who have had the wisdom to move here, frequently speak about Louisville in loving terms, and that’s not common,” Wiederwohl said. “A lot of people like where they live. But very few people so easily say ‘I love my city. I love my neighborhood.’ That’s a real special thing about Louisville.”



Lisa Bajorinas,  
Executive  
Director of  
Entrepreneur-  
ship and  
Talent, GLI

Louisville city officials constantly work to make the quality of life in the city and the region as a whole a more livable and vibrant place. Louisville’s unique neighborhoods contribute to the great livability.

### The benefits aren’t limited to Louisville

Amenities abound in the surrounding counties and communities that make up the Greater Louisville metropolitan area.

Nearby Oldham County is home to numerous Thoroughbred farms – in fact, it’s known as The Farm Tour Capital of Kentucky. The farms lend a pastoral beauty to countryside surrounding LaGrange, the county seat, where the downtown features quaint shops, galleries and restaurants. And as the American Saddlebred Capital of the World, Shelby County is home to many horse farm tours of its own.

Southwest of Louisville, Meade County offers opportunities to enjoy the scenic Ohio River, from Bluegrass music concerts in Brandenburg’s Riverfront Park, to hiking, camping, and biking at Otter Creek Outdoor Recreation Area.

Bullitt County, one of Kentucky’s thriving distribution hubs, is also home to Jim Beam distillery, four award-winning wineries, and the scenic Bernheim Arboretum and Research Forest.

In Spencer County, the beautiful, 1,200-acre Taylorsville Lake State Park offers boating, fishing and outdoor recreation for residents and visitors alike.

Across the river, Southern Indiana residents enjoy easy access to Louisville’s urban amenities, while surrounded by rolling hills and riverfront vistas. Jeffersonville – the county seat of Clark County, Ind. – was designed by Thomas Jefferson and boasts small town charm along with a bustling port. ●

## Greater Louisville’s unique neighborhoods

Louisville’s neighborhoods are varied and diverse. Learn more about some of the highlights here. All information courtesy Greater Louisville Inc.’s [liveinlou.com](http://liveinlou.com).



**Germantown:** Germantown’s quaint streets lined with shotgun houses and locally-renowned restaurants and thrift shops in a perfectly walkable setting are an excellent backdrop for a young couple’s first starter home.

**NULU/Butchertown:** The NuLu district of downtown has experienced a renaissance of commerce, livability, and activity in the past decade.

**Downtown urban living:** “Throughout the past decade, Louisville’s downtown scene has experienced a resurgence of activity and commerce.

**Highlands:** Every city has one: the vibrant, bustling nightlife district, the party strip ... The Highlands has all of that and more.

**Old Louisville:** Near to the University of Louisville campus, the Old Louisville neighborhood comes by its name honestly. One of the very first residential areas established in Louisville, the buildings are large, ornate, and steeped in local lore and history.”

**Crescent Hill:** “Just east of downtown and the NuLu district, Clifton/Crescent Hill features both old homes and new construction, sprawling houses and starter homes, luxurious loft condos and garage apartments.

**St. Matthews:** Arguably the retail epicenter of Louisville, St. Matthews boasts two massive shopping malls, an impressive range of restaurants, and all the retail outlets you could ever ask for.

**Norton Commons:** Norton Commons is Kentucky’s first and only Traditional Neighborhood Development. Planned TNDs are the cornerstone of the new urbanism movement.

Go to [liveinlou.com](http://liveinlou.com) for more extensive neighborhood information.

# Financial services scene welcomes all

Greater Louisville's market topped \$25 billion in deposits at 40 institutions

BY ROBERT HADLEY

**T**HE financial industry in Greater Louisville and Southern Indiana is tough to beat. According to the Federal Deposit Insurance Corp., in 2016 the Louisville-Jefferson County market had more than \$25 billion on deposit at its 40 financial institutions, almost triple Kentucky's second largest market in Lexington-Fayette County.

Mortgage lending in Louisville appears to retain its post-recession bump, according to a real estate economic outlook presentation sponsored by the Homebuilders Association of Louisville last September. Jefferson County is among the state's lowest in delinquencies, with 2-4 percent in default 90 days or longer compared to many counties in Eastern Kentucky with delinquencies of between 4 and 10 percent. Home price appreciation is up 6 percent.

This year, the Metro area not only retains all the superlatives it has enjoyed in years past, but has added a couple to sweeten the pot.

## Hilliard Lyons ranking

In a move that enhances its reputation as a premier financial services firm, Hilliard Lyons told The Lane Report in March 2016 that Mitch Settle and Elias "Yaz" Hassan were named to Barron's annual America's Top 1,200 Financial Advisors list.

### HILLIARD LYONS

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"These advisors represent an elite group and are true industry leaders," said CEO Jim Allen. "They exemplify the exceptional quality and service that all Hilliard Lyons advisors continually strive to deliver."

This marks the seventh year in a row that Settle, a senior vice president working out of the Owensboro office, earned a spot on the prestigious list – in fact, his No. 3 ranking was five points better than last year.

Hassan, a Murfreesboro, Tenn.-based vice president for the firm, was rated No. 11 among Barron's financial advisors in Tennessee.

## International firm opens doors

First came the February announcement by Ernst & Young LLP that it is opening a \$4.35 million support center in downtown Louisville. Based in London, England, EY is a \$29 billion professional services firm currently listed on Forbes magazine's best management consulting firms and ranked 11th on the magazine's list of America's largest private companies.

The company – considered one of the world's "Big Four" accounting firms – provides insurance, tax, transaction and advisory services to many of the world's largest companies.

In announcing the new facility's opening, Gov. Matt Bevin mentioned Louisville and the state's strong business reputation.

"Kentucky is quickly becoming the destination of choice for corporate and shared-service centers, thanks to our skilled professional workforce, high quality of life and low business operating costs," Bevin said. "We are confident that EY's Louisville-based, executive support



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team will be able to effectively serve their executives across the United States."

EY partner Brent Summers, leader of the firm's Americas enterprise support services division, was involved in the site-selection process. Pointing out that the center was a newly conceived location, rather than a relocation, he mentioned six reasons behind the Metro's selection.

"Louisville has an attractive cost of labor and real estate, a stable economy, capable workforce and good transportation infrastructure, especially following recent significant upgrades," Summers said, as well as a "large college and university system, and a supportive state and local government."



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### Small business loans

The Louisville area is not just a hub for business loans from commercial banks, as a trio of deals announced in the first quarter of 2017 attest. METCO, the city's Metropolitan Business Development Corp., loaned \$410,000 in seed money to help launch three local businesses.

Andy Blieden, owner of three downtown properties through Butcherblock Properties LLC, will use three loans to upgrade the facades and accessibility of properties on Wenzel, Washington and Main streets in the Butchertown neighborhood.

Nathaniel and Holly Gravely and Cory and Kelly Buenning, owners of Gravely Brewing LLC, received a \$200,000 loan for renovate property on Baxter Ave (just east of downtown) into a brewery and taphouse. Music will also be served.

Jamie Keith and Mary Jefferson received \$15,000 to help The CERA Group LLC, an educational consultancy, to open offices downtown.

The recent accolades, openings, and

loans prove that Greater Louisville's financial services scene is friendly to businesses of all shapes and sizes.

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# Recovering economy lifting law sector

Greater Louisville's legal scene is a 'sophisticated' environment with 'top-end' work

BY ROBERT HADLEY

**T**HE legal environment in Louisville has seen its share of growth in the last few years, with the introduction of courtroom technology, the addition of a global services center for international law firm Hogan Lovells and a recovering economy providing more job opportunities for lawyers.

Hogan Lovells inked a 10-year lease in Paragon Place on Shelbyville Road in eastern Jefferson County, far from the hotbed of the city's downtown Central Business District. The location of the 30,000-s.f. office signals that calling the behemoth firm a direct competitor with local lawyers may be a bit premature.

Don Kelly, managing partner of Wyatt, Tarrant & Combs LLP, said all signs point to the firm, which employs 2,500 worldwide across more than 40 countries, being a boon rather than a bane to the overall market.

"They're not really opening a legal office per se," Kelly said. "Our understanding is that they're bringing 'back-end operations' – accounting, conflict management, administration – as opposed to a legal presence."

Kelly based his comments on meetings where staff at both firms explored opportunities to coordinate work and make introductions in the community.

"I'm always happy to have other people training people who could help us in business as well," Kelly said.

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McBrayer is more than a law firm; charitable and community involvement are key pillars in the organization. In addition to offices in Louisville, Lexington, Frankfort, Greenup and Washington, D.C., the firm is recognized for its exceptional lobbying group, MML&K Government Solutions.



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

## High tech enhances the practice of law

In terms of legal expertise, Kelly gave the Metro high marks.

"I think the legal environment here is sophisticated," he said. "The top-end work here is as good as anywhere. Obviously, there's not the deal size you might have in New York City, but for the size of the market, I'd say it's very good here."

Larger cities may have more Fortune 500 and Fortune 1000 firms, along with the greater volume of high-dollar work they generate. But Kelly pointed out an advantage Louisville has: lower costs.

"We're blessed to have a rate structure in Louisville that is very favorable for clients compared to New York, Washington, Chicago, even Columbus or Atlanta," he said. "Our fees would be substantially lower than those cities."

If competitive rates lure some work to law firms in the metro, the same cannot be said for the almost Hollywood-style courtroom technology that not only videotapes the entire trial (a feature of many Kentucky courtrooms), but allows TV-style graphic capabilities for displaying documents to jurors.

"I think a trial is a production," said Patrick Michael, a partner in the litigation department of Dinsmore & Shohl LLP. "I'm here to get (jurors') attention and keep them learning so they're not bored."

As appealing as the high-tech wizardry of the Jefferson County courtrooms proves to be, lawyers cannot choose to try a case there just to have the benefit of the new technology.

Yet the presence of the advanced audio-visual systems does make Louisville a training site, both for up-and-coming counselors and those from elsewhere in Kentucky trying a case in the specially equipped venues. That helps keep the city at the forefront.

"We teach a class once a month on how to use the JCUP system," Michael said. "But it's literally so easy a 5-year-old could do it."

JCUP refers to the Jefferson Courtroom Upgrade Project, an \$800,000 privately funded effort that enhanced the statewide audiovisual systems already in place in courtrooms by adding the ability to project



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images from a laptop or document camera to a 47-inch flat-screen monitor, aiding in jurors' comprehension of the case.

In articles published in LawTechnology.org and Bench & Bar, the Kentucky Bar Association's journal, Michael mentioned two studies, one by the National University of Taiwan and the other by the University of North Texas, that show students learn better with audiovisual systems.

In citing the studies, Michael draws a parallel between students and jurors, who he says are raised on smartphones and tablets and would be hard to engage with pencil-and-paper presentation methods.

"That's the world live in now," Michael said. "If you're not working on that level, you're being left behind."

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# Healthcare innovation drives growth

Top employment sector's revenues have increased more than 20 percent in last 10 years

BY SUSAN GOSSELIN

**K**ENTUCKY is the home to some of the biggest and most important names in healthcare, insurance and aging care. Humana, Kindred Healthcare, Almost Family and ResCare got their start in Louisville. In recent years, momentum in the area lured companies like Atria Senior Living, Signature HealthCARE and Trilogy Health Services. Louisville also boasts two Fortune 500 health-related corporations: Humana and Kindred.

And the jobs have followed. Louisville Metro boasts 4,100 health-related establishments that together employ nearly 100,000 people. They have a collective annual payroll of over \$4 billion, according to the Healthcare Enterprises Network. HEN figures show the healthcare sector in Louisville collectively accounts for 18.2 percent of all area jobs, making it the area's largest employment sector.

And it's growing. Between 2006 and 2016, the Healthcare sector employment increased 22.3 percent.

Best of all, the money spent on healthcare stays in the area, HEN estimates. Approximately 72 percent of core healthcare spending goes to individual workers either as payroll or proprietary income in the Louisville Metropolitan Statistical Area.

## More strides in aging care

Louisville also holds the distinction of being the world's leader in aging care, with more aging care company headquarters than any other city in the world.

Healthcare and the industries that

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Norton Healthcare has been a leader in serving adults and children for more than 130 years. The health care system is the Louisville area's third largest private employer and includes five hospitals, seven outpatient centers, 13 immediate care centers, more than 14,000 employees, more than 850 employed medical providers and approximately 2,000 physicians on staff.



Russell F. Cox,  
President/CEO

support it are one of the driving forces behind Kentucky's economic development, and the train is now slowing down.

"There are 45 million aging citizens in the U.S., and that number will double in the next 20 years," said David Buschman, managing director of HEN. "There aren't enough facilities or service providers to handle that kind of growth. As healthcare budgets continue to tighten, options like remote monitoring and in-home care will help address that shortfall. But to meet the needs, we need to be working hard in every part of the industry to work together and innovate. In the last few years, our local companies have been doing just that."

That cooperation now will have an address in downtown Louisville, at The Thrive Innovation Center, a 5,000-s.f. facility that is designed to help research, validate and test new care protocols, products and technologies that help seniors age well.

Set to open this year in downtown Louisville, the center is made possible through the partnership a broad coalition of healthcare and healthcare service



David  
Buschman,  
Managing  
Director, HEN

The Norton Children's Medical Center is Kentucky's only full-service, free-standing pediatric care facility dedicated exclusively to caring for children. The hospital also is adding a Norton Children's Cancer Institute as well as a new \$78 million Jennifer Lawrence Children's Cardiac Intensive Care Unit.

companies. They can use the center to help bring their ideas to market faster, by bringing real seniors into contact with real products in development. And those products can range from a new care suite concept for a senior care facility, to the



Louisville is the world's largest center for the rapidly growing aging care business, with yearly revenues of \$50 billion.





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Above: KentuckyOne Health, the largest and most comprehensive health system in the Commonwealth, announced in May 2017 the next evolution of its approach to care. KentuckyOne Health will focus its operations on a smaller footprint centered in Central and Eastern Kentucky and sell Louisville's Jewish Hospital, which it acquired after its creation in 2012. As part of the evolution of KentuckyOne Health, ownership and operation of select facilities, predominantly in Louisville, will transition to a different organization. Work is underway to identify future owners who will be better equipped to continue the commitment to quality care, employee engagement and community support. KentuckyOne Health will continue to deliver care and support services at all facilities and provider practices throughout this transition.

latest in home monitoring equipment, to smart devices that help seniors keep track of their medicines and other issues.

And it's a service not just available to the sponsoring corporations, but to any corporation wishing to test and screen a new product or concept for seniors. This kind of service, officials hope, will be the public face of Louisville's dominance in the Aging Care industry – a kind of front door for the city that will eventually usher more entrepreneurs in.

## **Norton expanding its presence**

Norton Healthcare is one such company that is expanding its role, and the way it thinks about healthcare delivery. In fact, this Louisville-based healthcare system is pioneering a number of new ideas, including a new "healthcare home" in Louisville's West End. The center will be opened in a new YMCA being built in that side of the city. The improved access and affordability is designed to make good healthcare a part of community

**Louisville Metro boasts 4,100 health-related establishments that together employ nearly 100,000 people. They have a collective annual payroll of over \$4 billion, according to the Healthcare Enterprises Network. HEN figures show the healthcare sector in Louisville collectively accounts for 18.2 percent of all area jobs, making it the area's largest employment sector.**

life, and is expected to help decrease healthcare disparities among this traditionally economically disadvantaged part of the community.

This is one of only many investments Norton is making, including a new \$78 million Jennifer Lawrence Children's Cardiac Intensive Care Unit, and a \$107 million, 74-bed expansion of Norton's Audubon hospital. The healthcare system is also adding a new Norton's Children's Cancer Institute.

Norton Healthcare is expanding its role, and the way it thinks about healthcare delivery, creating a new "healthcare home" in Louisville's West End. The center will be opened in a new YMCA being built in that side of the city.





“The Cancer Institute is an exciting new expansion for us, and for the market overall,” said Michael Gough, vice president at Norton Healthcare. “The institute will include new programs for treating rare tumors and benign blood disorders, such as sickle cell anemia, as well as a revamped program for bone marrow transplant (part of high-dose chemotherapy). It also includes initiatives to develop additional groundbreaking research and cutting-edge technology, and recruit additional hematology/oncology specialists and medical students to improve patients’ access to care.”

Part of improving patient access is addressing the numerous workforce development issues that plague this rapidly growing industry, experts say. Trilogy Healthcare, a major senior care chain, has started a high school program that allows students to graduate from high school with a Certified Nursing Assistant certificate, so they can start working right away. Companies throughout the area are offering generous tuition reimbursement programs and incentives to help fill the gap with qualified workers. Signature

Right: The healthcare sector, in partnership with schools and local government, is taking seriously medical workforce training knowing that the aging population will require more healthcare professionals.

HealthCARE recently started a program in the Louisville that will allow workers at their facilities to work flexible hours, and work them interchangeably among several of their facilities – a relatively innovative idea for senior care company.

Louisville’s aging care companies are working together to make sure they find and identify the right workers, especially Certified Nursing Assistants, in the first place. HEN serves as an administrator for training grants that are disbursed through the Kentucky Long Term Care Training Consortium. Companies in the consortium then use the advanced training and applicant assessment tools the consortium provides to help reduce their turnover.

“Louisville’s healthcare sector is continuing to grow,” Buschman said. “Our big challenge in the future will be how to train and attract the right people to ensure those companies grow. And I think we are well on our way.” ●



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# A booming market in all sectors

Greater Louisville has roughly \$9 billion in construction projects accounted for

BY ABBY LAUB

**L**OUISVILLE'S commercial and residential real estate market continues to blast full speed ahead with \$10 billion in projects on the books. Those are projects announced, under construction, or completed since Jan. 2014. This includes the \$2.4 billion Ohio River Bridges Project. The Greater Louisville-Southern Indiana bridges collaboration is proving to be a continued catalyst for development in the entire region.

Ease, safety and increased speed of getting around an area by car works wonders for the economic health of a city and its surrounding communities, so it may not be coincidental that Greater Louisville's residential real estate market also is seeing an uptick in activity.

## Major activity in residential real estate

"In general, (home) prices are above pre-recession prices and new construction prices far exceed costs pre-recession," said Dave Parks, president-elect of the Greater Louisville Association of Realtors. "Agents are very positive, and we are having many good qualified people from other professions changing careers to take advantage of that market. There is tremendous demand for first-time buyers, and that is where the shortage of inventory is the greatest."

According to GLAR, Louisville area home sales are up 4.6 percent year-to-date for 2017 with median price up 6.5 percent and average price up 8.6 percent YTD. In Jefferson County, the average

price in March 2017 was \$193,172 and the median was \$155,000.

For all Greater Louisville MLS areas, the inventory of available properties was 19.14 percent lower than the same time last year. In Jefferson County, the inventory of homes and condos for sale was also 21.52 percent lower than March 2016. Inventory in Oldham and Bullitt counties was down 13.73 percent and 18.71 percent, respectively.

As Louisville successfully works to attract increasing numbers of young talent to the city to live, work and play, housing becomes crucial, and Louisville is chock full of unique and noteworthy neighborhoods to suit any taste.

The biggest strength in the current

Construction is well underway on the 600-room Omni Hotel at Third and Chestnut streets in downtown Louisville. The massive structure will change the skyline of Louisville and is scheduled to open in late 2018. It includes 70,000 s.f. of meeting and event space, a bowling alley, grocery store, and rooftop swimming pool.

housing marketplace, Parks said, lies in the desirable area inside the Gene Snyder Freeway (I-265) among houses in the \$100,000-\$300,000 range. The urban core is flexing its muscles, and home and condominium buyers are flocking to be a part of the scene.

"A big trend is smaller houses with greater amenities, which is why the \$600,000 to \$800,000 market is softer,"



Louisville-based ProLift Industrial Equipment is expanding its presence on Plantside Drive inside Blankenbaker Station business park, the Class A development near Interstate 64 and Blankenbaker Parkway.

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hollenbach-oakley.com

A 30-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.



John Hollenbach, Partner



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AT RIVER RIDGE**

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Jim Karp  
Founder  
and CEO

America Place at River Ridge is a premier 86-acre industrial campus located within River Ridge Commerce Center in Jeffersonville, Indiana. Our campus boasts superior logistic access to major interstates, downtown Louisville, Kentucky, the UPS World port hub at Louisville International Airport, the Ports of Indiana, and multiple rail lines within 10 miles while enjoying Indiana's nationally competitive business climate. Existing Buildings, Build-to-Suit, and Green Field Options are available in sizes ranging from 75,000 sf to 750,000 sf so that you can find a space custom fit to help your business grow.

Parks noted. "That range in North Oldham County, while better than two years ago, is much cooler than the smaller market."

Louisville's residential real estate trend is not unlike the state's as a whole. Kentucky homes sales topped \$9 billion for the first time in 2016.

"The market is cycling through houses much faster," Parks said in a Lane Report article this spring. "It could be that on any given month, or day, inventory is historically low. But the overall number of houses sold is high, which says we have more houses on the market than ever. We have more commercial land, pad ready, than any place in the country. We're poised for amazing things."

Construction is already underway on

Officials broke ground on the \$42.6 million AC Hotel NuLu in April 2017.



Headquartered in Louisville, Thornton's is building a \$27.8 million Store Support Center off Old Henry Road.



Highland Flats, a \$27 million apartment development on East Broadway. Highland Flats will provide 195 studio, one- and two-bedroom units for well-to-do residents and signals a continued shift in demand

toward convenient, luxury living with easy access to entertainment and amenities.

Southern Indiana is experiencing similar real estate buzz, and now that getting across the Ohio River by car or foot is so simple, Louisville workers can easily live in a more quiet, country setting. Buyers in Southern Indiana also can get a lot more house for their money. Southern Indiana Realtors Association reported big increases in Median Sale Prices for Harrison, Floyd and Clark counties.

**A place for visitors**

Trendy neighborhoods are not only popular for residents but visitors. Take the new AC Hotel NuLu on East Market Street



Top left: The newly renovated Kentucky International Convention Center renovations should be complete next year. The project will expand exhibit hall and ballroom space in the same footprint. Studies show that up to 25 percent more business can be gained with the additional convention space, along with more than 1,500 new hotel rooms.

Bottom left: A new, four-story medical office building now under construction will add even more amenities to the busy shopping and services hub at Old Brownsboro Crossing. The McMahan Group will lease the space beginning in spring 2018.



**“We have more commercial land, pad ready, than any place in the country. We’re poised for amazing things.”**

**— Dave Parks, President-Elect,  
Greater Louisville Association of Realtors**

as an example. Officials broke ground in April 2017 on the \$42.6 million hotel, which will have a European-inspired design and is expected to be a new anchor in the trendy East Market Street corridor. The 152-room AC NuLu Hotel is an upscale, boutique hotel developed by Concord Hospitality Enterprises and Marriott’s AC Hotels division.

Construction on the AC Hotel NuLu is expected to take just over a year and is expected to create 240 new jobs.

Additionally, the 30-story, 612-room downtown Omni Hotel under construction is one of several major hotel projects in the area that are either newly or almost opened. An eight-story, 34-room, \$23 million Homewood Suites is planned on a decades-old parking lot in downtown Louisville.

“Hotel construction and apartments are two significant segments of today’s real estate market,” said K. Norman Berry Associates Architects Managing Principal Steve Eggers and Principal Bob Haffermann said in a joint statement. “With the much-anticipated expansion of the Kentucky Convention Center to a scale commensurate with other regional cities that we compete with for tourism, Louisville will greatly expand its hotel room count, at a variety of price points. Center city housing options continue to expand, with several new developments coming to market in the next two years.”

### **Commercial strong yet affordable**

Commercial real estate is also seeing sustained strength. CBRE’s Industrial MarketView announced in January that Louisville’s industrial market remains strong



Above: Family Scholar House plans to open its fifth Louisville campus at the Riverport Landings development in southwest Jefferson County. Family Scholar House aims to end the cycle of poverty partly through stable housing.

Right: Midea America Corp. is constructing a new research center in East Louisville’s Blankenbaker Station.



Below: Churchill Downs Racetrack plans to invest \$37 million in renovations to add more than 1,800 new seats.



with the seventh consecutive quarter of positive absorption, ending the year with 1,974,728 s.f. of total net absorption.

“It was an incredibly strong year in the Louisville industrial market, and we predict that will continue in 2017,” said Tom Sims, senior vice president in CBRE’s Louisville office, in a press release. “We are still seeing lots of demand for new product and the construction pipeline remains healthy.”

The Louisville downtown and suburban office markets are ranked in the Top 10 in the nation in lowest asking rental rates, according to CBRE Research. The downtown office market ranked third most affordable out of 50 downtown markets,

and the suburban office market ranked sixth out of 58 suburban markets.

More new space will be available in about a year at Old Brownsboro Crossing, where a medical office broke ground in January. The new, four-story, 100,000-s.f. medical office building under construction will add even more amenities to the Crossing’s busy shopping and services hub.

Below: Founded in 1985, America Place Business Park is comprised of more than 1 million s.f. of building space on 84 acres in Jeffersonville, Ind. Includes spaces ranging from 10,000-40,000 s.f. and “museum quality” office space.







Above: The Ohio River Bridges Project accounts for several billion dollars in construction in Louisville's \$10 billion real estate and construction push.

Passport Health Plan announced this spring that it acquired a significant West Louisville property at 18th Street and Broadway. Passport's plan for the 20-acre site is to create a state-of-the-art Health and Wellness Campus to serve the needs of the local community and house its 500-plus employees in its new corporate headquarters in the burgeoning district.

Construction also is underway at the University of Louisville Foundation's 170,000-s.f. pediatric medical office building. It is designed to house all of the UofL Physicians pediatric specialty clinical practices, with a large general pediatrics location on the ground floor. The eight-story building, adjacent to the UofL Physicians Outpatient Center, will have seven clinical floors, plus a lab, pharmacy and radiology services.

### Building the fun

Recreational opportunities also are contributing to the construction boom.

In March Gov. Matt Bevin joined Tom Bulleit, founder of Bulleit Distilling Co., to open the company's Shelbyville distillery – part of a \$130-plus million investment creating approximately 30 full-time jobs.

Bourbon tourism has also played a significant role in the renovation of existing structures within downtown Louisville's central business district.

K. Norman Berry Associates Architects, the firm behind The Speed Art

Museum's overhaul, specializes in historic preservation. Eggers and Haffermann said that owners and developers see opportunities in both adaptive reuse and new construction projects, and KNBA is currently involved in the 111 Whiskey Row development, which involves historic investment tax credits to renovate an existing group of buildings.

Architects are working hard to keep downtown uniquely Louisville.

"To each side of our (Whiskey Row) project are two distinct properties – one involves new construction within the shell of a historic structure, the other involves new mid-rise construction on a site where existing buildings were demolished several years ago," the duo said.

Also, a Louisville entrepreneur proposed the construction of a 200,000-s.f. aquarium on River Road that could cost upwards of \$80 million.

The freight-train speed market benefits from many wise experts, including Greg Buccola of KPFF Consulting Engineers' Louisville office, to help keep things in perspective. Buccola said the real estate and construction industry should allow concepts to stabilize before jumping hotly on a new idea.

"There are a lot of hotels going in, a lot of offices," he said. "It's all awesome, but we don't want to create overbuilding. But the (\$200 million renovation of Kentucky

International) Convention Center will lend itself to needing more rooms."

Buccola added that Louisville's construction industry benefits from many great local engineering and architectural firms and that they're able to keep their prices more competitive.

"A lot of people look at economic development as how many jobs it's creating," he said. "But tens of millions of dollars of design fees also have left Louisville because someone wanted to use an out of state firm. There's a lot of talent here in town, and we're the ones who go to Chili's on a Friday night and bring white collar jobs to the area." ●



Above: Construction of Luxury homes is well underway in the Spring Farm subdivision in Prospect – a community in eastern Jefferson County. Greater Louisville's housing market is seeing major activity. Louisville area home sales are up 4.6 percent year-to-date for 2017 with median price up 6.5 percent and average price up 8.6 percent YTD.



Left: America Place is building more than 100,000 s.f. of Class A office space in the heart of River Ridge Commerce Center. The new office park is centrally located and just minutes from downtown Louisville and the new East End Crossing leading to Interstates 71 and 64 in Kentucky.



# Manufacturers continue to invest

Companies benefit from solid workforce, phenomenal logistics and government support

BY ABBY LAUB

LOUISVILLE Mayor Greg Fischer participated in the May 2017 groundbreaking of Linak U.S. Inc.'s \$33 million expansion, which will create 413 full-time jobs. Linak's expansion is emblematic of the high quality of the region's manufacturing workforce.

Linak's plant, which manufactures linear actuators for hospital beds, office desks, farm equipment and other uses, has steadily grown in the last 20 years. Thanks to Greater Louisville and Southern Indiana's strategic location, abundance of water, government support, low cost of doing business and a formidable workforce, manufacturers can count on successful operation.

And while downtown may be known for production of the iconic Louisville Slugger baseball bat, the entire region is chock full of formidable manufacturing operations including Girl Scout Cookies, vehicles, bourbon, chemical catalysts, airline seating, billiard tables, automotive stamping, Pillsbury dough, water heaters and much more.

Some of the region's biggest manufacturers, like Ford Motor Co., enjoy continued growth. In 2016 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 for production of the F-Series Super Duty truck. In June 2017 it announced



Ford would build 8,500 additional Ford Escape and Lincoln MKC vehicles at Louisville Assembly Plant.

Ford invested \$1.3 billion to upgrade facilities at its 48-year-old Kentucky Truck Plant. KTP and Louisville Assembly Plant together produce around 2,000 vehicles a day.

## Regional growth

In Southern Indiana, River Ridge Development Authority anticipates another big year at its 6,000-acre Jeffersonville site. The board of directors of the megasite – it includes manufacturing and office space – approved a first round of projects for 2017 involving nearly \$8 million in investment in infrastructure and demolition. In 2016, 30 projects were initiated and the completion of the nearby Lewis and Clark Bridge as part of the \$2.3 billion Ohio River Bridges Project spurred a lot of development.

In Bullitt County, officials are ramping up development of more space for businesses, manufacturing or otherwise. The area benefits from having major logistical benefits and more available land.

Bullitt County Economic Development Authority Executive Director John Snider said the county has a strong automotive manufacturing sector and that the area is all about "location no matter what. Staying close to I-65 pays," he said. I-65 splits Bullitt north-south, and interstates 64 and 71 are only 11 miles away.

He said Bullitt plans to have roughly 2 million s.f. of new space built in the county in 2017, mostly in Cedar Grove

Industrial Park, which already has almost 9.2 million s.f. Manufacturers also will benefit from new infrastructure.

"We expect Cedar Grove to have a new interchange to I-65 to be started next year," he said. "Shepherdsville is spending \$4.2 million for an access road."

In Jeffersonville, Ind., America Place touts a business park with 20 brick buildings at dock height and nine ground buildings perfect for drive-in doors. It also has a build-to-suit park with spaces up to 300,000 s.f. America Places offers ideal options for printing, manufacturing, storage, office and distribution operations.

Manufacturing is a major industry in Hardin County also. Rick Games, president and COO of Elizabethtown/Hardin County Industrial Foundation, said manufacturing jobs represent 15.5 percent of total county employment.

Site Selection magazine ranked the Elizabethtown MSA ninth in corporate facility investment among MSAs with populations of 200,000 or less, and it made the Top 20 list for The U.S. Cities Where Manufacturing is Thriving. Also, the three-county MSA created 1,300 jobs last year; a growth rate of 2.3 percent compared to a



GE is conducting virtual tours of its Appliance Park plant in Louisville to Jefferson County students to help them learn about the types of careers modern manufacturing has to offer.



Above: Mesa Foods, a Louisville-based company that produces private-label tortillas, taco shells and chips, was acquired by Teasdale Foods, a national provider of Hispanic foods. Mesa employs 275 people and operations will remain in place.

Below: Kentucky Trailer, a Louisville manufacturing company that specializes in custom trailers, truck bodies and mobilized workplace solutions, acquired select assets of Netherlands-based Bussman Medical & Research.



national average of 1 percent, Games cited.

“Elizabethtown has benefited from nearly \$300 million in industrial investments made in the last five years,” Games said. “These include Metalsa, Hendrickson, Altec and several other companies. During that time, we’ve had 11 major industrial location or expansion announcements. Netherlands-based Eurotrol is the latest.”

Games credits great logistics, fantastic manufacturing employees and the ability to draw people from outside the county for Hardin County’s success in this sector. Hardin County is part of the KY FAME’s Lincoln Trail chapter and has multiple technical career pathways in its local school systems.

The county is home to the two largest automotive suppliers in the state, Akebono Brake Corp. and Metalsa, which makes frames for the Ford F150. Roughly 750,000 truck frames roll out of the county every year.

In Louisville, FirstBuild continues to crank out new appliances. The partnership between Louisville-based GE Appliances and Local Motors includes a “microfactory” and is creating a new model for the appliance industry.

Future innovators also are continually on the mind of the region’s manufacturers. In April top robotic teams representing more than 30 nations competed in the 10th



VEX Robotics World Championship at the Kentucky Exposition Center. The event draws 1,100 teams made up of 15,000 students ranging in age from elementary school through college. They are the best of the best, and have competed against 16,000 teams to advance to the championship. During VEX Worlds, these teams compete in games using robots constructed to overcome engineering challenges.

GE Appliances now conducts virtual tours of its Appliance Park plant in Louisville to Jefferson County students to help them learn about the types of careers modern manufacturing offers.

The work from educators, manufacturers and government officials alike is paying off as announcements continue to pour into the region.

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

**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

Above: Louisville’s BAE Systems received a \$72 million contract from the U.S. Navy to produce and deliver propulsory systems for Block IV Virginia-class submarines.

**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

**Clariant Corp**

Specialty chemicals  
clariant.com

**Compass Manufacturing International**

Kitchen, bath products  
cmiproduct.com

**Cox Interior**

Interior moulding, trim



Right: FirstBuild, a partnership between Louisville-based GE Appliances and Local Motors, includes a “microfactory” to create a new model for the appliance industry. It’s responsible for household products like the Opal Nugget Ice Maker.





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

**Linak U.S. Inc.**

Healthcare equipment, furniture, desks  
linak-us.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

Left: Louisville Plate Glass opened a new \$5 million production facility that will result in the addition of 90 new jobs.

Below: Midea, one of the world's leading manufacturers of air conditioners and home appliances, is building a \$10 million research and development center in Louisville that will create 60 new jobs.



**MedVenture Technology**

Medical devices  
Jeffersonville, Ind. – medventure.com

**Metalsa**

Engineered assembled metallic  
automotive products  
Elizabethtown, Ky. – metalsa.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

**Ralcorp Frozen Bakery  
Products Inc.**

Frozen biscuits, pancakes, dry mixes  
ralcorpfrozen.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

**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 ●

Below: In March 2017, Bulleit Distilling Co. founder Tom Bulleit opened the company's Shelbyville distillery. The company invested more than \$130 million and created 30 full-time jobs to help produce the state's signature spirit.



# Home in Louisville

A business climate both friendly and highly competitive welcomes many headquarters

**G**REATER Louisville has a thriving slate of headquarters on its corporate resume, and attracting more is high on the list of city officials. With the advantages of world class multimodal logistical benefits, low cost of doing business, an educated workforce, great quality of life and support from local government, the region is an ideal place to headquarter a business.

Evidence of those attraction efforts is the recent announcement by PharmaCord LLC to move its headquarters and call center to Louisville. PharmaCord LLC, which provides patient case management and pharmaceutical distribution through a national mail-order pharmacy, is considering establishing its corporate headquarters, call center and mail-order pharmacy operations in Louisville.

The company plans a \$7.3 million investment in the facility, which will initially create 50 jobs, with a target of 180 jobs within one year and 300 jobs in two years. The Kentucky Economic Development Finance Authority preliminarily



Above: Louisville is home to dozens of national, international and regional headquarters, including more than 10 with revenues topping a billion dollars.

Left: After originating during the Great Depression in a Corbin, Ky., gas station, Kentucky Fried Chicken opened its first franchise in Utah in 1952. Today it's headquartered in Louisville and has nearly 20,000 locations worldwide and is open for tours.



Headquartered in Louisville, LG&E and Kentucky Utilities has 1.3 million utilities customers.

approved the company for tax incentives up to \$4 million through the Kentucky Business Investment program.

Companies headquartered in the region include:

## LOUISVILLE

**21c Museum Hotels**  
21cmuseumhotels.com

**A Arnold Relocation**  
aarnoldmovingcompany.com

**AAF International**  
aafintl.com

**Air Hydro Power Inc.**  
airhydropower.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.**  
atriaseniorliving.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.\***  
cafepress.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

**Commonwealth Bancshares Inc.**  
cbandt.com

**Elmcroft Senior Living**  
elmcroft.com

**El Toro**  
eltoro.com

**Farm Credit Mid-America ACA**  
E-Farmcredit.com

**Firstsource Solutions USA LLC**  
firstsource.com

**General Rubber & Plastics Co.**  
grplou.com

**Heine Brothers' Coffee**  
heinebroscffee.com

**Henderson Services LLC**  
Henderson-Services.com

**Humana\***  
humana.com

**ICAP Energy LLC**  
icapenergy.com

**Industrial Services of America\***  
lsa-inc.com

**Interapt**  
interapt.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

**Lucina Health**  
lucinahealth.com

**Manning Equipment LLC**  
Truckequip.com

**Mastoras Ventures LLC**  
cqroverside.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

**NTS Realty Holdings LP\***  
ntsdevelopment.com

**Office Resources Inc.**  
oriusa.com

**Onco360**  
Onco360f.com

**ORR Corp.**  
orrcorporation.com

**Packaging Unlimited LLC**  
packagingunlimited.com

**Papa John's International Inc.\***  
papajohns.com

**Passport Health Plan**  
passporthealthplan.com

**Payment Alliance International Inc.**  
gopai.com

**PharmaCord**  
pharmacord.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**  
lrcrevolution.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



Above: UPS Airlines is based in Louisville and operates Worldport, an international sort center at the Louisville International Airport. In May UPS and Sealed Air Corporation announced the opening of a Packaging Innovation Center in Louisville on the UPS Supply Chain Solutions campus, near the Worldport facility, the UPS Air Group's global headquarters.

Left: Papa John's International, Inc. has roughly 4,600 restaurants worldwide and is located in the Blankenbaker office park.

**Zoeller Co.**  
zoeller.com

## REGIONAL

**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 – communicate.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 – fullcirculeregistry.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 – newcomboil.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 ●



ResCare is a major in-home healthcare provider with corporate headquarters in Jeffersontown.

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

# Low utility prices power growth

Louisville ranks 12 percent lower than national utility cost average

BY ROBERT HADLEY

**W**HEN it comes to deciding which communities make the short list of candidates for business location (or relocation) sites, owners look very closely at utility costs along with a variety of factors.

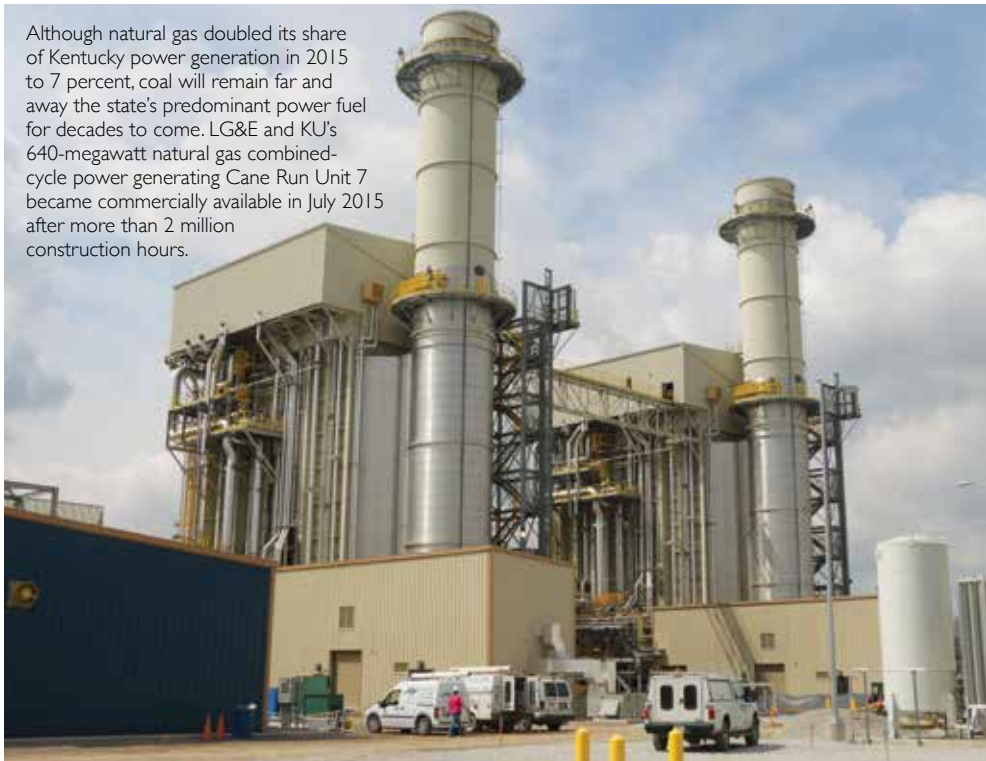
Fortunately, Greater Louisville ranks among the region's best when it comes to energy and water rates. Louisville comes in 12 percent lower than the national average in overall utility costs, according to the website of Greater Louisville Inc., the city's chamber of commerce.

The data are based on a cost-of-living calculator from MoneyGeek.com, and the comparisons between the Metro and surrounding cities are telling. For utility costs, Louisville is 6 percent lower than Indianapolis, 14 percent below Cleveland, 7 percent lower than Nashville, and a whopping 23 percent below St. Louis.

The low cost of utilities plays a role in making the Louisville Metro an area businesses not only seek out while also helping retain those already here. One has only to look at the explosion of hotel growth downtown and consider the number of large businesses, such as Humana Inc., Passport Health Plan, Hogan Lovells, Ernst & Young and others that have chosen to operate here.

"The competitive cost of utilities in Greater Louisville is an extremely important factor in attracting new businesses to our region," said Deana Epperly Karem, GLI's vice president

Although natural gas doubled its share of Kentucky power generation in 2015 to 7 percent, coal will remain far and away the state's predominant power fuel for decades to come. LG&E and KU's 640-megawatt natural gas combined-cycle power generating Cane Run Unit 7 became commercially available in July 2015 after more than 2 million construction hours.



for regional growth. "Our rates are well below the national average for both businesses and residences. The low cost of entry was key in securing GE, UPS and Ford decades ago, and it continues to be one of our region's biggest selling points."

The two major public utilities – the Louisville Water Co. and Louisville Gas & Electric/Kentucky Utilities – have plans in place to expand while keeping their costs low.

## Nationally recognized energy providers

In Louisville Gas & Electric Co. and Kentucky Utilities Co., the city boasts energy providers nationally recognized for offering "competitive advantages in attracting and maintaining energy intensive industries," according to a company statement. For seven years, Site Selection magazine has ranked both firms among the top 10 nationwide in terms of economic development.

One of the reasons for this prestigious ranking has to do with the area's significantly lower utility costs, 15 percent to 25 percent below the national average, the company says.

"Maintaining a diverse generation portfolio, relying upon both baseload

**"The low cost of entry was key in securing GE, UPS and Ford decades ago, and it continues to be one of our region's biggest selling points."**

**— Deana Epperly Karem,  
GLI Vice President for Regional Growth**

### LG&E AND KU

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

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 324,000 natural gas and 407,000 electric customers in Louisville and 16 surrounding counties. Kentucky Utilities serves 549,000 customers in 77 Kentucky counties and five counties in Virginia. More information is available at lge-ku.com and pplweb.com.



Vic Staffieri,  
Chairman/CEO

fossil-fueled energy sources and intermittent renewables, has been part of our company's fabric for almost 100 years," said Paul W. Thompson, president and chief operating officer of LG&E and KU. "Our dedicated team works with state and local economic development personnel to attract new, and expand existing, businesses to Kentucky. Our economic development rate, coupled with our sustainable offerings, (incentivizes) business growth and development."

Although the city derives the majority of its energy from coal and natural gas, Louisville's grid will see a 20 percent boost in power derived from eight hydroelectric plants at the Falls of the Ohio after upgrades are completed this fall. Other plans allow businesses to cull energy from solar panels installed on their



Louisville Water Company provides its most valuable liquid assets to counties all around Greater Louisville, and also offers historic tours. The fully restored historic Crescent Hill Gatehouse reopened to the public in 2015, with more than 500 visitors passing through the building, after an 18-month restoration project. It was designated a Kentucky Historic Site in 2010.

#### LOUISVILLE WATER COMPANY

550 S. Third St.  
Louisville, KY 40202  
(888) 535-6262  
LouisvilleWater.com



Spencer Bruce,  
President/CEO

Louisville Water Company began as Kentucky's first public water provider in 1860 and today delivers drinking water to nearly one million people in Louisville Metro and the surrounding region. Louisville Water's treatment plants are ranked as two of the top 16 in North America and the utility's drinking water is so good it has a trademarked name, Louisville pure tap®.

property or to subscribe to solar energy captured at other locations.

Like Louisville Water Co., LG&E and KU are undertaking ongoing maintenance projects to improve the grid's reliability. New

meters will allow customers to better track their energy use, while give the substations a heads up when an outage occurs.

#### Further expansion at Louisville Water Co.

Part of what makes Louisville an attractive base for business is the competitive rates it offers for water, especially important as evidence shows water prices nationwide on the rise.

Industry analyst Circle of Blue claims water costs have jumped 41 percent across 30 major U.S. cities since 2010, "faster than the cost of nearly any other household staple last year," its website claims.

With the Louisville Water Co., however, the increases are much less dramatic. In its 2015 annual report, the company reported the average monthly price between 2011 and 2015 rose only 16 percent, from \$19.83 per month to \$22.97.

Given the expansion the company has undertaken in recent years, as well as ongoing maintenance, this is no small feat.

"We're a business where we have very high fixed costs: power, chemicals, employees," said Louisville Water's manager of public relations, Kelley Dearing Smith. "But our first 3-6,000 gallons of water are priced to be affordable. And we do that by keeping an eye on the budget."

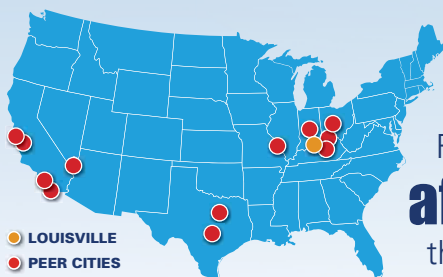


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**affordable**  
than peer cities.



Reserve treatment capacity can supply

**large manufacturing plants.**

**35**

Want to talk #liquidassets?

Call 502.569.0843

LouisvilleWater.com



## UTILITIES

Fortunately, the company has a built-in advantage: the 75-billion-gallon-per-day Ohio River.

Smith is referring not only to business and residential customers within the Metro area, but also municipal customers from surrounding counties. Serving those adjacent communities has been a part of the Louisville Water Co.'s long-term strategy for two decades, she said.

In May, a \$20 million pipeline to supply Hardin County's municipal water district was completed. The project eliminates the need for Hardin County's two districts to pipe water from a treatment plant at Fort Knox.

"It's really grown in the past several years," Smith said, referring to LWC's expansion plans. "We realized that for Louisville to be successful, the region needs to be successful and water is a huge part of that. We don't ever want water to be a barrier for jobs and growth."

Other plans include the design of a pipeline parallel with I-64 to divert water to Shelbyville by 2019.

Within the city, Louisville Water has a 20-year plan to upgrade 4,200 miles of water mains in the Metro area at a cost of \$625 million, according to a March 21 press release. One of the most visible phases of

LG&E and KU currently operates dozens of public charging stations in an effort to bring new energy to Kentucky's roadways.

this plan is the \$23 million replacement of a 1930s main under Eastern Parkway.

**Atmos Energy**

[atmosenergy.com](http://atmosenergy.com)

**Columbia Gas of Kentucky**

[columbiagasky.com](http://columbiagasky.com)

**Delta Natural Gas Company**

[deltagas.com](http://deltagas.com)

**Duke Energy**

[duke-energy.com](http://duke-energy.com)

**Equitable Gas**

[peoples-gas.com/welcomeequitablegascustomers.aspx](http://peoples-gas.com/welcomeequitablegascustomers.aspx)

**Hardin County Water District No. 1**

[hcwd.com](http://hcwd.com)

**Hardin County Water District No. 2**

[hardincountywater2.org](http://hardincountywater2.org)

**LG&E and KU Energy**

[lge-ku.com](http://lge-ku.com)

**Louisville/Jefferson County**

**Metropolitan Sewer District**

[msdlouky.org](http://msdlouky.org)

**Louisville Water Co.**

[louisvillewater.com](http://louisvillewater.com)

**Touchstone Energy Cooperatives**

[touchstoneenergy.com](http://touchstoneenergy.com) ●



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**B**luegrass Commerce Park in the City of Jeffersontown is home to hundreds of businesses and offers a solid infrastructure of support services to benefit companies located there. In fact, with close to 34,000 employees reporting to work there, Bluegrass Commerce Park is the largest diversified employment center in Kentucky.

For more than 40 years, this thriving business center has set the standard as an ideal location in the Louisville Metro market. Plus, the City of Jeffersontown's JOBS tax incentive program makes locating there a smart financial move for qualifying businesses.

Contact us to find out how to make Bluegrass Commerce Park your next business home.



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10416 Watterson Trail • Jeffersontown, KY 40299  
[jeffersontownky.gov](http://jeffersontownky.gov) • 502-261-9697

**Bill Dieruf, Mayor**





# Answering the ‘why’ for students

Educators work with employers to create winning atmosphere for everyone

BY ABBY LAUB

**E**DUCATORS in Greater Louisville continually work to meet the needs of a modern workforce. Examples include the all-new Talent Development Academies, the latest workforce development initiative in partnership with Jefferson County Public Schools, KentuckianaWorks, Greater Louisville Inc. and other community and industry mentors.

KentuckianaWorks Executive Director Michael Gritton said the new academies roll out in the 2017-18 school year and include career pathways in 11 JCPS high schools.

The schools “all see this is a way to offer their kids more educational opportunities that create relevance,” Gritton said. “What we’ve been doing a lot in public education is focus on rigor and making things harder, but here we’re trying to combine rigor with and relevance.

“Kids ask, ‘Why am I learning this?’ Now we can show them why. Here’s how it’s applied: in construction contexts, finance or healthcare,” Gritton said. “It makes a lot more sense. It’s more relevant to the kid, and so the kid is more likely to pay attention and be energized.”



SkillsUSA, a national competition for public high school and college/postsecondary students enrolled in career and technical education programs, was held in Louisville at the end of June. It is considered the largest skill contest in the world. Each SkillsUSA Championships contestant is a state-level gold medalist.



The academies include industry partners and focus on subjects like healthcare, advanced manufacturing, transportation and logistics, business services and information technology, and construction. TDA graduates will earn a high school diploma, work ethic certification, industry certification, up to nine college credits, and be academically eligible to take credit classes in college.

The program is supported by the Ford Next Generation Learning Network, and all 23 comprehensive and magnet high schools in JCPS were eligible to submit a proposal to join the initiative. The transformation will occur over a three-year period, and the goal by 2020 is to have 100 percent of JCPS graduates college or career ready.

“Students will have a wide variety of career pathways to choose from within their school – from business to IT to culinary to machine tool to communications to electrical,” said Kristin Wingfeld, coordinator of School Business Partnerships at JCPS. “Each school determines what pathways they will offer based on student/parent interest and aligned with workforce demand. If a student shows interest, having opportunities for them to get some hands-on learning will benefit both them and their future employers in terms of building skills.”

Project based learning is key, and Gritton explained that teachers and mentors will work together on projects across departments.

The University of Louisville unveiled its 39-acre Belknap Engineering and Applied Sciences Research Park in 2014. The research park will have an overall economic impact to the state of up to \$709 million over 30 years and will create up to 15,990 construction, research and development and other jobs.

“Maybe math and history work together, or it can be a project with private industry,” he said. “The kids get really excited about it and so do the businesses, so everyone is more likely to dedicate time, people and equipment to the school because they’re also getting something back from it.”

Educators are “not trying to vocationalize things too early,” he added. “Even if you change your mind on the focus, you’re still going to be exposed to project-based learning and real-world examples. When I was in high school in the ‘70s, you used to have to choose either a technical program or an academic track, but now you don’t have to choose wood shop and give up calculus. It’s better that it’s not split up.”

## Degrees Work supports return to class

Kids aren’t the only ones feeling the love. This spring Louisville Mayor Greg Fischer launched Degrees Work, a city-sponsored startup that works directly with companies and organizations to encourage their employees to return to college and complete a degree.

Simmons College of Kentucky in Louisville formed a partnership last fall with the National Baptist Convention of America International Inc., a leading international African-American religious organization. The partnership includes relocating NBCA's headquarters from Dallas to Louisville and Simmons becoming the education provider for the NBCA.

"With today's low unemployment rates, companies are in a fierce battle to attract and retain talented employees," Fischer said in a press release. "Degrees Work offers those companies an affordable way to help more of their employees go back to college to earn 2-year and 4-year degrees – increasing retention and employee engagement while adding skills to their teams.

For the past seven years, Louisville has worked to improve college attainment through 55,000 Degrees, the city's education movement that has a goal of 50 percent of Louisville's workforce earning at least an associate's degree by 2020. A key part of that has been focused on adult learners. More than 91,000 people in the Louisville area have some college credit but still lack a degree. Degrees Work, operated by KentuckianaWorks, partners with seven area colleges and universities.

### Getting teachers on board

For degree programs to work, in all levels of education, educating teachers is crucial. This spring, Lightweight Innovations For Tomorrow (LIFT) and the Kentucky Federation for Advanced Manufacturing Education (KY FAME) announced the pilot of a statewide rollout of a teacher and instructor externship program with the state's manufacturers.

The pilot follows the successful 2015 externship program in which LIFT and KY FAME teamed with the



Northern Kentucky Industry Council. LIFT, a Manufacturing USA institute, and KY FAME are working to help up to 135 teachers and instructors connect classroom learning to authentic manufacturing-related activities. These 'externships' encourage teachers to use that connection in their classroom instruction, and increase their understanding of emerging technologies such as lightweighting and the opportunities and challenges these technologies pose for students.

"Our goal through our education workforce initiative is to raise the profile of manufacturers and the opportunities that exist," said Joe Steel, director of Communications at LIFT. "There are jobs available now for workers and they will be available in the future. Too often students are not viewing manufacturing as a possible career choice, and our goal is to change that. Manufacturing is not the same as it was 10, 20, 30 years ago, and they need training, whether it be credentials and some sort of post secondary education or a four-year degree for engineering."

He said LIFT works to encourage students from elementary school and beyond to see those opportunities and

what better way to guide them than through their own teachers?

"Sometimes the teachers haven't seen how high tech it is, so we give them that opportunity and then take that back into their classroom," Steel said.

### Jobs are everywhere

Covering many sectors of manufacturing is KY FAME, and Greater Louisville and Lincoln Trail chapters continue to feed the worker pipeline in the region.

KY FAME is a partnership of regional manufacturers whose purpose is to implement dualtrack, apprenticeship-style training that will create a pipeline of highly skilled workers. The primary method to achieve this goal is through partnerships with local educational institutions to offer the Advanced Manufacturing Technician Program (AMT).

Kent Suiters, chair of the rapidly growing Greater Louisville chapter, said the work that KY FAME does is increasingly crucial, as the Greater Louisville manufacturing market has grown at a quicker pace than the national average, and entry level jobs are especially in demand. And the statistics surrounding students and job placement speak for themselves.

"From a program perspective, 100 percent of graduates have a job with their sponsoring companies," he said. "It's almost guaranteed employment if you do a good job."

FAME is doing a lot of attraction in secondary schools, including virtual field trips, nontraditional student partnerships, providing plant tours and job shadowing.

Greater Louisville Inc. is happy to see the workforce progress being made, and continues to be involved in the process, particularly through the new Talent Development Academies.



The 203-year-old Louisville based Spalding University has been adding programs and renovating, redeveloping and revitalizing multiple square blocks of the "SoBro" area during the past decade.



# Introducing the new KET PBS KIDS Channel



PBS KIDS is the #1 educational media brand and #1 in school readiness.

**Safe, proven educational children's programming!**

**Watch now:**

- Over-the-air channel 15.4
- Spectrum channel 196
- [KET.org/kids](http://KET.org/kids)

"Well-designed television programs, such as Sesame Street, can improve cognitive, literacy, and social outcomes for children 3 to 5 years of age."

*—American Academy of Pediatrics*



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- Early childhood resources from KET are utilized in Kentucky and nationally through PBS LearningMedia.



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## 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.

## Bellarmine 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



## SULLIVAN UNIVERSITY

3101 Bardstown Road  
Louisville, KY 40205  
(502) 456-6505

Sullivan University offers numerous certificates, diplomas, and degrees in career-orientated programs, ranging from business, pharmacy, human resources, technology, supply-chain management, culinary and baking and pastry arts, hospitality studies, conflict management, nursing, allied health sciences and legal studies. Sullivan University has campuses in Louisville and Lexington, an extension at Fort Knox, and Centers for Learning in Northern Kentucky and Louisa, as well as an online division.



Glenn Sullivan,  
President



the engagement with the school efforts – we're not educators – but we've got the connections with the industries."

Ultimately the goal is to keep people living and working in Louisville, spurring continued economic growth, and the education push ties into GLI's talent attraction efforts.

"Overall the goal is about getting educated, creative people here and keeping educated, creative people here," Karem said, noting that the international population contributes to this. "Our data shows that the international population that moved here, more than half of them come here with some kind of degree or certification or specialty that is appealing to employers."

Connecting talent with credentials,

The Sullivan University College of Pharmacy is a vital part of the upper highlands community in Louisville, offering an accelerated three-year Doctor of Pharmacy program where students finish their education a year quicker than about 90 percent of other U.S. colleges and schools of pharmacy.

whether a person is from Louisville or not, is a win-win, and beginning in schools is the focus.

"When you have a creative population that represents various backgrounds your community has more depth, it's more interesting, it has an appreciation and tolerance for various cultures," Karem said. "It makes us a better place to live, and it provides a more creative, dependable workforce." ●

Deana Epperly Karem, GLI's vice president of Regional Growth, noted that some of these programs have a workforce turnaround time of as little as three to five years and noted that career pathway exposure begins in fifth grade.

"The sooner you can introduce them to what the world can bring them the sooner they'll be interested in learning about it," she said. "And they're hearing directly from the industry. GLI's responsibility in

# A great leader deserves a great education.



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# Billions pour into logistics

Greater Louisville takes its role in moving U.S. people and goods very seriously

BY KATHIE STAMPS

**I**N moving people and moving goods and commerce, both the transportation and logistics industries in Louisville and Southern Indiana are improving on their already positive statuses.

The flagship of this effort, the \$2.3 billion Louisville-Southern Indiana Ohio River Bridges Project started construction full-force in July 2013. Substantially complete almost three and a half years later, on budget and ahead of schedule, two interstate bridges linking Kentucky and Indiana opened on Nov. 18, 2016.

The state of Indiana took the lead on the East End Crossing, while Kentucky led the Downtown Crossing. The Downtown Crossing was almost \$1.3 billion of the total cost of the Ohio River Bridges Project. Kennedy Bridge, built in the mid-1960s, carries six lanes of I-65 South traffic. Its \$22 million in improvements are expected last at least 35 years. The new Abraham Lincoln Bridge carries six lanes of northbound I-65 traffic.

## Electric buses mean cleaner air

The Transit Authority of River City, TARC, is doing its part in contributing to a healthier environment, with 15 zero-emission buses in Louisville. These all-electric buses have replaced TARC buses that were 16 years old and had traveled more than 600,000 miles, thereby eliminating 30,000 pounds of harmful emissions into the air on an annual basis and 60,000 gallons of diesel fuel.

Six all-electric buses were added in the summer of 2016 to operate along the Fourth Street corridor between



downtown and Iroquois Park, and have racks to hold up to three bicycles.

The buses were funded primarily with a \$3.3 million grant from the Federal Transit Administration's Low or No Emission Vehicles Deployment Program. Other federal and local funding covered the remaining costs of the \$4.65 million investment.

## UPS invests \$300 million in hub

In late August 2016, ground was broken for the UPS Centennial Ground Hub facility on Air Commerce Drive, an expansion project for the shipping and logistics company United Parcel Service. The estimated \$300 million investment will create 300 new full- and part-time jobs. Planned in three phases through 2020, the expansion will triple the size of the package facility to 838,000 s.f., and more than double the sorting capacity from 40,000 to 85,000 packages per hour.

"The Centennial expansion project continues to progress on schedule," said UPS project manager Jim Zimmer. The site's rough grading was completed October 2016 and a month later the building construction began; it was 20 percent completed by April 2017.

The original Centennial hub was constructed in 2007 during UPS's 100th anniversary year to provide services for customers in Louisville and surrounding counties. The hub also is a transfer point for trailers moving to destinations beyond Kentucky.

By March 2017, a \$9.5 million improvement project was completed inside Louisville International Airport (SDF), as part of the Terminal Enhancement Project.

The new Downtown Crossing was almost \$1.3 billion of the total cost of the Ohio River Bridges Project, and involved 60 new ramps and overpasses, 60 retaining walls, as well as almost 50 miles of new roadway, doubling the capacity of cross-river traffic with a combined 12 lanes.

Aesthetic improvements included new terrazzo floor and carpet, wall treatments, four new escalators and a meditation room. Bethesda, Md.-based food and beverage operator Host International, Inc., and Paradies-Lagardère, a gift and news retailer based in Atlanta, have invested \$8.3 million in bringing in new or remodeling existing food outlets and shops.

Outside the terminal, the third and final phase of the Crittenden Drive relocation project is expected to be finished this summer, a \$4.8 million reconstruction of Woodlawn Overpass, an overpass bridge for automobile traffic.

"We've just completed a beautiful renovation of our terminal and we've prepared our airfield to accept a new generation of larger aircraft. These and many more of our successes mean that Louisville International and Bowman Field are prepared to serve this city and region for decades to come," said Skip "C.T." Miller, executive director of Louisville Regional Airport Authority.

Formerly Standiford Field and still using the location identifier SDF, the airport has been flying passengers since November 1947.

As of May 2017, Allegiant added nonstop service year-round from Fort Lauderdale, Orlando-Sanford, Tampa-St. Petersburg and Fort Myers-Punta Gorda.



United Parcel Service has 155 miles of conveyor belts at its Worldport hub in Louisville. Last August, UPS announced a \$300 million investment in the facility.



#### **TRANSIT AUTHORITY OF RIVER CITY (TARC)**

100 W. Broadway  
Louisville, KY 40203  
(502) 561-5100  
ridetarc.org



J. Barry Barker,  
Executive  
Director

More than 14 million times a year, TARC connects people in Greater Louisville to the places they need to go. And 70 percent of the time, TARC passengers take trips for work or for school.

Employers and employees, students and community organizations all depend on TARC for access to opportunity and what life has to offer. Now with free Wi-Fi on all buses including 15 all-electric vehicles, and easy online trip planning showing buses in real-time, getting around on TARC is more convenient than ever.

A strong public transportation network means job growth, a cleaner environment and a better quality of life.

#### **North America's third busiest cargo airport**

For the fourth year in a row, Louisville International Airport was the third busiest freight airport in North America and the seventh busiest in the world, with 2.7 million tons of cargo. In 2016, 3.34 million passengers were served at SDF. Louisville International Airport and Bowman Field generated more than \$8.1 billion in economic activity in 2014, the latest economic report numbers.

"Louisville International Airport and Bowman Field comprise the largest employment center in Louisville Metro, accounting for one in 10 jobs," Miller said. "Growth at the airports translates into additional jobs, payroll, business expenditures and construction projects."

Growth, construction, continual improvements and a strong ethic of working together are components the transportation and logistics industries contribute to the economic development and quality of life for Louisville and Southern Indiana.

#### **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 – visitlebanonky.com

##### **Louisville International Airport**

flylouisville.com

#### **INTERNATIONAL SHIPPING COMPANIES**

##### **DHL**

dhl.com

##### **FedEx International**

fedex.com



Transit Authority of River City offers free Wi-Fi on all buses, including 15 all-electric vehicles.

#### **UPS**

ups.com

#### **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 ●



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# Simplified commerce

Greater Louisville business scene is full of opportunities for simplification in complex world

BY ABBY LAUB

**S**TARTING a successful business is one thing. Maintaining and growing a company is another thing, and the Greater Louisville marketplace is chock full of people who can streamline and enhance the journey of running a thriving enterprise. Entrepreneurs of all stripes in the region do not face a lack of business services, and many of those surround technology.

"It's not just unique to Louisville, but just to the economy today; we're really in the third wave of technology," said Erik Dunnigan, managing director of Coastal Cloud. "It was the dotcom era in the '90s, then social media and now it's artificial intelligence and data analysis."

Coastal Cloud focuses on business consulting and analysis, and builds IT platforms to drive those efficiencies. Coastal Cloud Midwest in Louisville is one of three Coastal Cloud domestic solutions centers and is special, Dunnigan said, because Louisville is in the middle of everything.

"Louisville is appealing to us for access to market," he said. "It's right in the middle of so many major markets, and we've already doubled our sizes here since February. You can drive and touch a majority of the U.S. population in a day. It's got great logistics and is a nucleus for business."

## Leveraging information

Companies are not lacking in information but often need help streamlining that data and figuring out the best ways to leverage it for their business.

### KENTUCKY EMPLOYERS' MUTUAL INSURANCE (KEMI)

250 West Main Street, Suite 900,  
Lexington, KY 40507-1724  
(859) 425-7800  
kemi.com

Kentucky Employers' Mutual Insurance (KEMI) is the largest provider of workers' compensation insurance in Kentucky, providing coverage to more than 23,000 policyholders in all 120 counties of the state. We provide exceptional underwriting, safety education and claims services to our policyholders. This, combined with our competitive pricing, responsible financial management and a focus on innovation makes KEMI the provider of choice for Kentucky businesses. We are proud to have earned and maintained an "Excellent" rating by A.M. Best.



Jon Stewart,  
President/CEO

Simplifying the ways of doing business is part of what Coastal Cloud offers its clients. Its software helps companies streamline data and harness it to their benefit.



**"We try to help companies make use of all of the information that's out there. [Business owners] are trying to track so many things and are overwhelmed by data. Everyone is carrying so many devices. We integrate platforms so they have only one source to look at."**

**— Erik Dunnigan,  
Coastal Cloud Managing Director**

"We try to help companies make use of all of the information that's out there," Dunnigan said. "[Business owners] are trying to track so many things and are overwhelmed by data. Everyone is carrying so many devices. We integrate platforms so they have only one source they need to look at."

Coastal Cloud provides business software services for clients in a broad range of industries including communications, high tech, education, economic development, real estate, professional services, manufacturing, logistics and healthcare. It brings state of the art technology from top-level brands to businesses in the region.

Size does not matter when it comes to streamlining data for business use. Dunnigan said Coastal Cloud works with clients on projects as small as \$10,000 all the way up to multimillion-dollar projects.

"It used to be that you'd buy software from one of the big guys, and they'd come on site and hire a firm and spend years installing the software; you use it for three years, and then you have to do

an overhaul and install 2.0," Dunnigan said. "It's shifting now, it's all cloud-based. It's an open ecosystem that's like the app store on your phone. Companies don't need huge multimillion-dollar installs now. There's a new methodology of how you can deliver solutions, so we can jump from the smaller guys to the big guys and vice versa."

At Dean Dorton Allen Ford, a premier Kentucky CPA firm, advisors are seeing expectations of rising revenues, profits and employment – specifically among the manufacturing and healthcare industries.

"To thrive the current economic cycle in the area, most clients are focused on growth and rigorously analyzing potential investments to ensure a realistic return on investments and their overall strategy," said Dean Dorton Director of Business and Technology Consulting Jason Miller.

"The gains in momentum we've seen lately are coming from those companies addressing their needs through technology – strong companies continue to invest in and leverage technology to drive revenues and profits,"



#### MCM CPAS & ADVISORS

2600 Meidinger Tower  
462 South Fourth St.  
Louisville, KY 40202  
(888) 587-1719  
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Diane Medley,  
Managing  
Partner

As the largest CPA firm in Kentucky, MCM CPAs & Advisors provides highly specialized tax, audit and advisory services to a broad range of clients and industries. Privately and publicly held businesses, not-for-profits, small businesses and individuals across the region, and throughout the country, receive personalized attention and local access from national-level talent.

MCM combines the technical and industry expertise of larger firms without sacrificing the attention and personal service of a local firm. MCM has offices in Louisville and Lexington in Kentucky, as well as in Jeffersonville, Indiana and Cincinnati, Ohio.

Miller said. "We have also seen many companies increase their investments in process improvements and have assisted companies in identifying and prioritizing improvements, in order to maintain profitability."

The benefits of real-time information and tailored insights through upgraded technology and process improvements



outweigh the upfront costs for many organizations, he said.

This doesn't necessarily help, however, in solving the problem of finding skilled workers and implementing risk management strategies.

"Every organization, regardless of size or status, is facing a whole new world of risk from cybersecurity to reputation including occupational fraud or something seemingly as simple as online social media platforms," Miller noted. "It is critical to have a plan in place for addressing these issues now – tomorrow may be too late."

Located in downtown Louisville, Nucleus Innovation Park is a major resource for technology start-ups.

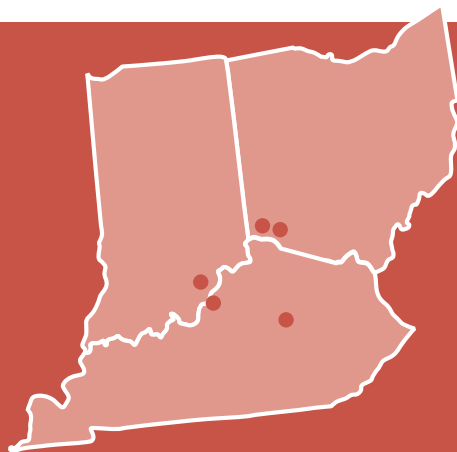
With so many factors to consider, Dean Dorton is able to ease the load for clients through several tools.

"Our initiative to revamp our outsourced accounting services leveraging technology continues to evolve and improve," Miller said. "We continue to find new ways to leverage Intacct

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*Expert guidance, beyond the bottom line.*

Right: Recognizing that business executives and their teams want collaborative cloud-based applications in order to provide financial data more efficiently and effectively, the Dean Dorton launched its Accounting and Financial Outsourcing (Dean Dorton AFO) for back office and accounting solutions.

for improved insights into businesses. We continue to leverage Bill.com for efficiencies in the accounts payable workflow. Our new tool, Expensify, has allowed us to make client's employees more efficient and improve our processes for managing employee expense reimbursements and corporate credit card reconciliations. We are always evaluating tools to minimize the front-end effort and time, which allows us to spend that time helping clients understand the story behind the information and digging right down into their performance issues."

Business advisors can analyze the whole landscape for clients, not just numbers, and save time for businesses so they can focus on what they are uniquely qualified to do.

"There is a lot of 'noise' in the market, which is why having trusted business partners that think outside the box and have the expertise to exploit new technologies is so important to future success," Miller said. "There can be substantial cost savings for companies with limited resources and those that consider pragmatic, low-cost solutions first – such as cloud and outsourcing solutions – before turning their attention toward more comprehensive investments and strategies, will certainly have the advantage in years to come."

#### **COMMONWEALTH SIGN COMPANY**

1824 Berry Blvd  
Louisville, KY 40215  
(502) 368-7554  
Commonwealthsign.com



Jim Klika,  
Co-Owner

Commonwealth Sign is one of the largest sign manufacturers in Kentucky with over 30 years of experience of providing exterior and interior signs for all varieties of businesses and applications. We are proud to say we are one of the few companies that provides a one source solution by designing, manufacturing and installing signs for our customers. We use some of the most technological equipment, which allows us to produce quality products for our customers. We are humbled with the extensive clientele base in which we serve. Ranging in markets such as; Health and Service, Financial, Commercial Development, Restaurant and start-up companies. In addition, we were honored to play a key role for signage in the extraordinary Parklands of Floyd Park. It was indeed a pleasure to be part of such a treasure in Louisville and beyond.



#### **Keeping businesses safe**

IT solution providers are not the only people seeing growth in Greater Louisville. Kentucky Employers' Mutual Insurance is a mutual insurance company providing workers' compensation insurance coverage to more than 24,000 businesses in Kentucky.

Todd Benson, KEMI business development manager, is in the Lexington headquartered business's Louisville office and said KEMI is seeing a growth in Rubbertown, as well as with automotive supply partners along the I-64 corridor, and the east end where the new bridge provides easy access to Southern Indiana's River Ridge.

KEMI, he said, is in a unique position as the largest provider of workers' compensation in Kentucky. Its rates are not based on geography but rather focus on industry (or "class") and individual business experience.

"Our pricing model allows us to adjust our rates by 40 percent for businesses that have a proven track record when it comes to workplace safety, and this has a significant impact on our ability to compete against other insurance carriers," Benson said.

#### **Microfactory good for prototypes**

With endless tools to ensure their success, it's no wonder new companies continue to call the region home. Some of these entities may be very small but still require the technology typically afforded only by major corporations.

FirstBuild, a co-creation community backed by GE Appliances, gives entrepreneurs and creators access to world-class engineering and design talent in order to bring new appliance products to market in new ways.

Complete with an innovative "microfactory" that's dubbed as a "playground for adults," creators use the space as a catalyst to make their new home appliance visions a reality. The Microfactory at FirstBuild is open to the

public, but some areas and machines require training and expertise.

Through the use of advanced manufacturing techniques and rapid prototyping tools, products can be made on a very small scale up to the thousands, enabling products to quickly move from concept to creation to showroom floor.

In the first year that it opened (2014-15), the new model of manufacturing brought eight new appliance products to market and generated more than 7,500 global FirstBuild online community members, 800-plus product ideas, and more than 40 collaborative projects with University of Louisville and other maker startups.

FirstBuild has boosted Louisville's reputation as a hot spot for entrepreneurial activity.

"The breakthrough work at FirstBuild is a great example of the kinds of big things that effective partnerships between the City of Louisville and industry leaders like GE can deliver," Louisville Mayor Greg Fischer said in a press release.

This spring, another example of the entrepreneurial activity was the opening of Interapt LLC's headquarters in Louisville.

In April, Interapt, a tech development startup focusing on business innovation services and workforce development, announced it is establishing a new Louisville headquarters with a nearly \$3.7 million investment that will create 250 full-time jobs.

Interapt will renovate a 22,000-s.f. manufacturing and warehousing facility at 1226 Rowan Street in the city's Portland neighborhood, near downtown. The new headquarters will include dedicated space for community-focused workforce development and technology training programs.

#### **Focusing on the business clusters**

Louisville Forward continues to focus on its five major business clusters; Business





Services, Advanced Manufacturing, Food & Beverage, Lifelong Wellness and Aging Care, and Logistics & eCommerce.

Business Services may be lesser known than the Food & Beverage sector, which includes the skyrocketing premium Kentucky bourbon segment and household-name fast food and fast casual chains, 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 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 Computershare, many financial service and processing operations have helped prove Louisville's strength in the Business Services cluster as a great place to do business. ●

FirstBuild, a co-creation community backed by GE Appliances, gives entrepreneurs and creators access to world-class engineering and design talent.

#### COASTAL CLOUD

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(800) 237-9574  
CoastalCloud.us



Erik Dunnigan  
Managing  
Director,  
Midwest &  
Nationwide  
Public Sector

Coastal Cloud was founded in 2013 by two former IT consulting executives who set out to create a next-generation IT consulting company that was nimble, customer-focused and collaborative with its clients. With over 700 implementations, more than 250 clients across four different countries, and over 125 dedicated employees, Coastal Cloud is flourishing.

Coastal Cloud is committed to partnering with its clients to help them move away from inflexible and costly IT systems and embrace a new generation of technology that is flexible, affordable, mobile and social. The company helps its clients plan, execute, design and deploy cloud-based software tailored to improve a complete range of enterprise operations, including customer relationship management (CRM), business workflow, internal & external communications, analytics, enterprise resource planning, and marketing. They are experts at program management, project execution, business analysis, data modeling, data migration, user training and the skills necessary for a successful transfer to next generation technologies.

## Access your business on the go.

Gather more leads, close more deals, accelerate productivity, make insightful decisions, and deliver amazing customer service, all from your smartphone.

With over 700 implementations and partnering with more than 250 clients across four countries, Coastal Cloud is proud to say that we are a leader in the next generation of IT cloud-based solutions.



CoastalCloud.us

# Spirits and money pouring in

Bourbon continues to boost Louisville's tourism, economic growth – with a little help...

BY KEVIN GIBSON

**L**OUISVILLE has a new brand, a new distillery destination and an added boost in tourism in 2017.

Angel's Envy opened at the end of 2016 downtown following a \$27 million renovation to the former Vermont American and Baer Fabrics Warehouse on East Main. The gorgeous structure includes a visitor center with a gift shop, and a fully functioning distillery, meaning that everything in the production of Angel's Envy bourbon, from milling grains to bottling the finished product, happens on site.

And that's only the beginning of what has Louisville's status as a tourist destination and economic grower ever evolving. But it's a big one, with bourbon and Angel's Envy on the leading edge of this growth.

Plans for the new distillery were first put forth by the late distiller Lincoln Henderson and have been several years in the making.

"Opening the Angel's Envy distillery and visitor's center in downtown Louisville was a dream Dad and I had," Wes Henderson, Angel's Envy chief innovation officer, said. "He would be so proud of what we've accomplished in such a short amount of time."

One of Louisville's initiatives last year was to unveil a new brand and logo, the first since 2007, with an eye toward capturing the eyes of even more visitors. In addition, the first phase of the long-anticipated Bourbon District has officially been launched, and on May 1 Mayor Greg Fischer helped announce that Louisville and a classic brand based there will be featured in a major film.

Following a \$27 million renovation to the former Vermont American and Baer Fabrics Warehouse on East Main, Angel's Envy opened its distillery and visitor experience in Louisville at the end of 2016.



It isn't going unnoticed, if a recent study by Longwoods International is any indication. The study showed that visits to Louisville rose 4 percent to 24.2 million from 2014 to 2015, adding \$1.235 billion in spending, increase of 10 percent over the previous year. Another study suggests 85 percent of all visitors to Louisville can be considered "leisure travelers." It isn't all due to bourbon, but the light brown, state-native liquid sure helps.

Another recent step forward in this effort was the city's dedication of the first phase of the downtown Bourbon District, which pays homage to downtown Louisville's rich bourbon history, featuring historic site signs, destination signs, banners and a pop-up "event scape."

"While Louisville's bourbon story goes back to the late 1700s, it's only been in the last decade that bourbon tourism has become a defining point of our city's authenticity," said Karen Williams, president and CEO of the Louisville Convention & Visitors Bureau. "We are thrilled to be part of sharing this cultural heritage with locals and visitors and think it will enhance their appreciation of Louisville's unique destination experience."

"We've seen first-hand how Bourbonism can boost economic development and revolutionize tourism," Louisville Mayor Greg Fischer said. "Today, Bourbonism is thriving in

**"We've seen first-hand how Bourbonism can boost economic development and revolutionize tourism."**

— Greg Fischer,  
Louisville Mayor

Downtown Louisville, with four distillery experiences already open and three more planned, as well as a number of additional bourbon attractions slated to open."

If that wasn't enough, on May 1 Fischer helped announce that a new Old Forester product, Old Forester Statesman, will debut in filmmaker Matthew Vaughn's upcoming film "Kingsman: The Golden Circle," starring Colin Firth, Taron Egerton, Mark Strong, Jeff Bridges, Halle Berry and others. Part of the film will be set in Louisville, with bourbon a key ingredient.

But bourbon isn't the only hospitality-based economic driver in Louisville.

## Convention traffic gaining steam

Louisville's convention business is on track to increase in the coming years, thanks in no small part to the expansion and renovation of the Kentucky International Convention Center (KICC) in downtown Louisville, along with the new hotel development currently under construction or proposed. The convention center is set to reopen in summer 2018.

In addition to the Omni and others, Concord Hospitality and 725 Partners



Left: Louisville's restaurant scene takes advantage of the region's signature spirit.



recently began construction on the new AC Hotel Nulu, which will feature 156 rooms and 6,000 s.f. of retail space.

In conjunction with that growth, the Louisville Convention and Tourism Bureau reports that booking for conventions in 2019 and 2020 is strong. Doug Bennett, senior VP of convention development for LCVB, said that “between the anticipated opening date of August 2018 through August 2020, the Bureau has worked with 24 groups that will utilize the new center.”

But bourbon also plays a role in that as well. It's pretty well known now that the CVB first played the bourbon card in 2007, which is when it began to fiercely promote it to potential conventions. It has worked in tandem with what the mayor's office and Downtown Louisville have done, by design.

“Over time, even though we still promote collectively as ‘Bourbon Country’ with our regional partners, we began to incorporate a bourbon message into our overall city messaging,” Stacey Yates, vice president of marketing for the CVB, said. “With the Louisville brand re-launch last year, bourbon was identified as one of four brand pillars that would guide our messaging overall.”

## Dining and beer can't hurt

Add in Louisville's vaunted dining scene – it is widely recognized nationally as a culinary destination – and you're really onto something. With roughly 2,500 restaurants encompassing a wide range of cuisines, from Southern-inspired fare that reflects Kentucky's heritage, to a healthy array of world cuisines, dining becomes one more jewel in the crown of economic growth.

David Oetken, of the Louisville Small Business Development Center, believes tourism helps drive the culinary scene, and vice versa. Naturally, he includes bourbon in the equation as well.

“If you think about what Bourbonism truly is, it is all about an experience,” Oetken said. “Visitors come to Louisville to experience, not simply to consume. This fits hand in glove with the local food scene where local chefs try new concepts and feel free to abandon old.”

“The dining and culinary scene just continues to flourish,” Yates added. “The bulk of that is simply organic and then a little of the spotlight that we are able to help shine on that story.”

Meanwhile, Louisville slowly becomes a brewing destination as well. With expansions to Great Flood Brewing Co. and 3rd Turn Brewing either complete or in the works, and new breweries like Mile



Wide Beer Co., Old Louisville Brewery, Holsopple Brewing, and others, people from around the region are beginning to take notice and make visits.

Gravely Brewing, a combination brewery and music venue, is set to open later in 2017, and co-owners Nathaniel Gravely and Cory Buenning relocated here from other markets, but chose Louisville because of its brewing heritage and its music scene.

It's a recipe for continued growth in the River City, with bourbon as the key mixer.

## 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

**Jim Beam Brands Co./  
Jim Beam American Stillhouse**  
Clermont – jimbeam.com

**Jeptha Creed**  
Shelbyville – jephthacreed.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

Selling out in 2017, Tailspin Ale Fest celebrates the American Craft Beer movement in Greater Louisville.

## URBAN BOURBON TRAIL STOPS (All in Louisville)

**Asiatique**  
1767 Bardstown Road [asiatiquerestaurant.com](http://asiatiquerestaurant.com)

**Avalon**  
1314 Bardstown Road [avalonfresh.com](http://avalonfresh.com)

**The Bar at BLU**  
280 W. Jefferson St. [blugrille.com](http://blugrille.com)

**Baxter Station Bar & Grill**  
1201 Payne St. [baxterstation.com](http://baxterstation.com)

**Bourbons Bistro**  
2255 Frankfort Ave. [baxterstation.com](http://baxterstation.com)

**Bristol Bar & Grille**  
614 W. Main St. [bristolbarandgrille.com](http://bristolbarandgrille.com)

**The Brown Hotel Lobby Bar**  
335 W. Broadway [brownhotel.com](http://brownhotel.com)

**Buck's**  
425 W. Ormsby [buckslo.com](http://buckslo.com)

**Corbett's: An American Place**  
5050 Norton Healthcare Blvd.  
[Corbettsrestaurant.com](http://Corbettsrestaurant.com)

**Derby Café: at the  
Kentucky Derby Museum**  
704 Central Ave. [derbycafe.com](http://derbycafe.com)

**Dish on Market**  
434 W. Market St. [dishonmarket.com](http://dishonmarket.com)

**Doc Crows Southern  
Smokehouse & Raw Bar**  
127 W. Main St. [doccrows.com](http://doccrows.com)

**Equus & Jack's Lounge**  
122 Sears Ave. [equusrestaurant.com](http://equusrestaurant.com)

**Jockey Silks Bourbon Bar**  
140 N. 4th St. [galthouse.com](http://galthouse.com)

**Limestone**  
10001 Forest Green Blvd. [limestonerestaurant.com](http://limestonerestaurant.com)

**Maker's Mark Bourbon House & Lounge**  
446 S. 4th St. [makerslounge.com](http://makerslounge.com)

**The Old Seelbach Bar**  
500 S. 4th St. [seelbachhilton.com](http://seelbachhilton.com)

**Proof On Main**  
702 W. Main St. [proofonmain.com](http://proofonmain.com)

**Ramsi's Café on the World**  
1293 Bardstown Road [ramsiscafe.com](http://ramsiscafe.com)

**Village Anchor**  
11507 Park Road [villageanchor.com](http://villageanchor.com) ●

# Billion dollar attractions

Visitors are coming in droves to experience all that is Greater Louisville

BY KATHIE STAMPS

**T**OURISTS from all walks of life are welcome in Louisville every day of the year.

“Louisville is now on the map as an authentic travel destination. There is a very cool, hip vibe to Louisville and people want to check it out,” said Susan Dallas, senior communications manager of the Louisville Convention & Visitors Bureau. She has been with the LCVB 26 years and has seen tourism change, particularly from visitors who once considered Louisville a one-trick pony as the home of the Kentucky Derby that now offers dozens of tourist attractions.

“Along with the iconic, one-of-a-kind attractions, the city’s mix of eclectic neighborhoods, amazing restaurants, bourbon resurgence, hotel array, meeting venues and the gracious hospitality that is offered makes the city a place people want to be,” Dallas said.

With 24.2 million visitors spending \$3.3 billion in travel and tourism (according to the most recent statistics available from 2015), tourists and locals alike are enjoying the Derby and other annual events as well as daily experiences like bourbonism. Public tours are available at one brandy and six bourbon distilleries, and 30 different Urban Bourbon Trail stops provide tourists a cocktails experience.

“We expect the interest in bourbon and craft beer to continue to grow,” Dallas said. Two new bourbon distilleries are expected to open in late 2017 or early 2018.



“I think as Louisville’s reputation grows as a solid culinary destination, it brings a certain cachet to Louisville that may have been missing in the past,” Dallas said. “Mix this with the burgeoning spirits landscape, I think it brings attention to Louisville to a more sophisticated audience, which may include entrepreneurial talent (and) business owners.”

## Getting off the beaten path

Conrad-Caldwell House Museum is one of the many venues that stay in close contact with the LCVB. Located on Saint James Court in the historic Old Louisville, the museum benefits from foot

The Kentucky Derby Museum is located on the grounds of Churchill Downs and celebrates the world-renowned horse racing event. It opened in 1985.

traffic of conventions and meetings at nearby hotels.

“Oftentimes, those traveling will look for interesting and different places to explore,” said Angela Williams, the museum’s events and rentals coordinator. “We partner with the Louisville



Left: A Louisville legend, the Brown Hotel is beloved by generations of guests for its Georgian-Revival elegance and timeless Southern charm. It recently underwent a \$12 million renovation.

Above: The Evan Williams Bourbon Experience features an artisanal distillery, guided tours, tastings and shopping.





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.

Convention & Visitors Bureau to ensure our guests know about their tourism efforts and vice versa."

Conrad-Caldwell participated in LCVB's motor-coach familiarization tour, or fam tour, by hosting a group of representatives from local attractions, hotels and restaurants "to discover the unfamiliar places that are off the beaten path, with hopes they will have a better understanding of how to encourage leisure travelers and locals alike to see something different," Williams said.

Conrad-Caldwell also frequently join forces with the Old Louisville Neighborhood Council to collaborate on community events and tours that highlight the offerings of Old Louisville.

### Speeding ahead

After being closed almost four years for a \$60 million renovation and expansion, the Speed Art Museum reopened in March 2016. Thanks to a donation from Brown-Forman, admission is free on Sundays through 2020 at the Speed, which is located on South Third Street adjacent to the UofL campus. Downtown on West Main, the Kentucky Museum of Art and Craft went through a 10-month closure for a \$3 million redesign, reopening in July 2016. A grant from Delta Dental of Kentucky has provided free admission for a year to KMAC.

Visitors to Harrison County in Southern Indiana can experience underground caves and other adventures within a quick and scenic drive from Louisville.

A 4,000-acre park known as the Parklands of Floyds Fork was completed in 2016, eight years after the nonprofit 21st Century Parks organization drew up a master plan for the four public parks. Funding came from the nonprofit's \$120 million capital campaign.

### 'The Greatest' attractions

The death of boxer and humanitarian Muhammad Ali in June 2016 brought people to Louisville to mourn the nation's most celebrated athlete in his birthplace. One month prior, his childhood home on Grand Avenue was opened as a museum. A new festival, "I Am Ali," takes place June 3 to July 15 in various venues and community events throughout Louisville to honor the late humanitarian's six core principles of confidence, conviction, dedication, respect, giving and spirituality.

In April 2017 "The Hunger Games: The Exhibition" opened at the Frazier History Museum for a six-month run, featuring

seven galleries of hands-on interactive opportunities, movie set re-creations and hundreds of authentic costumes and props from the film franchise. A portion of full-price ticket proceeds benefit the Jennifer Lawrence Foundation.

Lawrence, a native of Indian Hills, Ky., starred as Katniss Everdeen in the Hunger Games movies. The Frazier Museum, on Museum Row in downtown Louisville, has partnered with hoteliers to offer room-night packages that include exhibition tickets. Almost three dozen local businesses are participating in the Panem Citizens Card, a discount savings card for consumers. Museum personnel have also worked with the Kentucky State Tourism board and LCVB to promote the exhibition.

Adjacent to the Louisville International Airport, the Kentucky Exposition Center has 1.2 million s.f. of multiuse space housing Freedom Hall, Broadbent Arena, Cardinal Stadium, Newmarket Hall, the east hall and west hall, west wing and north wing, three south wings and a pavilion. Often still referred to as "the Fairgrounds" by locals, the property was built in 1956 and is governed by the Kentucky State Fair Board. The Kentucky State Fair is an in-house signature event, as is the annual Championship Tractor Pull, National Farm Machinery Show, North American Championship Rodeo and World's Championship Horse Show.

The Kentucky State Fair Board rebranded in March 2017 under a new name, Kentucky Venues, comprising the Kentucky Exposition Center and its signature events, plus the downtown Kentucky International Convention Center six miles north of the Exposition Center.

Visitors can conveniently explore the counties around Louisville for easy day





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

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



trips with a full range of activities including boating, hiking, horseback riding, wineries, apple picking and much more.

Here is a sampling of some of the area's highlights.

## **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, Ind. – becksmill.org

## **Belle of Louisville/Spirit of Jefferson**

Steamboats  
 belleoflouisville.org

## **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, Ind. – 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, Ind. – thisisindiana.org

## **Culbertson Mansion State Historic Site**

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

## **Falls of the Ohio Foundation**

Ancient fossil beds  
 Clarksville, Ind. – fallsoftheohio.org

## **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, Ind. – fallsoftheohio.org

## **Gheens Science Hall and Rauch Planetarium**

At the University of Louisville  
 louisville.edu/planetarium

## **Harvest Homecoming Festival**

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

## **Historic Old Louisville**

Neighborhood of Victorian architecture  
 oldlouisville.org

## **Howard Steamboat Museum**

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

## **Huber's Orchard, Winery & Vineyards**

Starlight, Ind. – huberwinery.com

## **Ironman Louisville triathlon**

ironmanlouisville.com

## **John Hay Center**

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

## **Joe Huber Family Farm & Restaurant**

Taste of the farm  
 Starlight, Ind. – 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



The four-story, 85,000-s.f. Butchertown Market is a unique retail and restaurant attraction on Story Avenue housed in a late 1800s building.



Right: The Italianate antebellum Whitehall mansion near Cherokee Park in Louisville and its 14-acre gardens is a popular wedding venue and peaceful place to visit for residents and visitors.

Below: The 134-acre Louisville Zoological Gardens has more than 1,500 animals.



### 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, Ind. –  
indianamuseum.org/explore/lanier-mansion

### Light Up Louisville

Downtown holiday activities  
louisvilleky.gov

### 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

### Louisville Mega Cavern

100 acres of underground passageways  
louisvillemegacavern.com

### 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, Ind. – madisonregatta.com

### Maple Hill Manor

Built in 1851  
Springfield, Ky. – maplehillmanor.com

### Marengo Cave

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

### Mt. Zion Covered Bridge

Built in 1871  
Springfield, Ky. – kentuckytourism.com

### 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  
patriotspeace memorial.org

### Schimpff's Confectionery

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

### Scribner House

Built in 1814  
New Albany, Ind. – scribnerhouse.org

### Squire Boone Caverns & Village

Cavern tours, village crafts  
Mauckport, Ind. – 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

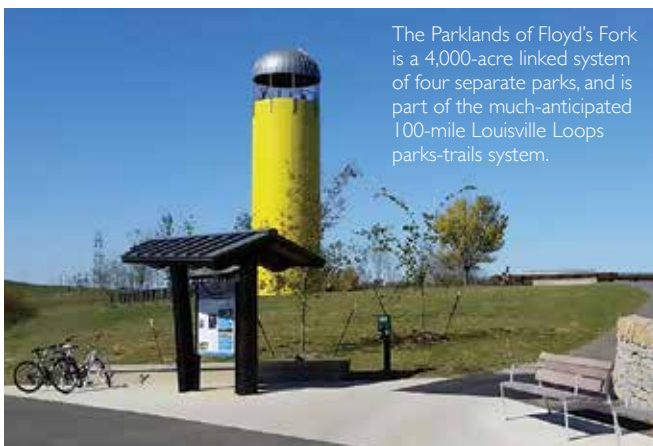
Home of 3 governors  
Bardstown, Ky. – visitbardstown.com/wickland/

### Zachary Taylor National Cemetery

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



Above: Copper & Kings is a brandy company based in Butchertown and uses traditional copper pot-distillation to forge untraditional craft-distilled, natural, pure pot-still brandies. It is one of Louisville's biggest spirits attractions that continue to draw people to Greater Louisville.



The Parklands of Floyd's Fork is a 4,000-acre linked system of four separate parks, and is part of the much-anticipated 100-mile Louisville Loops parks-trails system.

Rebecca Bassett photo

# Community-driven arts and culture

Louisville is a model for 'arts and business' coming together to create culture

BY KATHIE STAMPS

FUNDRAISING is no easy feat in any industry, yet Louisville's Fund for the Arts makes it look effortless. By the June 30, 2016, end of its most recent fiscal year, FFA had surpassed its \$8.3 million fundraising campaign goal by \$300,000. Christen Boone, president and CEO of Fund for the Arts, credits local residents' and corporate citizens' arts appreciation.

"Here in Louisville we have one of the national models for arts and business," Boone said. The United Arts Campaign works with 400-plus companies and nearly 20,000 donors. The strong arts and cultural scene makes a good recruitment tool for corporations and helps companies engage employees in arts-related team building activities and volunteer opportunities.

Americans for the Arts, a nonprofit based in Washington and New York City, recognizes 10 U.S. companies each year for partnering with the arts as part of their business strategy. Known as the BCA 10, the Business Committee for the Arts awards will include two Louisville companies at its NYC gala in October.

This year the FFA took on coordination efforts for the 2017 Cultural Pass, a summer program that came out of Vision Louisville in 2014. The pass offers children free one-time admission at 38 participating arts venues.

"We have been expanding our Arts and Education program," Boone said. "With Delta Dental, we reached out to Western Kentucky to support arts in education there; locally we launched Art Match, an opportunity to be able to



Clark-Floyd Counties Convention & Tourism Bureau. photo

provide matching dollars for innovative arts project in our community."

The Fund for the Arts does not receive money from the National Endowment for the Arts, yet NEA dollars are critical for FFA's cultural partners and other community organizations. "This is not a political issue," Boone said. "People across the state, rural and urban, benefit from the National Endowment for the Arts. This is a smart investment in our country."

Community members, 5,000 strong, contributed feedback and input for

The Carnegie Center for Art and History, a department of the New Albany-Floyd County Public Library, serves as a cultural resource for the education and enjoyment of the citizens of Floyd County and the surrounding metro area. Indiana is home to more Carnegie libraries than any other state.

a year and a half for Imagine Greater Louisville 2020, an arts and cultural vision to transform the region. The steering committee identified five priorities for the plan unveiled in April 2017: offering greater access to the arts; cultivating Louisville as a magnet for artists and creatives, and growing the existing arts and culture scene; providing schoolchildren with the opportunity to experience and participate in the arts in their schools; fostering equity, diversity and inclusivity; and promoting Louisville's arts and cultural assets.

"It was really important for the steering committee to make sure that it wasn't just an arts and culture plan



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.



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

but that it was a community plan, and addressed community-wide goals and challenges,” Boone said, adding, “knowing that if the community is stronger it will mean more opportunities for all of us.”

### Southern Indiana scene

Julie Schweitzer, executive director of Arts Council of Southern Indiana, has created opportunities for young people in New Albany, Ind., and Floyd County’s surrounding areas. Hired six years ago when the doors were about to close, she restructured the organization from one that re-grants monies into more of a presenting organization.

Located in a gothic revival house in New Albany, the Arts Council of Southern Indiana is independently funded by membership dues and programming grants. Representing 400 artists’ work on site, the council’s building houses galleries for visual and performance artists, artist-in-residence rooms, a classroom, gift shop, art storage and a book repository for the center’s “free library” project, which is upcycling old newspaper boxes that were taken off the streets. Using high school students’ creativity, some of the metal boxes were transformed into sculptural works of



art and others into artistic little free libraries.

In the spring 2016, Schweitzer was just about to put out a call for artists for the newspaper box art project when a teenager from a youth philanthropy group asked if her school art club could participate.

“I realized this benefited 50 kids instead of one artist,” Schweitzer said. “They had to raise money to fund it, and corporations were involved, and I changed the program.”

Working exclusively with high school and college groups does take more time, but Schweitzer cites the impact on community involvement for present and future artists and residents.

### Forecastle draws tens of thousands

Art and music fans of all ages are bound to be found at the annual three-day Forecastle Festival at Waterfront Park. Founded in 2002, the summer event has grown annually, with its dozens of acts now bringing in crowds of 60,000. An economic impact study released in 2014 showed the Forecastle Festival music, art and environmental activism festival contributed more than \$14 million to the Louisville economy, with \$7.9 million in direct expenditures. In 2010, a 501(c)(3) was formed as the environmental activism arm of the festival. The Forecastle



Above: Art and music fans of all ages are bound to be found at the annual three-day Forecastle Festival at Waterfront Park. Founded in 2002, the summer event has grown annually, with its dozens of acts now bringing in crowds of 60,000. An economic impact study released in 2014 showed the Forecastle Festival music, art and environmental activism festival contributed more than \$14 million to the Louisville economy, with \$7.9 million in direct expenditures.

Rafael Gamo photo



Left: The Speed Art Museum reopened last year after a \$15.1 million renovation that doubled its size.





Above: The 21c Museum Hotel is one of downtown Louisville's most popular artistic attractions.

Foundation nonprofit raised \$99,000 last year for donations to conservation groups like Kentucky Natural Lands Trust and the Nature Conservancy.

Meanwhile, with a mission of "Art + Activism," Kara Nichols founded the 1619 Flux art gallery in March 2016. The nonprofit has a gallery on West Main Street and is a founding partner in the Fran Heutig Public Art Project, along with Louisville Metro Public Art and the Fund for the Arts, to provide funding for artwork in public spaces in west Louisville neighborhoods.

"People need spaces that are not home, work or church to connect and reflect on life and community," Nichols said. "1619 Flux provides this space to bring diverse audiences together through providing opportunities to creative people to exhibit, perform and converse, regardless of race, socioeconomic and demographic origins, and sexual orientations."



Above: Located in a gothic revival house in New Albany, the Arts Council of Southern Indiana is independently funded by membership dues and programming grants. The council's building houses galleries for visual and performance artists, artist-in-residence rooms, a classroom, gift shop, art storage and a book repository for the center's "free library" project, which is upcycling old newspaper boxes that were taken off the streets.

Right: The "I Am Ali" festival kicked off in 2017, on the one-year anniversary of Ali's passing on June 3. It celebrates his life and highlights one of Louisville's most prominent sons who helped shape the culture of the city. The festival offers six weeks of programming and community events.



Marking the gallery's one-year anniversary, the Neighborhood Revitalization & The Creative Flow Exhibition opened April 15 and was scheduled for display through July. 1619 Flux Artistic Director Jesse Levesque said the curated exhibit "is all about the importance of creative people and the arts in improving community space(s)."

Greater Louisville offers a wealth of arts and culture opportunities for virtually every single taste and style for young and old. Here is a sampling of some of those opportunities.

**Actors Theatre of Louisville**  
actorstheatre.org

**B. Deemer Gallery**  
bdeemer.com



Located in Prospect, Norton Commons Amphitheater is a neighborhood concert and event venue in a mixed-use community.





Left: The scenic New Albany Riverfront Amphitheater, located below East Main Street on the Ohio River, is home each spring and summer to numerous free concerts, productions, festivals and other events.

Below: Founded in 1937, the Louisville Orchestra has long been recognized as the cornerstone of the Louisville performing arts community.



### **Carnegie Center for Art & History**

New Albany, Ind.  
carnegiecenter.org

### **CenterStage at the Jewish Community Center**

jccoflouisville.org/the-j/centerstage

### **Central Kentucky Community Theatre**

Springfield  
centralkytheatre.com

### **Clarksville Little Theatre**

clarksvillemittletheatre.org

### **Commonwealth Theatre Center**

(formerly Walden Theatre)  
commonwealththeatre.org

### **Derby Dinner Playhouse**

Clarksville  
derbydinner.com

### **Filson Historical Society**

filsonhistorical.org

### **Hidden Hill Nursery & Sculpture Garden**

Utica, Ind.  
hiddenhillnursery.com

### **Humana Festival of New American Plays**

actors theatre.org/humana-festival-of-new-american-plays

### **Iroquois Amphitheater**

iroquoisamphitheater.com

### **Kentucky Center for African American Heritage**

kcaah.org

### **Kentucky Center for the Performing Arts**

kentuckycenter.org

### **Kentucky Opera**

kyopera.org

### **Kentucky Shakespeare**

kyshakespeare.com

### **KMAC Museum**

kmacmuseum.org

### **Louisville Ballet**

louisvilleballet.org

### **Louisville Chorus**

louisvillechorus.org

### **Louisville Memorial Auditorium**

louisvillememorialauditorium.com

### **Louisville Orchestra**

louisvilleorchestra.org

### **Louisville Theatrical Association**

louisville.broadway.com

### **Louisville Visual Art**

louisvillevisualart.org

### **Louisville Youth Choir**

louyouthchoir.org

### **Louisville Youth Orchestra**

lyo.org

### **Mellwood Arts & Entertainment Center**

mellwoodartcenter.com

### **Museum Row on Main**

museumrowonmain.com

### **New Albany Riverfront Amphitheater**

cityofnewalbany.com

### **Paul W. Ogle Cultural & Community Center**

oglecenter.us.edu

### **1619 Flux Art + Activism**

1619flux.org

### **StageOne Family Theatre**

stageone.org

### **Stephen Foster Story**

Bardstown  
stephenfoster.com

### **Speed Art Museum**

speedmuseum.org

### **St. James Court Art Show**

stjamescourtartshow.com

### **21c Museum**

21cmuseum.org

### **UofL Theatre Arts Department**

louisville.edu/theatrearts

### **West Louisville Performing Arts Academy**

westlouisvilleperformingarts.org ●



The Howard Steamboat Museum in Jeffersonville, Ind., displays fascinating history related to the Ohio River. Photo courtesy Clark-Floyd Counties Convention & Tourism Bureau.

# ‘Inbound sports’ brings in the cash

Region specializes in large sporting events, including IRONMAN

BY RUSS BROWN

IMAGINE seeing \$15 million worth of state-of-the-art bicycles in one place. Journey down to the Great Lawn on the Ohio River waterfront in Louisville this fall to make it reality.

Because the Great Lawn is the transition area for participants in the Louisville IRONMAN, which consists of 140.2 miles of swimming, biking and running, the competitors' bikes are parked there the evening before. And the average worth of the bikes the 3,000 serious athletes will use is \$5,000 each.

The IRONMAN has become the signature event for the Louisville Sports Commission, which recruits, promotes, plans and oversees “inbounds sports travel” to the city. This year the IRONMAN has moved from summer to fall, Oct. 15, to take advantage of cooler weather. It offers 40 qualifying spots for the 2018 World Championship in Hawaii.

The IRONMAN is one of about 70 events the commission attracts annually, generating \$50 million in local economic impact. Since its inception in 1999, it has supported 700-plus sporting events with a nearly \$500 million impact.

Louisville primarily competes regionally with Nashville, Cincinnati, Chicago, Indianapolis, St. Louis and Columbus, Ohio, to land sports events. Schmitt feels the city is well-positioned for a variety of reasons, and past performance and repeat business justify that opinion.

“Our assets are facilities, attitude and track record,” President/CEO Karl Schmitt Jr. said. “With the (Kentucky)



Derby, Breeders' Cup and PGA Championships, we've shown we can host huge events.”

The organization is a not-for-profit corporation with a 33-member board including leaders from area businesses, government, civic and sports groups. With a \$1.5 million operating budget and eight staffer, the commission owns and operates eight events itself, including three running races in the fall and the Paul Hornung Award presented annually to the most versatile player in college football during a banquet in Louisville.

Schmitt, who is in his seventh year as commission president and CEO, said the eight events generate about \$250,000 profit, which is all put back into the operation.

Inbound travel sports include soccer, softball, baseball, cross country and others. This year, among major events, the commission landed the National Wheelchair Basketball National

Recreational sports like paddling on the Ohio River attract visitors to Greater Louisville.

Championship, the Ohio Valley Volleyball Bluegrass Tournament, the USA BMX Bluegrass Nationals and the National Archery in Schools National Tournament, all of which will involve a total of more than 20,000 participants.

“Inbound sports is a big business,” said Schmitt, who was senior vice president for corporate communications at Churchill Downs before taking the commission position. “People come here along with their family and fans and they stay in hotel rooms and spend money in restaurants, bars and attractions. It's kind of like a convention business.”



Above: Louisville IRONMAN and its 140.2 demanding miles contribute to the \$50 million in local economic impact of the region's sporting events.



Left: The KFC Yum! Center is home to the Louisville Cardinals men's basketball team and also hosts dozens of national and international sporting events ever year.





The commission also works closely with Louisville's three universities, which comprise all three NCAA Divisions – University of Louisville (DI), Bellarmine (DII) and Spalding (DIII). In bidding for the next four-year cycle of events in a wide range of sports, the commission has applied for 56 championships, large and small.

In spring 2017, it aided the Louisville Bats Triple A baseball club in hosting the Atlantic Coast Conference Baseball Championship.

### **Selling Louisville is not difficult**

Besides its history and facilities, Schmitt said Louisville has been successful attracting so many diverse sports because of its central location, a strong mix of hotels from budget to high end, a great restaurant and bar scene, and ease in getting around. And the city stacks up well in competing on a national scale too.

"Why would anyone want to come here rather than Atlanta, Chicago, Dallas?" he asked. "Because we have those quality things that add up to the great experience people are going to have. One of the things we know about Louisville is, if you can get people here they go, 'Wow, man, this is a cool place.' When you get the rights-holders into town and they get an opportunity to see the city, that's a big part of the sales for us. Once you get people here, it's not hard to convince them to bring their event here."

The commission's mission includes promoting an active lifestyles as a way to help solve health problems in the community and helping brand Louisville as a great place to live and work in support of talent attraction and retention for local employers.

Greater Louisville is home to dozens of athletic events — catering to everyone from elite athletes and to family friendly 5Ks. The Subway Fresh Fit Hike Bike & Paddle is a twice annual event held every Memorial and Labor Day, kicking off at Waterfront Park.

Commission assistance isn't much needed for major sports events such as the Derby, Breeders Cup and PGA tournaments, and UofL handles many of the NCAA and ACC events it hosts.

Churchill Downs has hosted the Breeders' Cup eight times, most recently in 2011, and has been selected to host again in 2018. The KFC Yum! Center is the home court of the UofL men's and women's basketball teams, the site of big-name concerts, and has held men's and women's NCAA basketball tournament games and the NCAA women's volleyball tourney.

The Kentucky Fair & Expo Center and Freedom Hall host numerous trade shows and concerts, and the Kentucky International Convention Center downtown is currently undergoing a \$208 million redevelopment project that will make it a much more attractive event venue. It is scheduled to reopen in summer 2018.

There are also plenty of opportunities for sporting and outdoor recreation, highlighted

Left: The Louisville Cardinals made an appearance in the College World Series in 2017. Eighteen UofL sports – 10 men's and eight women's – had teams or individuals participate in NCAA postseason competition in 2016-17, with the baseball winning a school-record 52 games.

Below: Some of Louisville's most famous sports heroes have four legs and run on a track. In 1875, Churchill Downs officially opened its gates in Louisville, and began its tradition as "Home of the Kentucky Derby" and the longest continually running sporting event in America.



by The Parklands of Floyds Fork, a new and ongoing project that includes four major parks linked by park drives and a first-rate urban trail system. It has 100 miles of new trails for hiking and biking, 19 miles of canoe trail, children's playgrounds, walking paths and facilities for picnics and community events.

E.P. "Tom" Sawyer State Park in eastern Jefferson County is recognized for one of the best high school and collegiate cross-country courses in the country, plus a wide range of facilities offered by Metro Parks and Recreation. ●





**County Seat:** Louisville  
Greg Fischer; Mayor  
louisvilleky.gov

**Estimated 2017 population:**  
778,327

**No. of households:**  
306,915

**Median household income:**  
\$51,230

**Louisville Forward:**

Mary Ellen Wiederwohl, chief  
louisvilleky.gov/government/louisville-forward

**Metro Council:** President David Yates, Jessica Green, Barbara Shanklin, Mary C. Woolridge, Barbara Sexton Smith, Cheri Bryant Hamilton, David James, Angela Leet, Brandon Coan, Bill Hollander, Pat Mulvihill, Kevin Kramer, Rick Blackwell, Vicki Aubrey Welch, Cindi Fowler, Marianne Butler, Scott Reed, Glen Stuckel, Marilyn Parker, Julie Denton, Stuart Benson, Dan Johnson, Robin Engel, James Peden, Madonna Flood, Brent Ackerson



Greg Fischer



David Yates

## Big city, bigger heart

IN the summer of 2016, Mayor Greg Fischer was named the most innovative mayor in America by a Politico survey of mayors, and a July issue of TIME magazine called Louisville a place of “free-wheeling innovation” and growth. ZipRecruiter named Louisville a Top 10 city for jobseekers in 2017.

These and other accolades speak to the strong economic development and quality of life for residents in the Gateway to the South. Known the world over as the birthplace of Muhammad Ali and site of the first leg of the Triple Crown of Thoroughbred Racing, Louisville also is a go-to city for corporate headquarters and expansions. In late April 2017, Louisville was announced as a Google Fiber city, with network construction expected to take place in phases. Tourism expenditures were up 4 percent in 2016 over 2015, and Jefferson County’s total tourism intake was \$3.45 billion.

The commonwealth’s largest city was named after King Louis XVI of France and was founded in 1778 during the American Revolutionary War by militia leader George Rogers Clark. Two years later, Jefferson County was one of the original three Kentucky counties to be formed. With 83 incorporated cities, the county of Jefferson and city of Louisville have operated with a merged metro government since January 2003.



Jefferson county attracts business and visitors. Tourism expenditures hit \$3.45 billion in 2016.

## CITY OF JEFFERSONTOWN, KY.



**County:**  
Jefferson

**Estimated 2017 population:**  
27,352

**No. of households:**  
11,065

**Median household income:**  
\$61,069

**Mayor:**  
Bill Dieruf  
jeffersontownky.com

**Jeffersontown Chamber:**

President John Cosby

**Jeffersontown Economic Development Authority:**

Director Mike Kmetz



Bill Dieruf



Mike Kmetz

## A perfect location for business

CONVENIENTLY tucked between Interstates 264, 265 and 64 on the east side of Louisville is the city of Jeffersontown. It is home to fewer than 30,000 people, but employs more than 34,000 people.

“Of the residents, only about 2,000 work here, so we attract and provide employment for over 32,000 outside-city-proper residents,” said Economic Development Authority Director Mike Kmetz. “That’s a pretty strong regional draw for a small suburban city of approximately 10 square miles, of which about 38 percent is zoned for commercial and light industrial.”

Drawn by a comfortable location, easy interstate access to executive and employee housing, and major employers like Papa John’s, ResCare, Delta Dental, PharMerica and Boyd, Jeffersontown also employs many small entrepreneurs servicing and supplying large regional employers. Bluegrass Commerce Park has about 11 million s.f. under roof.

Kmetz said the Jeffersontown Occupation Business Savings Program is attracting higher wage employees to the city, and has assisted in locating or expanding 15 companies with 641 jobs retained, and 933 new ones at an average wage of close to \$60,000, and generating an estimated \$40 million investment over the last three years.

And the quality of life matches the business scene. The bustling Gaslight Square District, a new sand volleyball venue and variety of restaurants make it appealing.



ResCare, a 45,000-employee provider of services to people with disabilities, is one of several major corporations headquartered in Jeffersontown. It is the largest private company of its kind in the United States.



## Where bourbon kicks off



Bullitt County opened a new visitors center last year that now attracts 150 to 200 people per month, up from 12 visitors a month.

stop by the new Bullitt County Visitor Center, which opened in July 2016, to redeem the passport for a souvenir glass. The previous center was hard to find and averaged 10 to 12 visitors a month; now 150 to 200 people are visiting the Bullitt County Visitor Center to learn about bourbon, the Bernheim Arboretum and Research Forest, the world's largest go-kart track at Kart Kountry, and the 40,000 s.f. of meeting space at Paroquet Springs Conference Centre.

Paroquet Springs was a body of water developed in Shepherdsville in 1838. Near the Salt River, the healing properties of the mineral water in the springs was a tourist draw until the Civil War. Shepherdsville was founded on Dec. 11, 1793, and Bullitt County on Jan. 1, 1797.

AS home of the Jim Beam American Stillhouse, Bullitt County was named an "official trailhead" of the Kentucky Bourbon Trail in 2013. Visitors can tour the Jim Beam distillery, the Four Roses warehouse and bottling facility, plus four wineries in the county and get a passport stamped on the Wine and Whiskey Trail, then

### County Seat:

Shepherdsville  
Curtis Hockenbury, Mayor  
shepherdsville.net

**Estimated 2017 population:**  
84,218

**No. of households:** 28,267

**Median household income:**  
\$54,755

### 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  
jimbeamcountry.com



Melanie Roberts



John Snider



Troy Beam



## CLARK COUNTY, IND.

## Revitalization on the river



The Falls of the Ohio River in Clarksville are a major tourist attraction in Clark County. The 390-million-year-old fossil beds are among the largest, naturally exposed, Devonian fossil beds in the world.

River music festival moved to the Indiana side of the Ohio after 12 years in Louisville. In March 2017, ground was broken for construction of the Lewis & Clark Trail in Clarksville, the final connection for the Ohio River Greenway project. The 1.3-mile linear park connects Jeffersonville, Clarksville and New Albany.

The second oldest county in Indiana, Clark County was formed in 1801 by William Henry Harrison, then territorial governor and later the nation's ninth president 40 years later. It was named after Revolutionary War leader Gen. George Rogers Clark.

THE county seat of Clark County, Jeffersonville, is experiencing a revitalization. In February 2017 the city of Jeffersonville announced it is establishing a new Arts and Cultural District downtown over a 10-block area. With help from \$1 million in funding by the Clark-Floyd Counties Convention & Tourism Bureau, the district will promote Jeffersonville's downtown heritage and will see more development near the Big Four Bridge.

Memorial Day weekend 2017, the Abbey Road on the

### County Seat:

Jeffersonville  
Mike Moore, Mayor  
cityofjeff.net

**Estimated 2017 population:**  
109,938

**No. of households:** 42,974

**Median household income:**  
\$51,614

### One Southern Indiana:

Wendy Dant Chesser, president/CEO  
lsi.org

### River Hills Economic Development & Regional Planning Commission:

Jill Saegesser, executive director  
riverhills.cc

### County Commissioners:

President Jack Coffman, Connie Sellers; Bryan Glover  
co.clark.in.us

### Southern Indiana, Clark-Floyd Counties Convention & Tourism Bureau:

Jim Epperson, executive director  
GoSoln.com



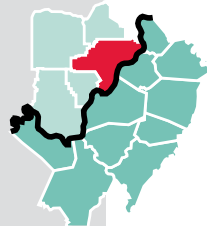
Mike Moore



Wendy Dant Chesser



Jim Epperson



## FLOYD COUNTY, IND.



**County Seat:** New Albany  
Jeff Gahan, Mayor  
cityofnewalbany.com

**Estimated 2017 population:**  
73,125

**No. of households:** 29,088

**Median household income:**  
\$57,367

**One Southern Indiana:**  
Wendy Dant Chesser,  
President/CEO  
Isi.org

### River Hills Economic Development & Regional Planning Commission:

Jill Saegesser, executive director  
riverhills.cc

### County Commissioners:

President Mark Seabrook, John Schellenberger,  
Billy Stewart floydcounty.in.gov

### Clark-Floyd Counties Convention-Tourism Bureau:

Jim Epperson, executive director  
GoSoln.com



Jeff  
Gahan



Wendy Dant  
Chesser



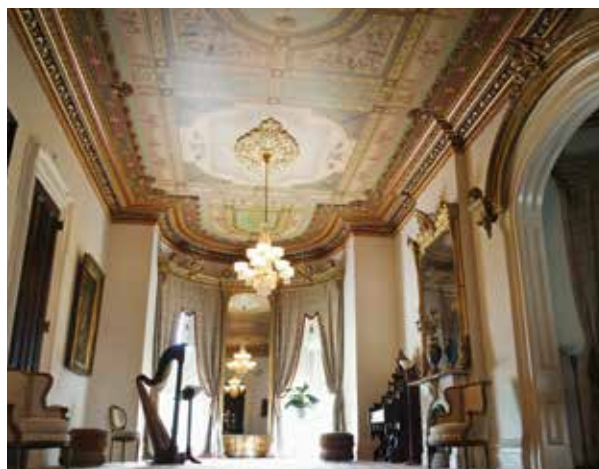
Jim  
Epperson

## A bustling, walkable downtown

A decade ago, New Albany had 1 million s.f. of vacant real estate. All that has changed for Floyd County's county seat, thanks to recent restaurants, spirits and retail spots opening in New Albany's walkable downtown area, as well as the opening of the Big Four Pedestrian Bridge in 2014.

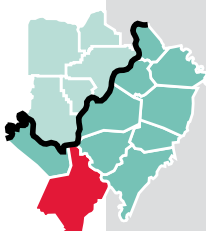
In November 2016 the city opened its first dog park. Located off River Road, the off-leash New Albany Dog Park is operated by the city's parks department, adding to the quality of life experienced by residents of this small Indiana county. A wooded riverfront and pretty countryside make the area attractive, literally and figuratively, with its proximity to downtown Louisville.

Dating back to 1819, Floyd County was formed from a portion of Clark and Harrison counties. New Albany was founded six years earlier and named after the capital of the state of New York.



The 20,000-s.f. Culbertson Mansion was built in 1867 and now is a State Historic Site that attracts visitors to New Albany.

## HARDIN COUNTY, KY.



**County Seat:** Elizabethtown  
Edna Berger, Mayor  
elizabethtownky.org

**Estimated 2017 population:**  
113,380

**No. of households:** 40,376

**Median household income:**  
\$49,637

### 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  
hcky.org

### Elizabethtown Tourism and Convention Bureau:

Sherry Murphy, executive director  
touretown.com



Edna  
Berger



Harry  
Berry



Sherry  
Murphy

## A solid place for tourism and business

TOURISM has become a major economic driver for Elizabethtown and the surrounding area. In 2016, 3,687 people made their living in the tourism industry in Hardin County.

Local businesses have experienced exponential growth since the Elizabethtown Sports Park opened in 2012, and major chains have joined in. In the summer of 2017 the Kentucky High School

Basketball Hall of Fame opens in the revitalized downtown. Last year 30,000 people visited the Elizabethtown Aquatic Park in its first 73 summer days of operation. Construction is expected to be complete by Memorial Day 2018 for a Vietnam veterans memorial wall. At 80 percent the size of the wall in Washington, D.C., the Kentucky replica memorial will be located in Elizabethtown Nature Park.

Hardin County was settled in 1792. The county seat of Elizabethtown was formed in 1797 and named after Elizabeth Hynes, the wife of one of the city's three settlers.



Elizabethtown Sports Park attracts tens of thousands of visitors from around the state every year.



## A new \$30 million investment boost



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

overhauled its small-business loan program in late 2015 and has since made nine loans totaling \$435,000. HCEDC finalized the purchase of 50 acres at Lanesville Interchange, which will be the newest addition to the Lanesville Business Park.

HCEDC, the Chamber of Commerce, Community Entrepreneurship Initiative, Southeast Indiana Small Business Development Center, Hometown Collaboration Initiative and other organizations live and breathe teamwork. One result is that Harrison County is on its way to becoming a 1 Gigabyte Community, a \$15 million public-private investment with the final phase anticipated by the end of 2019.

More than 300 individuals, businesses and organizations came together to fund the city of Corydon's first public park, Bicentennial Park, which was dedicated on Dec. 11, 2016, on the 200th anniversary of Indiana's statehood. Corydon served as Indiana's state capital from 1816 to 1825. Harrison County was formed in 1808.

**I**N 2016 the city of Corydon, the county seat of Harrison County, was awarded a Stellar Communities designation, which prompted \$30 million in public and private investments, including downtown enhancements, housing rehabilitation, renovation of historic buildings and outdoor projects. The Stellar Communities program recognizes smaller communities in Indiana with a strong focus on community projects and economic development. Harrison County Economic Development Corp.

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

**Estimated 2017 population:**  
40,652

**No. of households:** 14,678

**Median household income:**  
\$53,719

**Chamber of Commerce of Harrison County:**

Lisa Long, president  
harrisonchamber.org

**Harrison County Economic Development Corporation:**

Tom Fields, communications director  
hcedcindiana.org

**River Hills Economic Development & Regional Planning Commission:**

Jill Saegesser, executive director  
riverhills.cc

**County Commissioners:**

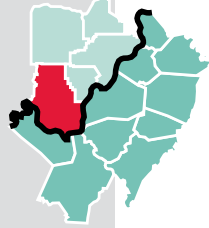
Charlie Crawford, Kenny Saulman, Jim Klintstiver  
harrisoncounty.in.gov



Lisa Long



Tom Fields



## Proud rural heritage



The Henry County Courthouse in New Castle, which is a member of the Preserve America and the Kentucky Main Street programs.

**I**NDUCTED as the first living writer into the Kentucky Writers Hall of Fame in 2015, Wendell Berry is one of Henry County's favorite sons. The author established the Berry Center on Main Street in New Castle as a nonprofit advocating for farmers, sustainable agriculture and land-conserving communities. The center operates out of a house built in 1828; next door is the Bookstore at Berry Center, in the town's oldest original log cabin.

New Castle is the county seat of Henry County and although the population is under 1,000 people, residents are proud of their rural heritage and present-day community. New Castle is a member of the Preserve America program and the Kentucky Main Street program.

Henry County was established in 1798 when the Kentucky General Assembly created 12 counties out of

Shelby County. It was named for Patrick Henry, a governor of Virginia and one of the Founding Fathers of the United States.

**County Seat:**

New Castle  
Denny Benham, Mayor  
newcastleky.com

**Estimated 2017 population:**  
15,789

**No. of households:**  
5,992

**Median household income:**  
\$47,802

**Henry County Chamber of Commerce:**

Holly Kinderman, executive director  
chamber.henrycountyky.com

**Judge-Executive:**

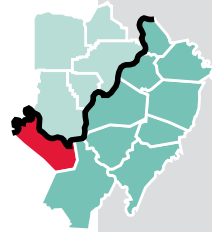
John Logan Brent  
henrycountygov.com



Denny Benham



## MEADE COUNTY, KY.



**County Seat:** Brandenburg  
Ronnie Joyner, Mayor  
brandenburgky.org

**Estimated 2017 population:**  
30,252

**No. of households:** 10,574

**Median household income:**  
\$51,111

**Meade County Chamber of Commerce:**

Don McMahan, president  
meadekychamber.org

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

**Meade County Tourism:**  
Carole Logsdon, executive director  
visitmeadecounty.org

**Judge-Executive:**  
Gerry Lynn  
meadeky.gov



Ronnie Joyner



Gerry Lynn

## Scenic Ohio River views

**R**UNNING trails, public parks and scenic views of the Ohio River abound in Meade County. The 2,155-acre Otter Creek Outdoor Recreation Area is run by the Kentucky Department of Fish and Wildlife and offers camping, fishing, hunting, horseback riding and other outdoor activities. Meade County saw a \$1.8 million increase in 2016 from 2015 tourism spending.

A mile-and-a-half from downtown Brandenburg, the Meade County Fairgrounds brings in 40,000 residents and visitors for a week every July for the Meade County Fair. Planning is underway to market 500 acres of riverfront land available for industrial development in Meade County near its public riverport, where Consolidated Grain and Barge has increased storage capacity due to a rising customer base.

The county of Meade was established in 1823 and named after Captain James Meade, who died during the War of 1812. Meade has been part of the Elizabethtown MSA since 2013.



Meade County has a logistics-minded business climate, and the Matthew E. Welsh Bridge in Brandenburg is a popular connector to Indiana.

## NELSON COUNTY, KY.



**County Seat:** Bardtown  
Dick Heaton, Mayor  
cityofbardtown.org

**Estimated 2017 population:**  
48,122

**No. of households:**  
16,817

**Median household income:**  
\$51,843

**Bardtown/Nelson County Chamber of Commerce:**

Samantha Brady, executive director  
bardtownchamber.com

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

**Judge-Executive:** Dean Watts  
nelsoncountyky.com

**Bardtown-Nelson County Tourist & Convention Commission:**  
visitbardtown.com



Dick Heaton



Kim Huston



Dean Watts

## \$223 million in projects in the pipeline

**I**N 2016, nine companies invested more than \$233 million in projects in Nelson County, a record for one year. The infusion and effusion earned Bardtown a No. 7 ranking among U.S. communities in economic development by Site Selection magazine. Known as the Bourbon Capital of the World, Bardtown saw investments made in

its bourbon distilleries, including Heaven Hill and Sazerac's Barton 1792 distilleries, along with new companies such as Legend Lumber Lee, Luxco and Thai Summit.

Companies are attracted to Nelson County for its three industrial parks and for economic and community reasons. Bourbon is one of the common threads. The Kentucky Bourbon Festival began in 1992 as a simple tasting and dinner, and has grown to a weeklong annual event for 53,000 attendees.

Bardtown is the second oldest town in Kentucky. Founded in 1780, it is six years younger than Harrodsburg. Nelson County was part of Virginia when it was formed in 1784 and was named after Thomas Nelson Jr., governor of Virginia and one of the 56 signers of the Declaration of Independence.



Bardtown regularly wins awards for its spectacular downtown, including No. 7 among U.S. communities in economic development by Site Selection magazine.



## Countywide retail growth and new jobs



Oldham County is the wealthiest of all Kentucky counties, and its scenery contributes to its superb quality of life.

**O**LDHAM Chamber & Economic Development is leading a countywide effort to recruit retail growth to the community and offer more amenities to the growing population of residents and employers in the picturesque county that neighbors Louisville to the northeast.

The Rawlings Group expanded its La Grange headquarters and is adding 40 new jobs every 60 days to grow from 1,300 employees to 1,950 by 2019. Apellis Pharmaceuticals is developing medications to help people with autoimmune and inflammatory diseases. Revon Systems launched an app helping patients take charge of their chronic conditions and avoiding unnecessary hospital visits. Two new hotels are planning construction in La Grange.

More than 10,000 visitors take in Oldham Farm Tours each year from April through October, an agritourism program featuring 15 hands-on experiences, including one of the few working dairy farms in the commonwealth.

Oldham County was established in 1823 and named after Revolutionary War officer Col. William Oldham.

### County Seat:

La Grange  
Joe Davenport, Mayor  
lagrangeky.net

**Estimated 2017 population:**  
70,443

**No. of households:**  
19,706

**Median household income:**  
\$84,415

### Oldham Chamber & Economic Development:

David Bizianes, executive director  
oldhamcountychamber.com

### Judge-Executive:

David Voegelé  
oldhamcounty.net

### Oldham KY Tourism & Convention:

Kim Buckler, executive director  
touroldham.com



Joe Davenport



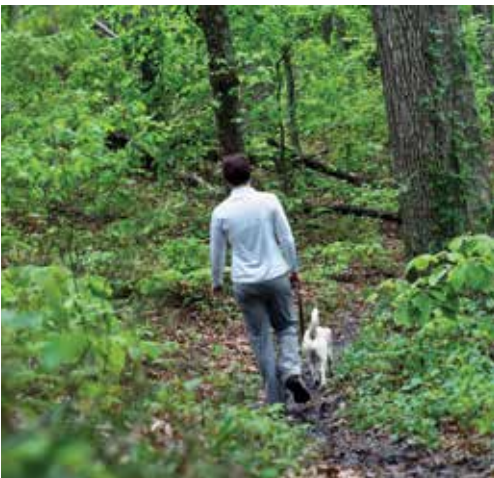
David Voegelé



Kim Buckler

## SCOTT COUNTY, IND.

## Organized community and business efforts



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

**A**DD a strong business atmosphere to small-town charm and community involvement and you have Scott County, Ind. The Chamber of Commerce and its members work with local government officials and economic development partners to make the area attractive for startups and existing businesses alike.

Organized community activities include teen fun nights, senior center bingo, the mayor's annual Good Neighbor Banquet, Pig Roast in the Park, the Scott County Fair, and special events sponsored by the Historical Society, Kiwanis Club and Lions Club.

The Mid-America Science Park in Scottsburg opened in late 2011 and houses a conference center, a business incubation and acceleration center, a center for training and workforce development. Each year high school students have the opportunity to learn about entrepreneurship when they compete in the "Maverick Challenge" to plan, pitch and present their business ideas.

Charles Scott was a general in the Revolutionary War and is the namesake of Scott County, which was formed in 1820.

### County Seat:

Scottsburg  
William Graham, Mayor  
cityofscottsburg.com

**Estimated 2017 population:**  
25,565

**No. of households:** 8,962

**Median household income:**  
\$43,104

### Greater Scott County Chamber of Commerce:

Kelly Dulaney, executive director  
scottchamber.org

### Scott County Economic Development Corporation:

Robert Peacock, executive director  
scottcountyin.com

### River Hills Economic Development & Regional Planning Commission:

Jill Saegesser, executive director  
riverhills.cc



Kelly Dulaney



Kelly Dulaney



Robert Peacock

## SHELBY COUNTY, KY.



### County Seat:

Shelbyville  
Thomas Hardesty, Mayor  
shelbyvillekentucky.com

**Estimated 2017 population:**  
48,880

**Number of households:**  
15,888

**Median household income:**  
\$60,189

### Shelby County

#### Chamber of Commerce:

Natalie Mudd, president  
shelbycountykychamber.com

#### Judge-Executive:

Dan Ison  
shelbycountykentucky.com

#### Shelby KY Tourism & Visitors Bureau:

Katie Fussenegger, executive director  
visitsbelbyky.com



Thomas  
Hardesty



Natalie  
Mudd



Dan  
Ison

## Partnership spells success

**P**ARTNERSHIP is the name of the game for economic development in Shelby County, whose county motto is “Good land, good living, good people.” Leveraging resources and opportunities requires cooperation and collaboration between the Shelby County Chamber of Commerce, ShelbyKY Tourism Commission and Visitors Bureau, Shelby Main Street, Shelby County Fiscal Court, and the city governments of Shelbyville and Simpsonville.

Good business comes from that sentiment, as does bourbon. Ground was broken in 2014 for Diageo’s new \$115 million Bulleit Distillery, which opened in March 2017. Jephtha Creed Distillery in Shelbyville opened in November 2016, and its bourbon will be ready in 2019, made with bloody butcher corn from the family farm.

Shelby County is also known as the “American Saddlebred Capital of the World” and has 80 Saddlebred companies and horse shows contributing to economic development and tourism.

Named after Gov. Isaac Shelby, the county was founded in 1792, the same year Kentucky achieved statehood.



Shelby County’s slogan is “Good land, good living, good people”.

## SPENCER COUNTY, KY.



### County Seat:

Taylorsville  
Don Pay, Mayor  
taylorsville.ky.gov

**Estimated 2017 population:**  
21,556

**No. of households:**  
6,994

**Median household income:**  
\$68,147

### Spencer County-Taylorsville Chamber of Commerce:

Stacey Koon, president  
spencercountykychamber.com

#### Judge-Executive:

John Riley  
spencercountyky.gov

#### Taylorsville-Spencer County Recreation, Tourist & Convention Commission:

Stacey Koon, chair  
visittaylorsville.com



John  
Riley



Stacy  
Koon

## Beautiful scenery, charming downtown

**P**ARTS of three counties – Bullitt, Nelson and Shelby – formed Spencer County in 1824. On Dec. 30 that year, Taylorsville was recognized as the county seat, a city that had been founded in 1799 by the father of Zachary Taylor, the military leader who went on to be the United States’ 12th president.

Taylorsville and Spencer County are known for beautiful Kentucky scenery, particularly from Taylorsville Lake, which serves as an important economic resource for the region. The 3,050-acre lake was built by the U.S. Army Corps of Engineers in the early 1980s to control flooding of the Salt River. In 1985, Taylorsville Lake State Park opened and offers boating, fishing and horseback riding. The annual Paddle Battle takes place at Taylorsville Lake State Park, featuring races for solo and tandem paddle crafts, including kayak, canoe, outrigger and prone boards.

Downtown Taylorsville benefits from belonging to the Kentucky Main Street Program, an economic development initiative of the Kentucky Heritage Council. Historic Main Street in Taylorsville hosts several annual events, including a progressive dinner and the Kentucky Gourd Art Show.



Taylorsville Lake plays host to recreational events all year round.



## Small community, festive heart



Held every September since 1991, the popular Trimble County Apple Festival raises funds for local schools and groups.

EVERY September, Courthouse Square in Bedford, Ky., is transformed into a weekend celebration of apples. The Trimble County Apple Festival has been held during the second full weekend in September since 1991 as a fundraiser for local schools and organizations. It's an opportunity for the community and their guests to enjoy camaraderie, live entertainment, arts and

crafts, and plenty of apple pie and apple cider.

A wet-dry vote in December 2016 led to alcohol sales within the city limits of Bedford. Trimble County itself is dry. Two liquor licenses have been sold and approved in Bedford to attract restaurateurs and other business owners. The Little Kentucky River Winery, a vineyard and winery in Bedford provides tastings inside a restored country home.

One of the smallest counties in Kentucky, Trimble County was founded in 1837 and named after attorney Robert Trimble.

### County Seat:

Bedford  
Todd Pollock, Mayor  
[trimblecounty.ky.gov/cities](http://trimblecounty.ky.gov/cities)

**Estimated 2017 population:**  
9,309

**No. of households:**  
3,548

**Median household income:**  
\$48,392

### Judge-Executive:

Jerry Powell  
[trimblecounty.ky.gov](http://trimblecounty.ky.gov)

**Trimble County Apple Festival:**  
[trimbleapplefest.org](http://trimbleapplefest.org)



Todd  
Pollock



Jerry  
Powell



## Scenic attractions, easy location



Washington County has prime farmland that's matched by its prime logistics.

HISTORY buffs have plenty of tourist attractions in Salem, Ind., including Beck's Mill Gristmill, Depot Railroad Museum, John Jay House, Pioneer Village, Piper Flight Museum, Salem's Carnegie Library and Stevens Memorial Museum. Auto racing fans know about Salem Speedway. Outdoor enthusiasts have it made, too, with hiking at Knobstone Trail and Lake Salinda, fishing at

Delaney Creek Park and John Hay Lake, and camping at Uplands Peak Sanctuary.

Washington County is 35 miles northwest of Louisville, 100 miles from Indianapolis, and within 60 miles of a dozen major universities and medical facilities, including the University of Louisville and Indiana University. The county was formed in late 1813, named after President George Washington, and became an official entity in January 1814. The county seat of Salem was founded in 1814 and named after Winston-Salem, N.C.

## WASHINGTON COUNTY, IND.

### County Seat:

Salem  
Troy Merry, Mayor  
[cityofsalem.in.com](http://cityofsalem.in.com)

**Estimated 2017 population:**  
29,654

**No. of households:**  
10,542

**Median household income:**  
\$43,498

### Washington County Indiana Economic Growth Partnership:

Sabrina Burdine, executive director  
[wcegp.org](http://wcegp.org)

### River Hills Economic Development & Regional Planning Commission:

Jill Saegesser, executive director  
[riverhills.cc](http://riverhills.cc)

### County Commissioners:

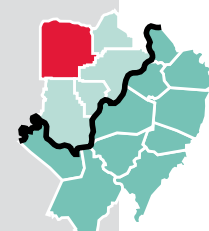
Phillip Marshall, Preston Shell, Rick Roberts  
[washingtoncounty.in.gov](http://washingtoncounty.in.gov)

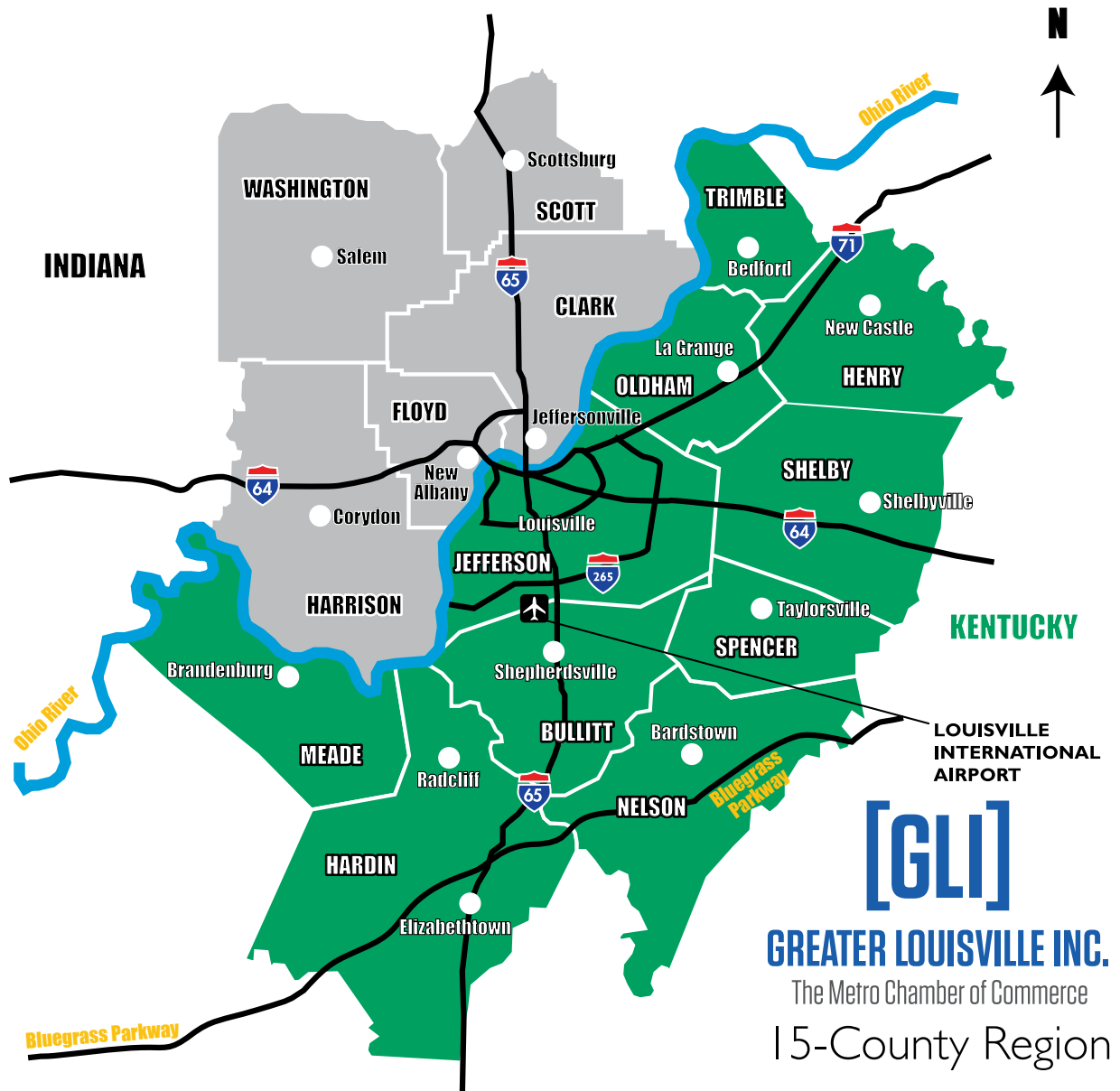


Troy  
Merry



Sabrina  
Burdine





## Population

|                   | Actual           |                  |                  |                  | Estimates        |                  |                  |                  |
|-------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|                   | 1980             | 1990             | 2000             | 2010             | 2016             | 2017             | 2020             | 2025             |
| Bullitt (Ky.)     | 43,346           | 47,567           | 61,236           | 74,319           | 82,788           | 84,218           | 88,508           | 95,623           |
| Clark (Ind.)      | 88,838           | 87,777           | 96,472           | 110,232          | 109,481          | 109,938          | 111,310          | 112,783          |
| Floyd (Ind.)      | 61,205           | 64,404           | 70,823           | 74,578           | 72,977           | 73,125           | 73,569           | 74,173           |
| Hardin (Ky.)      | 88,917           | 89,240           | 94,174           | 105,543          | 112,302          | 113,380          | 116,612          | 121,541          |
| Harrison (Ind.)   | 27,276           | 29,890           | 34,325           | 39,364           | 40,474           | 40,652           | 41,185           | 41,694           |
| Henry (Ky.)       | 12,740           | 12,823           | 15,060           | 15,416           | 15,747           | 15,789           | 15,915           | 16,037           |
| Jefferson (Ky.)   | 685,004          | 665,123          | 693,604          | 741,096          | 773,163          | 778,327          | 793,817          | 817,427          |
| Meade (Ky.)       | 22,854           | 24,170           | 26,349           | 28,602           | 30,035           | 30,252           | 30,901           | 31,801           |
| Nelson (Ky.)      | 27,584           | 29,710           | 37,477           | 43,437           | 47,456           | 48,122           | 50,119           | 53,337           |
| Oldham (Ky.)      | 27,795           | 33,263           | 46,178           | 60,316           | 68,927           | 70,443           | 74,990           | 82,306           |
| Scott (Ind.)      | 20,422           | 20,991           | 22,960           | 24,181           | 25,470           | 25,565           | 25,850           | 26,216           |
| Shelby (Ky.)      | 23,328           | 24,824           | 33,337           | 42,074           | 47,859           | 48,880           | 51,944           | 56,950           |
| Spencer (Ky.)     | 5,929            | 6,801            | 11,766           | 17,061           | 20,856           | 21,556           | 23,655           | 27,189           |
| Trimble (Ky.)     | 6,253            | 6,090            | 8,125            | 8,809            | 9,240            | 9,309            | 9,514            | 9,807            |
| Washington (Ind.) | 21,932           | 23,717           | 27,223           | 28,262           | 29,533           | 29,654           | 30,015           | 30,436           |
| <b>Totals</b>     | <b>1,338,654</b> | <b>1,338,251</b> | <b>1,468,603</b> | <b>1,613,203</b> | <b>1,486,308</b> | <b>1,499,210</b> | <b>1,738,084</b> | <b>1,801,598</b> |

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



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**Ankur Gopal** CEO, Interapt

2016 EY Entrepreneur of the Year | Google Glass at Work Partner

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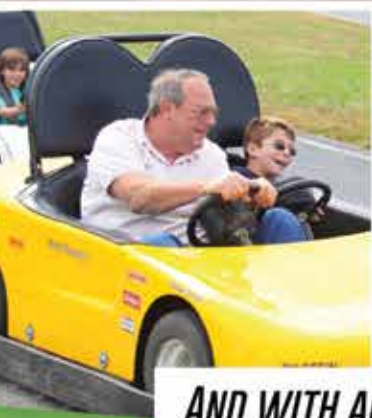
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