

Greater Louisville & Southern Indiana

MARKET REVIEW 2018

Innovation Propels Entrepreneurship

Greater Louisville is benefitting
from a public and private emphasis
on risk taking and fresh ideas

Underwriter



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Greater Louisville & Southern Indiana

MARKET REVIEW 2018



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ON THE COVER

Louisville has experienced an ongoing \$13 billion and growing investment boom over the past few years. City officials have combined community development and economic development management, support to encourage innovation and entrepreneurship, and are growing a climate of commercial cooperation among its business clusters. Cover photo by Red Fly Pictures.

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Founder
ED LANE
(1985-2015)

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, 601 West Short Street, Lexington, KY 40508, 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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Vibrant culture and economy

Greater Louisville has all the right ingredients for continued growth



Tom LeGoff photo



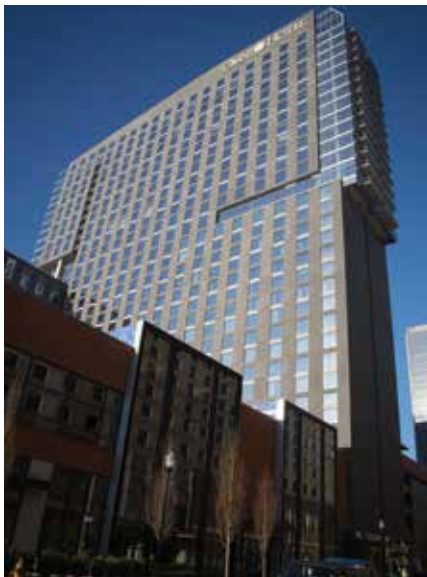
Above: "Bourbonism" is pouring tens of millions of dollars of investment into the Louisville economy to create fun visitor experiences such as the Evan Williams Experience on West Main Street, which is always pouring.

Left: Visitors to one of the popular monthly Art After Dark events at Speed Art Museum, Kentucky's oldest, largest and foremost museum of art. Located just south of downtown near the University of Louisville, it reopened in 2016 after a \$60 million expansion and renovation.



Right: Churchill Downs is one of Louisville's most iconic attractions. This spring it attracted 157,000 fans for the Kentucky Derby. "The most exciting two minutes in sports" holds the record as the longest-running continuous sporting event in the U.S.

Below: The \$300 million, 612-room Omni Louisville Hotel and multiuse development opened in spring 2018 and is an architectural marvel full of surprise features.



Kylene White photo



Above: The Garden Bourbon Bar is a regular feature of the Bourbon and Beyond festival of food, bourbon and music with top chefs, dozens of distillers' best products and world-name performers such as 2018's lineup including Sting, John Mayer, Robert Plant, Sheryl Crow, Counting Crows, Lenny Kravitz, Kaleo, Preservation Hall Jazz Band, David Byrne and dozens more.

Left: Louisville's central business and entertainment district is anchored by the KFC Yum! Center; which brings up to 22,000 at a time to major concerts (29 top acts in 2017), sporting events, shows and conventions.

Right: The Muhammad Ali Center is a non-profit museum and interactive cultural center dedicated to Louisville's best known native, boxer and humanitarian Muhammad Ali, who sought to uplift others via six core principles.





Waterfront Park was home to a Ferris wheel overlooking the river and the downtown skyline over the spring, including Derby Week. City officials say they'll most likely bring it back next year.

Sandor C. Zaldivar photo



Left: Louisville is world renowned for its food and drink scene, making it Lonely Planet's top U.S. recommended travel destination recently. Hip, award-winning Proof on Main inside 21c Museum Hotel was a 2017 top 10 winner by *USA Today* readers for Best Hotel Bar but it's just as well known for its inventive Southern dishes.

Above: "The Barrel" was unveiled in March 2018. It's made of five hoops of cast concrete and wood reliefs that the mind assembles into a bourbon barrel and sits at Fourth and Main Streets, signifying the center of the burgeoning Bourbon District.



Above: Louisville Metro's community health policies earned recognition in 2018 from CityHealth, an initiative of the de Beaumont Foundation and Kaiser Permanente.

Right: Held at Churchill Downs the day before the Kentucky Derby, the Longines Kentucky Oaks is America's premier and most lucrative race for 3-year-old fillies – female horses – held each year.





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John Nation photo



Above: The second annual "Opening Night" at Churchill Downs in April 2017 featured artistic, theatrical and musical performances. The gala raised money for the arts community in Greater Louisville.

Left: Broad Run Park is in the Parklands at Floyd's Fork trail systems.

Bob Hower photo

Below: Norton Commons, a 160-acre contained mixed-use community development in eastern Jefferson County, features a waterside amphitheater.



Above: Hi-Five Doughnuts!, whose anything-but-glazed approach – how about The Kentucky Fried Buttermilk Chicken Donut with Smackdown Sauce? – to one of America's favorite casual pastries, is Louisville's first female owned and operated doughnut food truck and storefront.



Above: Churchill Downs holds an Opening Night gala to raise money for the Fund For The Arts with musical, theatrical, operatic, ballet and artistic performances.

Left: Operating since 1928, The Louisville Palace is on Fourth Street, between Broadway and Chestnut Street. Its opulent Baroque appearance makes it a popular stop for musicians.



Above: Louisville's Waterfront Park is dubbed Louisville's "front yard" by Mayor Greg Fischer. The stunning space hosts dozens of special events throughout the year.

Right Elizabethtown Sports Park attracts tens of thousands of visitors from around the state every year for tournaments and competitions.



Above: Abbey Road on the River, America's largest Beatles-inspired music festival, is held over Memorial Day weekend. The event moved from the Louisville side of the Ohio River to Big Four Station Park in Jeffersonville, Ind., in 2017 with 50 bands and 15,000 fans.

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



Innovation propels entrepreneurship

Greater Louisville is benefitting from a public and private emphasis on risk taking and fresh ideas

BY ABBY LAUB

SEBASTIAN Alvim recalled his first trip to Louisville from Portugal. The innovator brought his MyNurse mobile healthcare concept to the U.S. by way of Kentucky's largest city and was able to quickly hit the ground running, partly by seeking out the right partners, mentors and a solid support network in Louisville – a city welcoming to internationals and supportive of founders with great ideas.

Alvim's success story is an example of Greater Louisville's dedicated emphasis on entrepreneurship. In fact, Greater Louisville Inc. dubbed 2018 "The Year of the Entrepreneur."

"It's been pretty easy to get going here in Louisville," Alvim said. "People were really welcoming to us, and it's been a really good experience. We had no idea about Kentucky; it was a really good surprise. We discovered Louisville has a natural healthcare hub with a lot of companies, and so this is the spot to be in America."

Alvim is a recent graduate of GLI's all new Mentor Louisville program, which matched MyNurse with top-level executives in Humana, among others. MyNurse is a mobile tech platform for home healthcare services. In Portugal it operates with about 600 caregivers and 800 patients, directly connecting the former with the latter with the objective to quickly and more cost effectively get qualified caregivers, skilled nurses and therapists into patients' homes.



Sebastian Alvim, left, is the founder of MyNurse, an innovative home healthcare mobile technology solution. His business is based in Louisville. He runs the growing company with his business partner and CEO Marta Veiga.



Louisville Mayor Greg Fischer, second from right, helped cut the ribbon with Kindred Healthcare executives in January 2018 at Kindred Healthcare's new \$40 million, six-story downtown office building.

"Almost three years ago with my great aunt, my family and I had to hire a caregiver," Alvim recalled. "This was really difficult to pull off. You never are able to connect directly with the caregiver. And that is really uncomfortable because you want to make sure you trust who's going inside your loved one's home. We found that it wasn't just our problem, this is a global problem. In the U.S. alone, there are 46 million Americans over age 65. From this group, 90 percent prefer to age in place, in home. So they need to find the right way to make that possible."

Compounding this problem is the question of how to pay for care.

Growth in the economic clusters

Louisville Forward Chief Mary Ellen Wiederwohl said Lifelong Wellness and Aging Care – one of Louisville Metro's five key business clusters – is a sector ripe for the innovation that firms like MyNurse can pour into it for better outcomes all around.

"Louisville has an opportunity to be a global center for aging care," she said. "We all know about the 'silver tsunami.' We're still a good



Mary Ellen Wiederwohl, Chief, Louisville Forward

10 years out (from the crest of this age wave), and we have the chance because of our density of aging care and lifelong wellness companies to really be a leader in how America deals with its aging population. This is going to be a tale of the country, and we hope Louisville is sitting at the center of that. It's the intersection of the traditional aging-care products with technology; this is focused on aging in place and being in multigenerational settings."

MyNurse, which fully rolls out in the U.S. this summer, eliminates steep agency fees for both patients and caregivers and "allows patients and caregivers to schedule based on their needs," Alvim said.

Greater Louisville's other clusters are also hopping. The other four are: advanced manufacturing; business services; food and beverage; and logistics. Wiederwohl predicts that business services probably has the biggest growth opportunities right now.

"Knowledge economy jobs are what will drive the U.S. in the future," she said.

The 1804 is a bi-state entrepreneur center supporting early-stage startups throughout Louisville and Southern Indiana.

KENTUCKY CABINET FOR ECONOMIC DEVELOPMENT

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As joint leaders of the Kentucky Cabinet for Economic Development, Terry Gill and Vivek Sarin have overseen an unprecedented record level of investment and jobs in Kentucky. In addition, the commonwealth's workforce training revolution is helping provide companies a highly skilled workforce to meet current and future needs.



Terry Gill,
Co-CEO



Vivek Sarin,
Co-CEO

"We have incredible organic growth in this space."

Some of that recently includes Computershare, which moved its back office operation to Louisville and has more than 600 employees. And Ernst & Young and Hogan Lovells also opened up shop in the city.

At the Kentucky Cabinet for Economic Development (also known as Think Kentucky), Secretary Terry Gill notes the emerging "knowledge economy" and Louisville's opportunity to harness the entrepreneurial spirit in this burgeoning space. He points to new entities in Louisville like The 1804, an entrepreneur center serving Louisville and Southern Indiana, as an example of success.



"One of the things I think is exciting about what's happening right now is there's a focus relative to the need to bring some alignment to the entrepreneurial community," Gill said, adding that creating a sense of place – physical places – for innovators and creatives to thrive is crucial to the mission. "We recognize the importance of (the entrepreneurial) community. Not only is it widely recognized as the source of the most net job creation, we see it as this new opportunity for us to take advantage of a number of new federal programs that are just being unveiled. The state has taken a different, more deliberate view of supporting the entrepreneurial community. And then we have the state's largest city declaring it as The Year of the Entrepreneur, so we're all kind of pushing it in that direction."

Think Kentucky's Executive Officer Vivek Sarin also notes that Louisville's existing foundational businesses continue

to thrive, and that they're challenged to "stay on the offense" as many prepare to transition their companies to the next generation of leadership.

"In my experience, what makes the business community in Louisville special is the presence of family owned and operated businesses and privately owned companies in the small business and middle market space," Sarin said. "Succession planning at the ownership and CEO level is really critical to retaining these businesses in the Louisville community, to ensure that all the jobs they provide are retained locally."

The cabinet also wants to see these businesses embrace risk and think seriously about growth.

"There is a truism in business that either you're growing or quietly liquidating," Gill said. "I think one of the challenges in order to grow is you have to think about financing that growth. How do you capitalize and leverage that business to make an acquisition? At some point these second-generation middle market businesses often reach the threshold of their organic growth, and the danger Louisville faces is if that second generation doesn't think big and more broadly about their business being the platform business and then acquiring other competitors regionally or nationally ... We need to be more comfortable with risk."

Growing the city

Taking risk also might mean reshaping the culture of a company in order to attract more qualified workers.

"We constantly hear from every single employer the challenges of the workforce," Sarin said. "Businesses today, especially the small and middle ones, have to be incredibly creative in

Year of the Entrepreneur in full force

Louisvillians have a busy business calendar in 2018. Vice President of Entrepreneurship & Talent at Greater Louisville Inc. (GLI) and Executive Director of EnterpriseCorp Lisa Bajorinas outlines a year full of impressive feats.

"When we look at 2018 and this Year Of The Entrepreneur, the thing to come away with is, in our startup community there are four marquee events that have never happened before that are all going to happen in 2018 in pretty close proximity to each other timewise. That's very exciting and engages every single aspect of our startup community," Bajorinas said.

Louisville was selected from various Endeavor cities around America to host the Endeavor International Selection Panel, which means visitors came from around the globe May 2-9 to see its startup community. Endeavor is a worldwide organization that selects, mentors and accelerates high-impact entrepreneurs to catalyze long-term economic growth.

On May 11, Steve Case, founder of AOL, returned to Louisville with his **Bring The Bus Tour** to examine Louisville's entrepreneurial ecosystem and meet with investors and startups. "There was a big public pitch competition and the winner got a \$100,000 prize," Bajorinas said.

The last time Case was here in 2016, he pointed out the city's need for an entrepreneurship center.

"Sometime in Q4 this year, we will be opening a state-of-the-art **entrepreneur center** in NuLu," Bajorinas said. "They are renovating an almost 200-year-old building. It's a big physical piece of infrastructure we were missing, and we're making it happen."

MobileMedTek will anchor the 30,000-s.f. business ecosystem that's also set to contain co-working and event spaces, retail, startup support, memberships, host classes and more.

In late June, EnterpriseCorp hosts its **Evening of Entrepreneurship** to celebrate 20 years helping startups and the launch of Mentor Louisville, Sales Intensive and RevIt.

providing a unique experience with building a unique company culture that will enable the folks they employ to just love being there, and therefore that company's turnover may go down. You have to go after employees today almost more so than customers."

This sentiment is echoed by Wiederwohl, who said "talent is the single biggest challenge for everyone."

"It's both having people with the right skills for the jobs being created and the jobs you want to recruit to Louisville, and it is also just raw numbers," she said. "We are growing as a city, but we need to be growing faster."

It's an issue that city leaders are tackling head on. Their efforts include making the city a fun, vibrant and livable place, having a deep housing stock, and improving infrastructure and services.

Louisville Forward public information specialist Jessica Wethington notes the career help available to natives and non-natives alike, through entities like KentuckianaWorks and others. Services include manufacturing training for English-language workers, outlined career pathways, credentialing, career calculators in other languages and improved job searches. With more than 25,000 jobs still open in the community, said Wethington, more work is still to be done.

Sustainable growth, authentic Louisville

Louisville officials are excited about the growth in foreign in-migration, but Wiederwohl said recent changes in federal immigration policy present new challenges in raw numbers. However, that doesn't stop them from chasing "second movers." They contribute to Louisville's recent population growth of about 0.5 to 1 percent per year.

"We'd like to double that, but we're not going, overnight, to lose a sense of who we are," Wiederwohl said. "We are not going to



A rendering shows the all new, nearly completed Kentucky International Convention Center. The improvements ring in at more than \$200 million in improvements and should greatly boost Louisville's convention scene and bring new people to the city.

Conventions turn visitors into fans

Convention business contributes \$115 billion annually to the U.S. economy, according to a 2014 study by the Convention Industry Council. It grew more than 9 percent from 2009 to 2012.

Kentucky's largest convention cities, including Louisville, are spending big bucks to ensure that planners bring their events here. The Kentucky International Convention Center in downtown Louisville is reopening after more than \$200 million in improvements. Local officials tackled the years-long project with the knowledge that a top-notch convention space is good for business and residents.

The large new Omni Hotel also is a convention host. In April 2018, the space held more than 250 restaurant industry leaders for the 2018 Restaurant Franchising & Innovation Summit. The Summit was back in Louisville after two years in Dallas and will return again in 2019.

In May 2018 the Actor's Theatre of Louisville hosted the Health Enterprises Network's inaugural aging innovation conference, Converge Louisville: Aging + Innovation. It highlighted Louisville as the epicenter of aging care in the nation.

lose that authenticity. Nashville and Austin; those are two breakout mid-sized cities, and they lament some of that. One of the things they lost that we'll be careful not to lose is affordability. If you grow too fast, it's basic supply-and-demand economics. What we're looking for instead of hyper growth is sustained annual growth. Annualized 2 percent growth would be great."

The city is working hard to actively recruit workers from around the country, and getting the current population more involved in the workforce.

A vibrant place to call home

Attracting innovators, risk takers, entrepreneurs, youth and families alike will keep the train moving, and public and private leaders work hard to give these people a vibrant place to call home.

"We have this wonderful confluence of activity across our economy that's really buoying our economic performance and providing great opportunities for people and literally changing our skylines."

**— Mary Ellen Wiederwohl,
Chief, Louisville Forward**

"You have to build a city that has all of the attractions and things that interest folks who are in their 20s, 30s, 40s who are willing to move," Wiederwohl said. "We take 'placemaking' very seriously. You see that attention to things we give to parks, arts, street projects, downtown activities, all the things we have going on to make Louisville a very livable place. You can't attract talent until you have an attractive city. We are there, and we're super excited about that."

This, and livability, are some of the reasons SmartAsset rated Louisville as No. 8 nationally for best cities for new college graduates.

Wiederwohl is excited by all of the prospects and momentum.

"Louisville is experiencing wonderful momentum in all of our economic clusters, and that plus other activity is contributing to a beautiful renaissance

Flying at the speed of business

Louisville officials are working to ensure that business and leisure travelers have better access to direct flights to the coasts via Louisville International Airport.

"We've got to focus in on the airport," said Kentucky's Cabinet for Economic Development Secretary Terry Gill. "Right now not having as many direct flights as we need, specifically not having any direct flights to the West Coast to service business travel, and to the East Coast is an issue, and we need to begin attracting more business routes, in particular to Boston and the L.A. basin."

Last year the cabinet announced a group initiative with business leaders in Louisville called L-RAD, a fund to help set up and financially backstop new nonstop flight operations from airlines to both coasts.

According to cabinet officials, money from various partners will put a minimum monthly revenue floor under the flight operations for an airline that establishes one or both of those routes. Fund money tops up monthly airline revenues if passenger traffic is low on a flight, with the fund repaid as passenger numbers climb. Already a hub for shipping logistics, Louisville's airport is moving forward with focused efforts to make its movement of people equally as stellar. This will benefit both business and tourism.



Cyclists enjoy Turkey Run Park on the 100-mile Louisville Loop.

in our built environment and capital construction,” she said. “We have this wonderful confluence of activity across our economy that’s really buoying our economic performance and providing great opportunities for people and literally changing our skylines.”

Sarin adds that the fact that all of Louisville’s sectors and neighborhoods are rising is good indication of a successful future, building on its rich history.

“In order for Louisville to become the best version of itself and reach its full potential, all sections of Louisville have to be on offense, have to be developing,” Sarin said. “The entire community has to all be rowing in the same direction for Louisville to reach its full potential. We’re excited to play whatever role we can in all of that.”

Approaching the \$13 billion mark

Almost \$13 billion in investments, expansions and construction is either announced, completed, or underway in Louisville from 2014 to 2018. They are scattered throughout hundreds of projects in Louisville Metro. Here is a small sampling:

Project Development

| PROJECT | INVESTMENT |
|--|---------------|
| Omni Louisville | \$300,000,000 |
| Kentucky International Convention Center | \$207,000,000 |
| Soccer stadium development | \$200,000,000 |
| UofL ShelbyHurst campus | \$189,000,000 |
| Norton Healthcare expansion | \$167,000,000 |
| Norton Audubon Hospital | \$107,000,000 |
| Sheppard Square | \$100,000,000 |
| Whiskey Row hotels | \$100,000,000 |

Source: Louisville Forward

Cheering Louisville on

Greater Louisville has cheerleaders at the state level, but it’s also working to develop its own internal cheering section. Greater Louisville Inc.’s Vice President of Regional Economic Growth Deana Epperly Karem said GLI is working in partnership with Leadership Louisville to pilot a program called City Champs.

“We are working on some programs and advertising to really build up pride of place, and get people bragging about Louisville more, showcasing it to friends and family living outside the region,” Karem said. “We want to build up that attitude of, ‘I chose to live here, it’s a great place.’”

GLI President and CEO Kent Oyler added, “We need everyone in Greater Louisville to be an active ambassador of our regional assets. That is what will propel Greater Louisville to the next level and best our peer cities.”

Such support will ensure sustained growth in the entire region, Oyler said, and “push investment to record-breaking levels in terms of business and workforce attraction and expansion.”

Greater Louisville already has many accolades in the business world.

Economic development achievements from 2017 alone include the identification of 17 “Million Dollar Babies,” companies GLI identified that have either raised at least \$1 million in a single equity round of investment or crossed the \$1 million sales revenue threshold for the first time. According

Infrastructure Development

| PROJECT | INVESTMENT |
|--------------------------------|-----------------|
| Ohio River Bridges Project | \$2,600,000,000 |
| MSD Waterway Protection Tunnel | \$200,000,000 |
| Parklands of Floyds Fork | \$125,000,000 |

Distilleries

| PROJECT | INVESTMENT |
|-------------------------|--------------|
| Old Forester Distillery | \$45,000,000 |
| Angel’s Envy Distillery | \$27,000,000 |
| Heaven Hill expansion | \$25,000,000 |

Economic Development

| PROJECT | INVESTMENT |
|------------------------------|-----------------|
| Ford Kentucky Truck Plant | \$2,200,000,000 |
| Ford expansion III | \$600,000,000 |
| UPS Centennial Hub expansion | \$309,734,119 |
| Grainger | \$272,970,000 |
| Passport Health Plan HQ | \$130,000,000 |
| GE Appliances | \$100,000,000 |
| Clariant expansion | \$100,000,000 |



Bolstering the edges

Louisville prides itself on its downtown progress, which is linked inextricably to its burgeoning edge neighborhoods. Louisville Forward Chief Mary Ellen Wiederwohl touted the “incredible amount of development” going on in the city’s downtown and edge neighborhoods, including “streetcar suburbs like Highlands and Crescent Hill.”

Diverse and sometimes eclectic neighborhoods are in proximity to downtown amenities and within easy reach of rural settings. For years, the suburbs and downtown “got all of the love,” Wiederwohl said, “but then in the middle you sort of had this left-behind land. Now you see all of that filling in, with Butchertown, NuLu, Smoketown, Germantown ... that’s one of the big stories in the Louisville economy.”

Meanwhile, the previously underserved Portland neighborhood of West Louisville currently has almost \$1 billion of new capital going into it, she said.

to *Forbes* magazine, only 5 percent of startups worldwide achieve \$1 million in revenue.

“This is a metric that reflects the health of our startup community. No other city is using it currently, but we are starting to see significant interest in benchmarking from our peer cities,” explained GLI’s Vice President of Entrepreneurship and Talent and Executive Director of EnterpriseCorp Lisa Bajorinas about the “Babies.” “2017’s goal was only 10 of these companies, 2018’s is 12 and we are already beginning to see local companies crossing that line.”

In total last year, EnterpriseCorp, the entrepreneurial arm of GLI, assisted 39 startup companies that generated \$19.9 million in venture capital and angel investment. They created 178 new jobs with average annual salaries of \$55,744.

It also launched several pilot programs to assist entrepreneurs in 2017 whose startups are growing this year, including Mentor Louisville; RevIt, a program that connects startups with marketing professionals to offer specialized advice; and the Sales Intensive Workshop for companies looking to increase their early customer acquisitions.

“It is already shaping up to be a transformative year for both our organization and the entrepreneurial



Ford Motor Co. photo

community on the whole in Greater Louisville. There are clearly big things ahead, and we will be there every step of the way to make sure they reach their full potential,” Bajorinas said.

Gill has no doubt Louisville will keep thriving, and its history of creative thinking will help its future.

“There’s a close linkage to innovation and creativity,” he said. “Think about the creative arts in Louisville, a Midwest – or Southern – city that has a ballet and an orchestra and a theater company that’s internationally known, so the arts community is very important. You can even make the argument that the culinary and bourbon scene are even extensions

of creativity. We have the basic building blocks because of the creativity we have in the city, and innovation is really just an extension of that.”

To business, an arts community represents problem-solving capability.

“It’s a creative solution to a problem that either exists and is a known issue, or it’s an entirely new concept that hasn’t been fully realized yet,” Gill said. “I think that’s one of the reasons why we have the ability to attract more innovation to the community.”

He touts the presence in Greater Louisville of heavy hitters in the global business community like Ford, ResCare, PharmaCord, LINAK, WireCrafters and

Chuck Billingsley and Phil Risinger of Ford’s Kentucky Truck Plant work in the plant’s robot lab. More than 400 new robots – including collaborative robots – were added to the facility during its recent transformation after more than \$1 billion in investment. The robots enable the plant to increase the line speed while keeping employees safe from repetitive-motion injuries.

now Ernst & Young who are providing solid leadership. To grow additional important presences, Gill said, more innovators and risk takers are being welcomed in a supportive business community, and ambitious workers are finding a place to call home. ●

Sports: An economic home run

Sports and recreation bring new business to the region and improve the quality of life. Louisville Forward public information specialist Jessica Wethington laid out the exciting scene in the city’s sports world this year.

By 2020, soccer fans could be watching games in a world-class stadium in the Butchertown neighborhood. Louisville City FC is gaining traction as a soccer club and determined last year that the city needs a soccer-specific stadium if it is to keep growing. The club plans to transform 40 acres into a 10,000-seat stadium and adjacent development for offices, hotels and retail.



Sports draw people from all nationalities, and cricket in particular is popular internationally. Wethington pointed to the city’s emphasis on globalization efforts as one of several reasons to get behind the city’s new cricket fields.

“We have one of the best cricket fields here in the country,” she said. “It’s named after ‘the Babe Ruth of cricket,’ famous cricketer Sunil M. Gavaskar (of India). Opening last fall, it’s the first field in the U.S. and one of a few fields in the world named after Gavaskar. He came to inaugurate it

and fell in love with the city.”

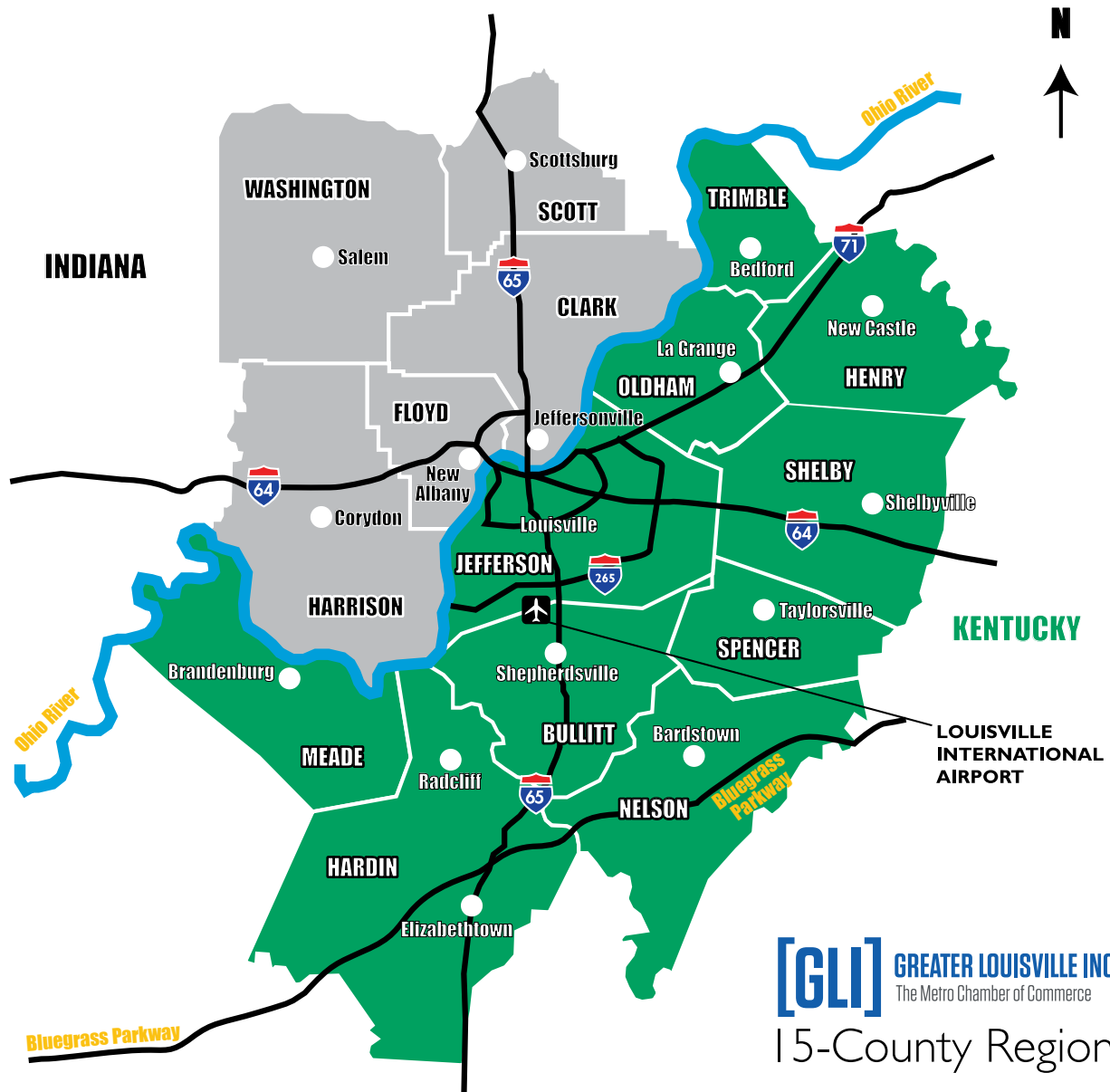
And hoops fans in Louisville can rejoice knowing that efforts to bring a National Basketball Association team to the city are renewed with vigor. Last February, Louisville Metro Council unanimously approved a resolution to support any future expansion of the NBA to the city.

In September 2017, Louisville Mayor Greg Fischer announced a \$30 million indoor track and field facility to be developed on 24 acres on West



Hollenbach-Oakley is the project manager for the master planning of the Butchertown Stadium District, along with the \$50 million soccer stadium. The District will include 30,000 s.f. with 50,000 s.f. of retail space as well as multiple hotel sites. Construction is set to begin this summer.

Muhammed Ali Boulevard. The complex will be designed to host sporting events potentially sponsored by organizations such as USA Track and Field (USATF), the National College Athletics Association (NCAA), colleges and universities, and local and regional public and private schools. The facility will feature retail space and related amenities.



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Population

| | Actual | | | | | Estimates | | |
|--------------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| | 1980 | 1990 | 2000 | 2010 | 2016 | 2018 | 2020 | 2025 |
| Bullitt (Ky.) | 43,346 | 47,567 | 61,236 | 74,319 | 82,788 | 81,392 | 83,186 | 87,470 |
| Clark (Ind.) | 88,838 | 87,777 | 96,472 | 110,232 | 109,481 | 118,002 | 119,944 | 124,984 |
| Floyd (Ind.) | 61,205 | 64,404 | 70,823 | 74,578 | 72,977 | 78,000 | 78,826 | 80,355 |
| Hardin (Ky.) | 88,917 | 89,240 | 94,174 | 105,543 | 112,302 | 110,072 | 112,494 | 118,413 |
| Harrison (Ind.) | 27,276 | 29,890 | 34,325 | 39,364 | 40,474 | 40,237 | 40,636 | 42,091 |
| Henry (Ky.) | 12,740 | 12,823 | 15,060 | 15,416 | 15,747 | 15,615 | 15,617 | 15,514 |
| Jefferson (Ky.) | 685,004 | 665,123 | 693,604 | 741,096 | 773,163 | 779,455 | 790,010 | 815,058 |
| Meade (Ky.) | 22,854 | 24,170 | 26,349 | 28,602 | 30,035 | 27,607 | 27,395 | 26,780 |
| Nelson (Ky.) | 27,584 | 29,710 | 37,477 | 43,437 | 47,456 | 46,534 | 47,473 | 49,702 |
| Oldham (Ky.) | 27,795 | 33,263 | 46,178 | 60,316 | 68,927 | 67,601 | 69,419 | 74,806 |
| Scott (Ind.) | 20,422 | 20,991 | 22,960 | 24,181 | 25,470 | 23,587 | 23,507 | 23,664 |
| Shelby (Ky.) | 23,328 | 24,824 | 33,337 | 42,074 | 47,859 | 48,246 | 49,988 | 54,637 |
| Spencer (Ky.) | 5,929 | 6,801 | 11,766 | 17,061 | 20,856 | 18,828 | 19,451 | 21,069 |
| Trimble (Ky.) | 6,253 | 6,090 | 8,125 | 8,809 | 9,240 | 8,711 | 8,673 | 8,554 |
| Washington (Ind.) | 21,932 | 23,717 | 27,223 | 28,262 | 29,533 | 27,672 | 30,015 | 30,436 |
| Totals | 1,163,423 | 1,166,390 | 1,279,109 | 1,413,290 | 1,486,308 | 1,491,559 | 1,516,634 | 1,573,533 |

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

Holistic growth strategy

Combining community and economic development accelerates investment and placemaking

LOUISVILLE'S economic renaissance is in full swing with \$13 billion in new capital investment from global company attraction and internationally known hotels – like the newly opened \$300 million Omni Hotel and Residences – to urban living options and tourist experiences. In 2014, the city created a new holistic approach to economic



development to harness and accelerate growth; Louisville Forward, the city's organization dedicated to economic and community development led by Chief



Mary Ellen Wiederwohl,
Chief,
Louisville
Forward

Mary Ellen Wiederwohl, is home to all the city's functions for economic, real estate and talent development, providing a one-stop-shop for doing business in Louisville and a unified vision for quality of place for the heart of a region that 1.5 million people call home.

"Our project managers in economic development work daily with opportunities around the world and right up the street for business attraction, retention and expansion; you can start a small business here, and we'll help



guide you through business and financial planning, financing opportunities and education, connect you to an experienced mentor, and really get your business moving forward," said Wiederwohl.

"Finding the right property, the process for rezoning, or obtaining a license or permit are easily navigable processes here in Louisville Forward."

Celebrating its fourth anniversary in 2018, Louisville Forward has been recognized as a top economic development organization by *Site Selection* magazine each

Louisville Forward staff and Mayor Greg Fischer, center, give the "L" salute. Louisville Forward, which combines and coordinates economic development with community development, is a four-year-old initiative of Fischer's and has been recognized by *Site Selection* magazine every year of its existence as a top economic development organization.

of those four years. And it's easy to see why Louisville Forward's approach is winning – in 2017 alone, Louisville Forward landed 57 projects in Jefferson County, representing \$1.68 billion in investment, and 5,096 new jobs.



Above: Grand opening of the \$300 Omni Louisville Hotel in May 2018.

Left: Downtown Louisville is attracting investment and visitors in record numbers the past few years.

Louisville Pride Parade participants were able to celebrate Louisville Metro's perfect 100 score on the Human Rights Campaign Municipal Equality Index, a measure of how inclusive a city is in its LGBTQ policies.

The strategy of combining economic and community development brings enhanced benefits to Louisville's employers and residents.

"Economic development is a very broad undertaking. You could fit just about anything you want to get done under the banner of economic development, but the daily work of economic development is the attraction and expansion of businesses," said Wiederwohl. "Community development is a much longer-term, broader approach. Economic development is driven largely by the market and private business decisions. In community development, you're working at the neighborhood level and impacting how the city looks and feels. The projects can take longer, but there are more policy levers for the city to use for improvement."

Louisville Forward's economic development team focuses its work on five major business clusters – advanced manufacturing, business services, food and beverage, lifelong wellness and aging care, and logistics and e-commerce. To continue driving the momentum, the team partners with the regional workforce development board KentuckianaWorks to ensure employers have a pipeline of skilled workers.

"Workforce is the top concern for nearly every employer and a fundamental area of improvement across the entire economy. We need to keep growing



our higher-skilled talent pool – both cultivating local talent in high demand areas and attracting new talent to the region," said Wiederwohl.

"Our work has two constants – people and place. Every project needs workforce, and all of our economic and community projects focus heavily on real estate and quality of place."

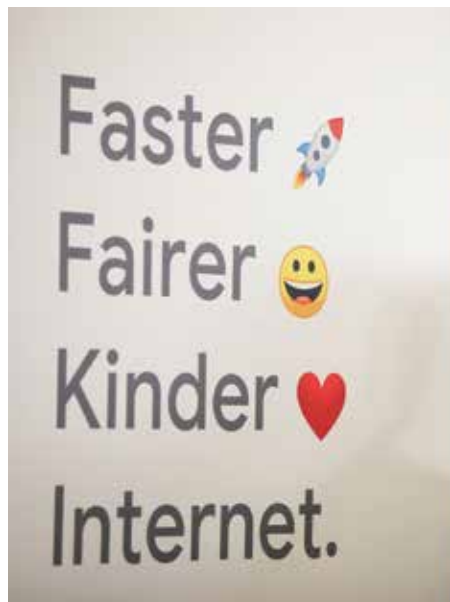
Louisville Forward focuses on development and placemaking across the city's geography, but a lot of exciting redevelopment activity is underway in downtown and in the edge neighborhoods, including revitalization of some of the city's more distressed neighborhoods.

"Many of our redevelopment efforts are focused in West Louisville, and that includes building new housing, supporting small-business creation, enhancing multimodal transportation options, improving the public environment – from streets to sidewalks to trees to parks – and attracting new investment," said Wiederwohl.

The city's initiatives have helped spur more than \$800 million in new investment planned or underway in West Louisville, including over \$220 million to revitalize the Russell neighborhood, a new YMCA, the campus for Passport Health Plan headquarters, and the Louisville Urban League's track and field facility.

The city is a place where everyone is welcome. Louisville is the International Model City of Compassion and holds an entire week of service that sets annual records for volunteerism. And Louisville is proud to proclaim its perfect 100 score for three straight years on the Human Rights Campaign Municipal Equality Index.

Louisville is a dynamic city on the move with exciting new investments elevating its neighborhoods, reshaping its skyline, and helping all of her residents reach their full potential. ●



Louisville is a Google Fiber city. The service launched in multiple neighborhoods of the city in 2017 only five months after announcing its planned deployment.



All roads lead (back) to Louisville

The city and surrounding region's quality of life is unparalleled

BY KEVIN GIBSON

THERE'S a common saying in Louisville that natives might move away, but they always end up moving back. The city is riddled with such stories, including the journey of David Mattingly. Mattingly moved back in 2017 after a successful journalism career, including a 23-year stint at CNN

during which he won an Emmy and countless other awards. He is now an anchor and reporter for WAVE-3 in Louisville.

"After having been so many places throughout the country," Mattingly said, "I can say without a doubt the quality of life is extraordinary. I can't tell you how much I missed this place. I am never leaving home again."

And sometimes non-natives choose Louisville as home.

Annie Pettry, owner and chef at Decca, moved to Louisville in 2012 sight unseen. Obviously, she is heavily involved in the culinary scene, but after a half dozen years, the city means more than that for her.

"The thing I love most about Louisville is the people," she said. "Everyone is so open – caring, sweet, nice people."



goldlouisville.com photo

"After having been so many places throughout the country, I can say without a doubt the quality of life is extraordinary. I can't tell you how much I missed this place. I am never leaving again."



— David Mattingly,
Anchor and Reporter, WAVE-3

Garage Bar, in the trendy East Market district, serves pizza, craft beer and cocktails with a patio large enough for families. The dining and entertaining scene in Greater Louisville is one of the many factors that contribute to a spectacular quality of life in the region.



A conceptual master plan shows Phase IV of Waterfront Park, which will expand west of 10th Street, providing a continuation of open space along the river and the prospect for new experiences and activities. Waterfront Park has been a 30-plus-year project and has more than 2 million visitors annually.

From a world-class parks department largely designed by Frederick Law Olmstead, designer of New York City's Central Park and Asheville's Biltmore Estate grounds, to a nationally recognized culinary scene, many people find Louisville has what they want in a place to call home.

A staple of Louisville is its vibrant arts scene, which rivals those of larger cities thanks in part to the unifying Fund for the Arts, which ties together everything from the city's ballet and opera to a thriving Broadway series and performing arts venue.

In addition, since 2011, Louisville has added 72,000 new private-sector jobs, seen the opening of 2,500 new businesses, and reduced unemployment to 3.5 percent. The city has made many lists of most livable U.S. cities, with NerdWallet ranking it No. 19 of America's most livable cities, *Forbes* ranking it top 10 for coolest cities, *U.S. News* calling it a top 50 place to live, and a Yelp study last year ranking it a top 50 city for starting a new business.

"I see a sustainable city, filled with safe and healthy neighborhoods, where good health and prosperity are

equally available to every age, race and background," Louisville Mayor Greg Fischer said in his State of the City address in January. "I see a city where every person has the chance to reach their full human potential."

From a thriving museum district to live music to the ballyhooed Waterfront Park as a magnet for locals and visitors alike, there's one often-overlooked aspect to the city: its distinctive neighborhoods.

Historic Old Louisville includes America's largest collection of Victorian mansions, a result of the Southern Exposition, which helped lift Louisville to new heights in the late 19th century. Many of these homes are on the National Register of Historic Places, while the neighborhood itself continues to be a thriving residential area, with many University of Louisville students living there.

For tourists, historic homes such as the Caldwell House help capture Louisville's legacy as a top Southern city, with Central Park being a centerpiece of the neighborhood as well as the annual home to the nationally lauded St. James Court Art Show.

Meanwhile, Butchertown, so named because of its history of meat processing operations and hard-working people, is finding new life with a rising scene of restaurants and other attractions, such as Copper & Kings American Brandy Distillery, Butchertown Social and Butchertown Pizza Hall, which is set in an historic building that once housed the long-lived Hall's Cafeteria, popular for decades with area workers.

In the east end of the city, neighborhoods like Prospect provide a different perspective, with modern amenities and some of Louisville's most affluent neighborhoods. Meanwhile, areas like the Highlands maintain a long tradition as a buzzing, diverse hip center of culture, from a vast array of eclectic

"I see a sustainable city filled with safe and healthy neighborhoods, where good health and prosperity are equally available to every age, race and background."



— Louisville Mayor Greg Fischer

dining options to dance clubs to music venues. And Crescent Hill features its collection of historic homes, independent businesses and a vaunted Restaurant Row.

But perhaps the most promise has been seen with the city's investment in Louisville's West End. Portland has been on the rise for several years as a center of art, culture and technology, and is one of the city's first Google Fiber neighborhoods.

The city's investment in other western neighborhoods is perhaps unprecedented, such as the \$220 million revitalization of the Russell neighborhood, a historic area of town that, according to Mayor Greg Fischer, "was hit hard decades ago by discriminatory government and business practices like urban renewal and redlining."

It's no wonder people want to come back home – or to claim Louisville as their new home. And with downtown development and real estate flourishing, the future looks bright.

"It is clear, 2018 will be a year of momentum, opportunity, and change for communities across Louisville," Fischer said. ●

Greater Louisville residents enjoy both high quantity and quality park land, including the Marshall Sprayground at Beckley Creek Park.

John Nation photo



Assets, action, know-how

Financial services sector boosted by ambitious private-sector growth

BY ABBY LAUB

DRIVEN by increased entrepreneurial activity, a thriving downtown and hot real estate activity, financial professionals in Greater Louisville and Southern Indiana are busy and well equipped to manage the \$25 billion-plus in deposits in Jefferson County alone.

The Greater Louisville Association of Realtors (GLAR) reported in spring 2018 that the median price for homes was up nearly 6 percent from March 2017 as inventory continues to be low: 11.4 percent less than last spring. Homes are going under contract very quickly and the competition is cutthroat, keeping lenders across Greater Louisville and Southern Indiana very busy.

Also, Pat Durham, executive vice president of the Building Industry Association of Greater Louisville, noted in a GLAR press release that building permits also are up significantly, indicating construction activity is on the rise.

The Kentucky Bankers Association President/CEO Ballard Cassady pointed out that the passage of the federal Tax Cuts and Jobs Act will promote growth in the financial sector, and cause an uptick in both small and large business loans.



“In turn, increased hiring and higher wages should stimulate the economy,” he said. “We expect merger and acquisition strategies to increase in this new environment.”

One of Louisville’s most longstanding and reputable financial operations, 160-year-old wealth management firm Hilliard Lyons, recently went through a new brand positioning rollout.

Small businesses can find support in Greater Louisville. Entities like the city’s Metropolitan Business Development Corp., StartupLouisville, Venture Connectors, Kentucky Angels and many more invest in hundreds of companies, injecting millions of dollars into the economy.

Louisville’s central business district is home to dozens of banks and headquarters.

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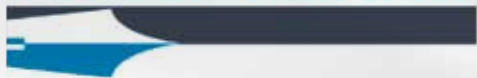
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All business is legal business

Real estate, generational shifts, healthcare are some of Louisville's market drivers

BY SUSAN GOSSELIN

DID you know that Louisville is one of the top 40 legal markets in the nation?

According to the Louisville Bar Association, the area boasts a total of 3,200 practicing members of the bar, a thriving community poised to benefit from the latest advances in the city's economy.

While experts at the firms interviewed for this story all said more large companies are hiring in-house counsel, they all agree opportunities are ripe for nimble firms that understand their client's business to work in tandem with in-house counsel.

"Clients are requiring much more from their outside counsel," said Robert Connolly, firm chair in the Louisville office of Stites & Harbison PLLC. "The firms who succeed in this evolving legal market will be those who understand how to satisfy their clients and surpass expectations. ... We're very bullish on the volume of new matters in 2018."



Robert Connolly,
Firm Chair,
Stites &
Harbison,
Louisville

Advising the city's builders

Many of those new matters will have to do with the development of Louisville's downtown. With the expanded Kentucky International Convention Center set to



open in August after a \$200 million-plus upgrade, and the building of the 612-room Omni Hotel, new businesses have been opening up shop in downtown Louisville at increased speed.

"We're seeing a lot of real estate development work in this office," said Dan Fisher, partner at the Louisville office of Bingham Greenbaum & Doll. "Lots of businesses and restaurants have opened to service the new hotel traffic downtown. More office buildings are being built. And all those businesses need legal help, zoning help, general construction contracts, as well as straight real estate legal work."

Robert Watson, member and partner in charge at the Louisville office of McBrayer McGinnis Leslie & Kirkland, agreed.

"The new building boom downtown has been great for us," Watson said. "We have so many distilleries that are being built right now, and they need help with protecting their names and trademarks. Of course, that dovetails right into the hospitality industry. We've been helping new restaurants downtown with their tenant contracts and getting liquor licenses."

Connolly also noted the real estate uptick.

"Our corporate and real estate lawyers have seen a substantial increase in the number of transactions they have handled

McBrayer has offices on Shelbyville Road in Louisville in addition to Lexington, Frankfort, Greenup, Ashland and Washington, D.C.

over the last 12 months" he reflected, "and that trend has continued in 2018. Our construction lawyers, both on the transactional and litigation fronts, are as busy as they have been in recent memory."

Transitioning to new leadership

The new business coming in isn't just in startups and new construction. Experts say there is a generational shift that is occurring as baby boomers who own businesses retire.

"There's been a lot of robust activity around succession planning for our clients, especially closely held and family-owned businesses," Fisher said. "As the owners age, they are wondering, 'Do I sell? If I hand it down to my children, what's the safest way to do that?' And of course, with a strong business climate comes strong merger and acquisition activity."

There's a generational shift in the nature of the agreements workers have with their companies, as well.

"In the future, I foresee a rise in employment cases," Watson said. "As more people join the workforce, workers don't have the luxury of having one

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In addition to offices in Louisville, Lexington, Frankfort, Greenup, Ashland and Washington, D.C., the firm is recognized for its exceptional lobbying group, MML&K Government Solutions, located in Frankfort.



Robert T.
Watson,
Member

workplace contract their whole careers. People job hop now more than ever, and companies will need strong protection and non-compete contracts.”

Healthcare driving legal scene

As healthcare practice chair for his firm, Fisher said the uncertainty of healthcare legislation has slowed the activity in this sector a bit. But competitive concerns have created new opportunities as well.

“Companies in healthcare are under considerable pressure,” he said. “But they are going into joint ventures, consolidations, collaborations and clinical integrations like never before. Rural hospitals are now looking for legal help as they try to survive and stay independent. And as the industry explores accountable-care organizations and new payment models based on performance, healthcare organizations need the right legal advice to steer them through these agreements.”

Healthcare regulations are another important driver of new business for legal firms.

“While litigation continues to be a mainstay of our firm, healthcare has been a big driver for us,” Connolly said. “Whether dealing with a HIPAA audit or assisting a healthcare organization with a data breach, our healthcare team is busy. We’re looking forward to a good year.”



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Innovation, collaboration, investment

Louisville's largest-in-the-world aging-care cluster is growing and sharing best practices

BY SUSAN GOSSELIN

RECENT estimates by the Kentucky Center for Education and Workforce Statistics show the healthcare industry will create more than 50,000 new jobs in Louisville by 2022. Already, Louisville is the global leader in aging care and wellness, with more headquarters than anywhere.

Louisville Forward reports that aging care organizations employ 21,000 people and bring \$50 billion in revenue to the area. It's a level of growth that also seems to be changing the way healthcare companies in the area approach their business.

"Before, the field was full of competitors, looking to win. But now, healthcare companies are looking for ways to unite as a group to improve the region's economy," said David Buschman, CEO of Greater Louisville Inc.'s Healthcare Enterprises Network (HEN). "It's a big change."

Buschman points to efforts such as HEN's Healthcare VIP program, which bridges the corporate engagement gap by connecting healthcare entrepreneurs with other corporations that can provide mentorship, investment backing and opportunities for product testing.

Louisville's healthcare leaders are so excited about future opportunities, in fact, that they formed their own 501(c)4 organization, The Louisville Healthcare CEO Council. Created late last year, the group leverages the collective influence of the area's top healthcare CEOs to improve



the region's healthcare economy, with an early emphasis on aging care.

The downtown Innovate LTC Lab is another area where universities, local aging-care companies and aging-tech entrepreneurs have come together to pursue new opportunities. The lab, opened in 2017, is a business accelerator aimed at helping to deliver innovative products and services for the global aging population.

Last December, Louisville-based Kindred agreed to be acquired for \$4.1 billion in cash by a consortium consisting of TPG Capital, Humana and Welsh Carson Anderson & Stowe. Humana will own a 40 percent portion of Kindred including home health, hospice and community care, while the other partners will own long-term acute care hospitals and rehab divisions. The move will make it easier to find synergies between Humana's business and home health, a key to keeping costs down for the millions of elderly patients it insures through its Medicare program.

At the University of Louisville's Health Science Center medical campus near downtown, the first major new facility in a decade has been rising since late 2016. As of July, the \$80 million, 176,000-s.f. Novak Center for Children's Health is the new home for pediatrics treatment from UofL Physicians. UofL general pediatrics faculty and pediatric specialists, plus providers from Norton's Children's Hospital, will handle 120,000 patient visits annually. Its name is the result of a major gift from David

Novak, the former head of Louisville-based Yum! Brands, and his family.

Louisville-based ResCare, the largest diversified health services provider in the United States, announced it is constructing a new \$34 million, 140,000-s.f. headquarters building in the Shelbyhurst area.

With a 52 percent share of the local healthcare market, Norton Healthcare is investing in ways to improve outcomes. With hospitals, immediate-care centers and more than 1,000 healthcare providers as part of its network, it is experimenting with ways to make access to healthcare easier. Norton is currently in the middle of a \$125 million, four-year renovation of its Audubon Hospital – an investment that includes private critical care and progressive cardiac care rooms, as well as an expanded emergency department.

It also is investing in a new video visit system that will allow any Norton patient to opt for an appointment by video chat with nurse practitioners.

"The healthcare organization of the future will have to be prepared to meet patients where they are," said Russell Cox, president/CEO of Norton Healthcare. "That's why we've tried to create so many points of access into our system. And everyone who works with us is part of the same electronic health record system, so you never have to worry about transferring records. The future of healthcare is all about being flexible for the patient and family needs." ●

NORTON HEALTHCARE

P.O. Box 35070
Louisville, KY 40232-5070
(502) 629-1234
NortonHealthcare.com
NortonChildrens.com



Russell F. Cox,
President/CEO

Norton Healthcare has been a leader in serving the healthcare needs of adults and children for more than 130 years. In addition to primary care, specialty care includes heart and vascular, neurosciences, cancer, orthopedics, women's and pediatric services. The not-for-profit system is the Louisville area's third largest private employer, with more than 14,000 employees and over 900 employed medical providers serving in 250 locations, including five Louisville hospitals, seven outpatient centers and 14 Norton Immediate Care Centers. A strong research program provides access to clinical trials in a multitude of areas.



For the care
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for everything
you love



For long rides and steep climbs. For fathers, grandfathers, runners and gardeners. From joint replacement to cancer care. At Norton Healthcare, we know you don't live your life to be a patient. You're a patient so you can live your life. Wherever it takes you. Whatever you're up against.

Look for the 

The new 40,000-s.f., \$14.5 million South Central Regional Library opened in Jefferson County in July 2017. The state-of-the-art facility replaced the considerably smaller Okolona branch library and enhances services for more than 160,000 people in south-central Jefferson County.

Livability is no accident

Strong residential and commercial markets shaped by planning with broad community input

BY ROBERT HADLEY

JEFF O'Brien's appointment in late 2017 as Develop Louisville's new director capped a year that saw unprecedented growth in both the commercial and residential real estate markets in Greater Louisville.

O'Brien is involved in Metro Government's new comprehensive plan recommended to council for approval in spring 2018 to replace Cornerstone 2020, which the Louisville and Jefferson County Planning Commission adopted back in 2000. Cornerstone factored in population and demographic forecasts and "produced a plan for a more livable, attractive, mobile, efficient and environmentally sensitive community."

The update takes into account visionary products such as Move Louisville, Vision Louisville, Healthy Louisville and others and incorporates

values like connectivity, healthy authenticity, sustainability and equity.

"The biggest changes include a new, dedicated housing plan element, and public health is considered as part of livability," O'Brien said. "The goals, objectives and policies were developed with broad community input from over 6,000 residents and included more than 160 meetings and events."

During the last two decades when Cornerstone 2020 was in effect, much has changed in the Louisville landscape, including a number of hotels like the influential 21c Museum Hotel, skyline-changing Omni Hotel, AC Hotel and many others. Hilton Hotels announced expansion plans to the city with its "midscale" brand Tru, and the riverfront's venerable 1,000-room Galt House Hotel announced plans for a major remodel.

On the residential side, Louisville is enjoying a continued seller's market

as a result of historically low inventory, according to figures from the Greater Louisville Association of Realtors.

"The local market is still strong despite the fact that the current inventory of homes for sale is (down) roughly 30 percent compared to 10 years ago," GLAR President Dave Parks said in a news release. "There is very strong competition for starter and move-up homes, and more normal levels of inventory for higher-end homes."

Indeed, the Jefferson County residential real estate market is showing a strong upward trend. Comparing the number of houses sold in February 2017



Above: University of Louisville is undergoing a \$63 million expansion at its football stadium, including more designated meeting spaces and a larger strength and conditioning space.

Left: Air Hydro Power, an automation solutions provider in Jeffersontown, Ky., recently added about 42,400 s.f. to an already substantial facility.

HOLLENBACH-OAKLEY

13307 Magisterial Drive
Louisville, KY 40223
(502) 253-1200
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, is a member of numerous associations and active with several community organizations.



John
Hollenbach,
Partner

to February 2018, that figure is up 3.8 percent, according to GLAR, with the average sales price up more than \$7,000, from \$193,040 to \$200,714.

Although the number of homes sold in Oldham County in February is down 5.56 percent compared to last February, Bullitt County is showing strength and similarly tight inventory conditions. The February year-over-year number of homes sold jumped more than 33 percent from 2017 to 2018, and the average home price is up 21 percent, to \$190,959, during the same period.

Residents of the region have a solid stock of housing opportunities available, including downtown urban living, upscale homes within minutes from downtown, more affordable suburban living across the river in Southern Indiana and spacious properties still within Jefferson County. ●



The YMCA broke ground earlier this year on a new facility at 18th and Broadway, as part of the reinvestments happening in West Louisville.

A look at Louisville's great momentum

Below are some key projects identified by Develop Louisville Director Jeff O'Brien. **Omni Hotel & Resort** and expansion of the **Kentucky International Convention Center** will generate more downtown activity. The Omni opened in March and the Convention Center will open in August.

Whiskey Row is another uniquely Louisville downtown project on Main Street. Whiskey Row involves preserving a row of beautiful old buildings with cast-iron facades to house everything from restaurants to apartments and offices and distillery experiences.

In West Louisville, O'Brien called the intersection of 18th and Broadway a "great commercial node for our community. The **YMCA** and **Passport Health Plan** both broke ground earlier this year and, in conjunction with the Dixie Highway improvement project, represent large reinvestment in West Louisville."

Riverport Landings is an intergenerational, comprehensive living community featuring three different types of affordable housing developments merged with community services, retail and a park. Housing opportunities will be available for seniors, families and for young adults coming out of foster care (through a Family Scholar House).

Already underway is **Colonial Gardens**, a site in south Louisville that has rich history. Elvis performed there, it was Louisville's first zoo, and it will be reborn soon into new restaurants that will share a beer garden.

The **Northeast Regional Library** broke ground last fall and is projected to be complete in early 2019. It is the last of three regional libraries included in the Louisville Free Public Library's Master Facilities Plan. It also fulfills a commitment to provide a library within five miles of 90 percent of Jefferson County residents.



Mayor Fischer breaks ground on the new YMCA and Passport Health Plan building in West Louisville.



Above: Kingbrook Logistics Center is a 120,000-s.f. multitenant distribution and lab facility in Simpsonville, Ky. It is currently under construction and is managed by Hollenbach-Oakley.

Right: Riverport Landings is an intergenerational, comprehensive living community off of Cane Run Road. It is a \$71 million affordable living project that will be finished by 2019.



Manufacturing investment continues

Companies benefit from solid workforce, phenomenal logistics and government support

BY ABBY LAUB

LAST summer, *Forbes* magazine named Louisville as the No. 1 city in the U.S. where manufacturing is thriving. Since 2011, manufacturing employment in the Louisville area has grown 30.2 percent, bringing the total to 83,300 jobs – 12.41 percent of jobs in the local economy.

Regional anchors like Ford continue steady growth. The company that gave the world the assembly line has invested more than \$1.3 billion in its Kentucky Truck Plant since 2015 alone. And in June 2017, the company announced it would build 8,500 additional Ford Escape and Lincoln MKC vehicles at the Louisville Assembly Plant.

For years Greater Louisville and Southern Indiana residents and leaders have been accustomed to hearing manufacturing announcements and expansions, as companies seek out the region due to its strategic location, abundance of water, government support, low cost of doing business and a formidable workforce.

Manufacturers who call the region home have a leg up on competition all over the world – ranging from production of the iconic Louisville Slugger baseball bat downtown, to bourbon, vehicles, Girl Scout cookies, airline seating, disco balls, water heaters and so much more.

To ensure the area remains competitive in the manufacturing sector, the city is partnering with the Kentucky Manufacturing Career Center (KMCC) and the Kentucky Federation of Advanced Manufacturing Education (KY FAME) to create a pipeline of highly skilled employees.

Greater Louisville's manufacturing success is part of the state's rosy overall



manufacturing picture. In February 2018, state officials announced that in addition to last year's all-time economic development investment mark of \$9.2 billion, Kentucky has increased the presence of international companies and broken its export record for the second consecutive year. In 2017, Kentucky sold more than \$30.88 billion worth of products and services internationally, a 5.8 percent increase over the previous record from a year ago.

Across the Ohio River, Southern Indiana's River Ridge Development Authority anticipates continued growth at its 6,000-acre Jeffersonville site. The location has benefited from the newly completed Lewis and Clark Bridge six miles upriver from downtown. Also in Jeffersonville is America Place, which touts a business park with 20 brick buildings at dock height and nine ground buildings with drive-in doors and spaces of up to 300,000 s.f.

Further south, areas like Elizabethtown along Interstate 65 benefit from ample available land, logistics and lower costs.

In Louisville, the FirstBuild "microfactory," with partners GE Appliances and Local Motors, continues to crank out new appliances.

This spring, Takigawa Corp. America broke ground on its \$46 million flexible packaging and high-performance films plant in nearby Bardstown that is expected to create 180 jobs.

Another longtime Louisville staple, the 50-year-old WireCrafters LLC, will expand its operation with a \$5.37 million investment to create 100 full-time jobs. WireCrafters will add 26,000 s.f. to its facility.

In November 2017, New Flyer of America Inc. announced it will create up to

Ford invested more than \$1.3 billion in its Kentucky Truck Plant since 2015 alone.

550 full-time jobs as it invests \$40 million to lease and upgrade a facility for bus parts fabrication in Shepherdsville.

And last spring LINAK U.S. Inc.'s plant, which manufactures linear actuators for hospital beds, office desks, farm equipment and other uses, began its \$33 million expansion that will create 413 full-time jobs. The approximately 145,000-s.f. building will double the plant's size.

All manufacturers are based in Louisville unless otherwise noted:

Abell Elevator

Vertical transportation
abellelevator.com

Airguard

Air filtration products
Jeffersonville, Ind. – airguard.com

Akebono Brake Corp.

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

Algood Foods

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

American Fuji Seal Inc.

Container shrink labels
Bardstown, Ky. – afseal.com

American Greetings Corp.

Greeting cards
Bardstown, Ky. – americanGreetings.com

American Printing House for the Blind Inc.

Educational, daily living products
aph.org

BAE Systems

Military equipment
baesystems.com

Balfour Co. Inc.

High school/college announcements
balfour.com



Louisville blacksmith Craig A. Kaviar has been forging for 40 years and is teaching classes in an effort to pass along the ancient knowledge. Kaviar Forge & Gallery is located amongst a sculpture garden at the heart of historic Frankfort Avenue and is within walking distance of many shops and restaurants in Louisville.



Winston Manufacturing of Louisville was selected by Beyond Zero® to manufacture its innovative liquor freezing unit that freezes any alcohol beverage into solid ice at more than 120 degrees below zero. The Beyond Zero unit is aimed at the commercial restaurant and bar industry.

Beach Mold & Tool Inc.

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

BFW Inc.

Fiber-optic 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



Kern's Kitchen has been baking its famous Derby-Pie® in Jeffersontown, Ky., for more than 35 years.

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

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

Freudenberg Medical

Medical devices
Jeffersonville, Ind. — freudenbergmedical.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-Cecilware

Beverage, food equipment
gmcw.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

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

Bakery
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 Corp.

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

Metalsa

Engineered assembled metallic
automotive products
Elizabethtown, Ky. — metalsa.com

Multi Packaging Solutions

Packaging solutions
multipkg.com

Nationwide Uniform Corp.

Security/police/postal uniforms
Hodgenville, Ky.

Papercone Corp.

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

Founded in 1972, Jeffersontown-based Lantech invented stretch wrapping, sparking a packaging revolution that changed the way pallets of products are unitized for shipment.



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

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

US WorldMeds

Pharmaceuticals
usworldmeds.com

Zeon Chemicals

Innovative polymers
zeonchemicals.com

Zoeller Co.

Sewage pump systems
zoeller.com ●

Headquarters haven

Business expertise, workforce and supportive leaders welcome corporate entities



HEAVY hitters in the corporate world like Humana, YUM! Brands, Brown-Forman, ResCare and many others call Greater Louisville home.

Their staying power is proved time and time again, with examples like Humana's constant innovation and attention to its markets at home and around the nation. For example, in April the company launched a national, value-based care Hospital Incentive Program (HIP), designed to provide higher-quality, more coordinated care for Humana commercial members.

This came on the heels of a deal it signed with Renew Recovery to provide in-network access for Humana employer-plan members at Renew Recover facilities in Kentucky. That agreement provides in-network access to comprehensive addiction treatment services for Humana members who are covered by employer plans.

With the advantages of world-class multimodal logistical benefits, a 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.

PharmaCord LLC is establishing its headquarters and call center 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.

Companies headquartered in Louisville and beyond 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

Brown-Forman Corp.

brown-forman.com

Buckhead Management Inc.

eatatbuckheads.com

Café Press Inc.

cafeexpress.com

Caldwell Tanks Inc.

caldwelltanks.com

Check Care Group LLC

checkcare.com

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

Chrysalis Ventures LLC

chrysalisventures.com

Churchill Downs Inc.

churchilldownsincorporated.com

Citizens Financial Corp.

citizensfinancialcorp.com

Commonwealth Bancshares Inc.

cbandt.com

Elmcroft Senior Living

elmcroft.com

Elwood Staffing

elwoodstaffing.com

El Toro

eltoro.com

Farm Credit Mid-America

E-Farmcredit.com

Firstsource Solutions USA LLC

firstsource.com

General Rubber & Plastics Co.

generalrubberplastics.com

Heine Brothers' Coffee

heinebroscoffee.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

kineticmts.com

Limestone Bank

limestonebank.com

LJS Partners LLC

ljsilvers.com

Louisville Paving/Construction

loupaving.com

Louisville Ladder Inc.

louisvilleadder.com

Lucina Health

lucinahealth.com

Manning Equipment LLC

Truckequip.com

Mastoras Ventures LLC

cqrriverside.com

Merrick Industries Inc.

merrickind.com

Miller Transportation Inc.

millertransportation.com

Moby Dick Commissary Inc.

nglantz.com

N Glantz & Son LLC

naglantz.com

North Atlantic Holding Co. Inc.

zigzag.com

Norton Healthcare

nortonhealthcare.com

NTS Realty Holdings LP

ntsdevelopment.com

Office Resources Inc.

oriusa.com

Onco360

onco360.com

ORR Corp.

orrcorp.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

Radtek Inc.

radtekinc.com

SGS International Inc.

sgsintl.com

Signature Health Care LLC

ltcrevolution.com

Stock Yards Bancorp Inc.

syb.com

Sypris Solutions Inc.

sypris.com

Tasman Industries Inc.

tasmanindustries.com

Texas Roadhouse Inc.

texasroadhouse.com

Thorntons Inc.

thorntonsinc.com

True Home Value Inc.**Tumbleweed Inc.**

tumbleweedrestaurants.com

UHL Truck Sales Inc.

uhltrucksales.com

Whayne Supply Co.

whayne.com

Yum! Brands Inc.

yum.com

Zir Med Inc.

public.Zirmed.com

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, Ind. – bedfordbank.com

Bennett & Bennett Insurance Inc.

Corydon, Ind. – bennettins.com

Citizens Union Bancorp

Shelbyville – cubbank.com

Communicare Inc.

Elizabethtown – communicate.org

Edwards Holdings Inc.

Shelbyville – edwardsmoving.com

Evergreen AES Environmental

Shelbyville – evergreenaes.com

Fastline Publications Inc.

Buckner – fastline.com

First Capital Inc.

Corydon, Ind. – firstharrison.com

First Cecilian Bancorp Inc.

Cecilia – thececilianbank.com

First Farmers Bank Holding Co.

Bardstown – mytcbt.com

First Financial Bank

bankatfirst.com

First Savings Financial Group

Clarksville, Ind. – fsbbank.net

Full Circle Registry Inc.

Shelbyville – fullcircleregistry.com

Heaven Hill Distilleries Inc.

Bardstown – heavenhill.com

Hughes Group Inc.

Jeffersonville, Ind. – legacyexhibits.com

ILPEA Industries Inc.

Scottsburg, Ind. – ilpea.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 Inc. of Bullitt County

Shepherdsville

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

South Central Bank

southcentralbank.com

Sun Tan City LLC

Elizabethtown – suntancity.com

Trading Post Homes

Shepherdsville – tradingposthomes.com

United Citizens Financial Corp.

Campbellsburg – unitedcitizensbank.com

US WorldMeds LLC

St. Matthews – usworldmeds.com

WesBanco

wesbanco.com

Wilson & Muir Bancorp Inc.

Bardstown – wilsonmuirbank.com ●



Jeffersontown-based Papa John's International Inc. has roughly 4,600 restaurants worldwide.

Leveraging local assets keeps costs low

Utilities companies spending millions to stay modern and competitive

BY SUSAN GOSSELIN

LOUISVILLE is known for its resources in healthcare, logistics and bourbon distilling. But one of the most important reasons businesses locate to Louisville is its low cost of doing business, and local utilities companies are one of the biggest reasons why.

Much of Kentucky's electricity comes from its indigenous coalfields – 86 percent, in fact – while the remainder is generated through hydroelectric, natural gas turbines and solar. A big chunk of Louisville's natural gas for home and industry comes from easily accessible transcontinental pipelines and Kentucky coalfields. And its water, award winning for its taste and quality, is pumped and treated from the Ohio River aquifer.

All this combines to help Kentucky have some of the lowest overall utility rates in the country.

According to the latest charts from Greater Louisville Inc., the commercial rate for Louisville's electricity is 9.25 cents a kilowatt hour, natural gas is 8.2 cents per cubic foot, and water is \$3.14 per thousand gallons, respectively.

In addition, three major fiber-optic networks span the city, giving businesses a competitive market for their internet service.

And Louisville's utility providers aren't just known for having reasonable rates. They are also known for their ability to work out deals with incoming businesses that really lower the cost of doing business.

Site Selection magazine has named Louisville Gas & Electric one of the country's top 10 utilities for several years

LG&E AND KU ENERGY

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

Louisville Gas and Electric Company and Kentucky Utilities Co., part of the PPL Corp., serve nearly 1.3 million customers and have consistently ranked among the best companies for customer service in the United States. LG&E serves 326,000 natural gas and 411,000 electric customers in Louisville and 16 surrounding counties. KU serves 553,000 customers in 77 Kentucky counties and five counties in Virginia.



Paul Thompson,
Chairman/CEO



running now. Its 2017 listing referred to LG&E's record for the year as "a total of \$1.8 billion invested and 12,692 jobs created via 235 projects – which describes this perennial leader's year in a very big nutshell. The utility's economic development rider conferred more than \$850,000 in credits in 2016, and the company invested over \$500,000 via zero-interest loans to support development of industrial land in two Kentucky communities."

"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 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."

Both the Louisville Water Co. and LG&E continue to invest in their delivery systems, as well. The Louisville Water Co. is installing a pipeline along Interstate 64 to deliver its drinking water to Shelbyville. And it's on track to finish a multiyear, \$23.6 million project in 2020 to eliminate the last of its lead service lines, replacing them with copper. This year, it will also spend \$33 million to replace, repair and perform

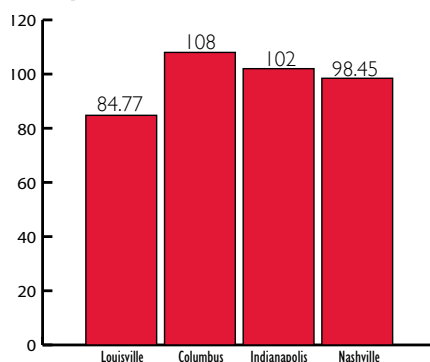
Louisville Water is installing a pipeline along Interstate 64 to deliver its drinking water to Shelbyville.

robotic inspections of water mains to reduce the number of breaks and maintain great quality.

"Louisville is unique in that we have an abundant supply of water and some of the lowest rates in the region. That's why we're focused on economic development," said Kelley Dearing Smith, vice president of communications, marketing and economic development for Louisville Water. "We work closely with the state, city and regional economic development industries on attracting new businesses to the region

Louisville's Energy Cost Ratings

Louisville's energy costs are far below its competitor cities.



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Spencer Bruce,
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Louisville Water provides a high-quality, reliable supply of drinking water to Louisville Metro and portions of Bullitt, Hardin, Nelson, Oldham, Shelby and Spencer counties. Louisville Water began as Kentucky's first public water provider in 1860 and today its treatment plants are ranked as two of the top 16 in North America for outstanding water quality.

or helping existing ones to expand. The campaign focuses on 'discovering Louisville's liquid assets.'"

That development also crosses over into the bourbon industry.

"There are over a dozen bourbon distilleries in our service area, and each uses Louisville Water as part of their production and visitor experience," Dearing Smith said. Water and bourbon have a unique connection – both with our customer, the production, the enjoyment and the social responsibility."

For its part, LG&E is installing a new 12-mile natural gas pipeline this year in Bullitt County to support economic

development in that area. And it has built a research and demonstration site in Harrodsburg at the E.W. Brown Generating Station, in collaboration with the Electric Power Research Institute. The virtual lab it has constructed will test the viability of storing energy in a massive lithium-ion battery system with a one-megawatt smart power inverter and advanced control system at the site.

Atmos Energy

atmosenergy.com

Columbia Gas of Kentucky

columbiagasky.com

Delta Natural Gas Co.

deltagas.com

Duke Energy

duke-energy.com

LG&E/KU is busy installing new pipelines, building a research and demonstration site and continually working to upgrade its services.

Equitable Gas

peoples-gas.com

Hardin County Water District No. 1

hcwd.com

Hardin County Water District No. 2

hardincountywater2.org

Kentucky American Water

amwater.com/kyaw/

LG&E and KU Energy

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Preparing the modern workforce

Educators at all levels partner with private sector to give grads skills for today's economy

BY RUSS BROWN

WHEN Christi Rogers became director of college career readiness for Jefferson County Public Schools two years ago to launch a new program, she expected it to be popular, but it's safe to say she didn't anticipate its explosive growth in such a short time.

The program is The Academies of Louisville, an initiative to transform how JCPS high schools prepare students for 21st-century jobs. An early, limited version of the program without a name was operational for several years at Jeffersontown High School, put in place by then-principal now JCPS Superintendent Marty Pollio.

Rogers, who calls the model “non-magnet, wall-to-wall career academies,” invited all 16 nonmagnet JCPS high schools to take part in the academies.

“We were expecting a few and we got 11,” she said. “It was amazing and there was so much excitement from our business partners. The excitement, commitment and overwhelming support of our community leaders and partners has been very gratifying.”

The academies' two primary sponsors have been Ford Motor Co., as part of its Ford Next Generation Learning (NGL), and Greater Louisville Inc. (GLI), the Metro Chamber of Commerce.

“Employers want skilled and ready talent out of high school as soon as they can get them,” says Deana Epperly Karem, GLI's vice president for regional economic growth. “The Academies of Louisville offer students opportunities to build relationships with employers during their high school career, while they learn a skill set or trade. This program is an investment in the future workforce of Greater Louisville, making us more competitive in attracting new jobs and growing our economy.”

The program has 42 business partners, including GE Appliances, Norton



Healthcare, Oxmoor Auto Group and the Building Industry of Greater Louisville. As is practical, they bring current commercial practice, ideas and operations to students first hand.

“What happens in our classrooms today impacts what happens in our world tomorrow,” Pollio said. “The academy model connects participating schools to committed business partners and links what students learn in the classroom to real-world experience so that all academy graduates are prepared for college career and life, and ready to compete in a global economy.”

Rogers said 13,000 students are involved in the academies with a total of 144 career pathways, 291 have received industry certification, and 2,200 have job shadowed or taken higher-level field trips.

“Our goal is that students graduate with college credits, industry credentials or work experience and a postsecondary plan that pipelines them to a career or apprenticeship,” Rogers said. “We’re striving for real adult, big-boy credentials, real-world credentials. It’s a very deliberate pace to develop a backpack of skills and work experience.”

A small sampling of the many professions in which instruction is offered by the academies to address employment needs in the Louisville area are manufacturing, engineering, internet technology (IT), healthcare and business.

The Academies of Louisville is an innovative solution to the growing problem of workforce shortages. Students can learn in a career-oriented setting and get hands-on, work-ready experience.

“I can’t think of a sector that isn’t engaged and thriving,” Rogers said. “There is such great need (for skilled workers) out there. It’s hard to keep up, it’s moving so fast. We have engagement across the board in all industries. This is a total transformation of public education, very innovative.”

Although there are other similar programs in the country, JCPS has one of the most widespread.

At Norton Healthcare, Christy Ralston, director of workforce development, and Jackie Beard, system director of talent acquisition and workforce development, believe the academies will definitely start paying dividends for employers.

“We’re fortunate to be on the front end of this new program and help develop some of the curriculum with what the needs are going to be when they get into the business world,” Beard said.

A leader in the area when it comes to putting people in the right fields is KentuckianaWorks, which placed more than 1,400 people in new roles last year at an average wage of \$35,426, creating an annual payroll of \$49.8 million.

KentuckianaWorks helps job seekers find jobs and good careers, education

“We have engagement across the board in all industries. This is a total transformation of public education, very innovative.”

— Christi Rogers, director of College Career Readiness, Jefferson County Public Schools

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Dr. Jay D. Marr,
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and training, and assists employers in meeting their workforce needs. KentuckianaWorks helps run Code Louisville, SummerWorks, the Kentucky Manufacturing Career Center and the Kentucky Health Career Center.

"KentuckianaWorks is an integral partner at determining what the community needs and making sure we put our resources in the right place," Ralston said.

A primary sector facing an employee shortage in Kentucky is the tech industry, where workers with hands-on skills in coding and other digital technology are needed. KentuckianaWorks got a major boost in late March when Google added a

\$100,000 sponsorship to assist in expanding its local skills program. Michael Gritton, KentuckianaWorks' executive director, said the organization was tentatively considering deploying some of the money to enhance an existing applied digital skills program and Google Developers training that centers on creating apps.

Another major resource for workforce development is the Kentucky Federation for Advanced Manufacturing Education (KY FAME) program, whose rapidly growing Greater Louisville and Lincoln Trail chapters feed workers into the employment pipeline locally.

KY FAME, which started a decade ago in Central Kentucky based on a national model, helps employers collaborate with postsecondary educational institutions to grow their own talent. It now is a statewide partnership with more than 200 member participant companies.

After high school, students who want to continue their education have no reason to leave the metro area because it offers a wide variety of opportunities on both sides of the river, both private and public. Thirty regional colleges and universities offer 868 degrees.

The University of Louisville is the largest, but others in Greater Louisville and Southern Indiana include Bellarmine



Sullivan University offers bachelor's, master's and doctorate degrees in Louisville in addition to its certificate and associate programs.

University, Spalding University, Indiana University Southeast and Ivy Tech.

Louisville Mayor Greg Fischer launched the Degrees Work program to work with companies and organizations to encourage their employees to complete a degree.

As part of that initiative, a program called Count Me In was created to provide a framework for engaging community support to help achieve the ambitious goal of 55,000 additional college degrees by 2020.

Last December, the 55,000 Degrees initiative partnered with KentuckianaWorks and GLI to host the Tomorrow's Talent summit. ●

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For more information about program successes in graduation rates, placement rates and occupations, please visit: sullivan.edu/programsucces.

Making connections

Louisville's transportation and logistics centers link the region to the world

BY SUSAN GOSSELIN

IN the last five years, Kentucky has invested billions in Louisville's transportation infrastructure. That, in turn, is leveraging a flow of more investment.

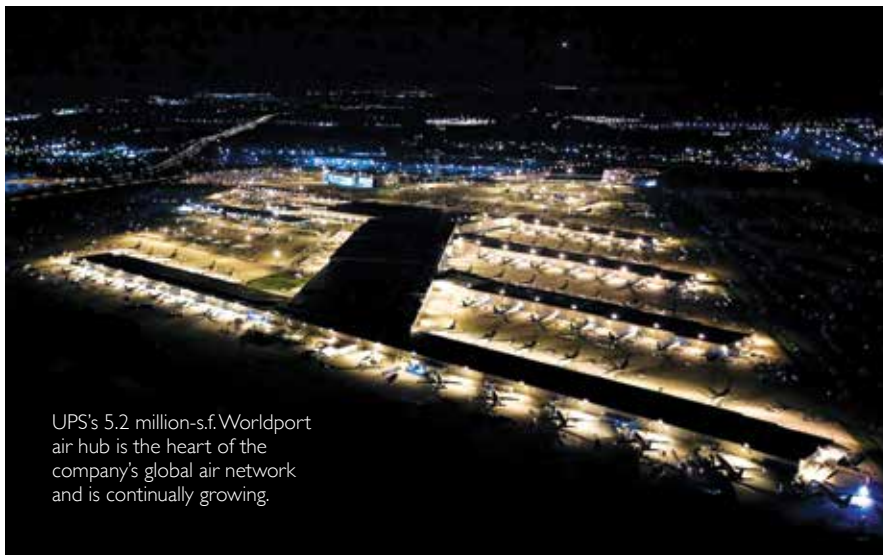
In 2016, all three of Louisville's Ohio River project bridges were completed, including the new Abraham Lincoln Bridge across downtown, the new Lewis & Clark Bridge in the city's East End, and the rehab of the John F. Kennedy Memorial Bridge. These bridges, combined with a complete redesign of the interstate interchanges at Louisville's riverfront "spaghetti junction," cost \$2.5 billion.

This vitally important highway system puts Louisville within a one-day drive of some 50 percent of all United States markets.

Locally, Louisville's Transit Authority of River City (TARC) transports 45,000 passengers a day over those city streets. According to Barry Barker, executive director of TARC, the organization is investing in buses that are a "notch above" what riders typically expect from a city bus.

"We've just received funding to purchase 20 new buses that will have high-end amenities like free Wi-Fi, plush seating, luggage racks, reading lights and outlets at each seat for charging devices," he said. "Our goal is to have more lines that are faster, too. By late 2019, we hope to have eight additional rapid transit buses with fewer stops."

TARC's rapid transit push is part of a redesign the city is doing of the



UPS's 5.2 million-s.f. Worldport air hub is the heart of the company's global air network and is continually growing.

Southside's Dixie Highway corridor, which will include stoplights that are outfitted with sensors to turn lights green as a city bus approaches.

"We expect it will cut transit times by 10 to 20 percent."

TARC isn't the only transportation company in Louisville to be investing in its future. Louisville International Airport (SDF) last year unveiled a \$10 million, 105,000-s.f. renovation. The airport's airlines responded by adding new routes. Southwest in 2018 announced a new nonstop route to Houston. Allegiant announced it would make Louisville a hub for nonstop flights.

The Louisville airport is an important logistical hub for the city. It offers nonstop

service to 28 destinations, and carried 3.4 million passengers in 2017. Perhaps more importantly, SDF is home to UPS Worldport, the global shipper's international hub. The airport ranks third in North America and seventh in the world for total air freight cargo handled. In 2017, the airport handled 5.7 billion pounds of cargo.

That translates into big economic gains for the region. The airport is responsible for 69,900 jobs, \$8.1 billion in economic activity, and \$348.8 million in local and state tax revenue. To prepare for the future, airport administration plans a capital improvement program with estimated construction spending of approximately \$311 million between fiscal year 2019 and 2023.

The airport and bus services aren't the only modes of transport that are investing in growth. UPS has seen significant gains. The company's supply chain and freight revenue increased 21 percent to \$3.2 billion for 4Q 2017, and profit increased 51 percent to \$270 million.

UPS's 5.2 million-s.f. Worldport air hub, located on at the south end of Louisville International Airport, is the heart of UPS's global air network. The automated hub sorts about 2 million packages a day, bound for destinations in the U.S. and around the world. South of the airport on Outer Loop, UPS Supply Chain Solutions provides logistics for other companies, such



TARC transports 45,000 passengers a day over the streets of Louisville.

as warehousing/distribution, repair and refurbishment, kitting and more.

"UPS is growing," said Jim Mayer, public relations manager for UPS Airlines. "To keep up with our rising demand, we are buying 35 new planes, most of them Boeing 747-8s. When the last plane is delivered in 2022, it will up our lift capacity by 30 percent."

Mayer said the company anticipates continued growth in the coming years. UPS is investing more than \$300 million in the Centennial ground hub expansion project, which will nearly double sort capacity for customers from 46,000 to 85,000 packages per hour and create 300 new jobs. UPS also unveiled a new state-of-the-art flight simulation center on its Louisville campus to train its pilots.

"E-commerce is growing significantly, and we don't see that abating. Worldport is the engine room of a global economy, and it puts Louisville at the crossroads of the world. It gives the city advantages over other areas, in so many ways," he said.

The Greater Louisville and Southern Indiana region also has the benefit of top-notch water, rail and logistics infrastructure

to make it highly competitive. Goods and people are within efficient and affordable reach of the entire nation.

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INTERNATIONAL SHIPPING COMPANIES

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Jim Mayer,
Public
Relations
Manager,
UPS Airlines

TRANSIT AUTHORITY OF RIVER CITY (TARC)

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(502) 585-1234
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.

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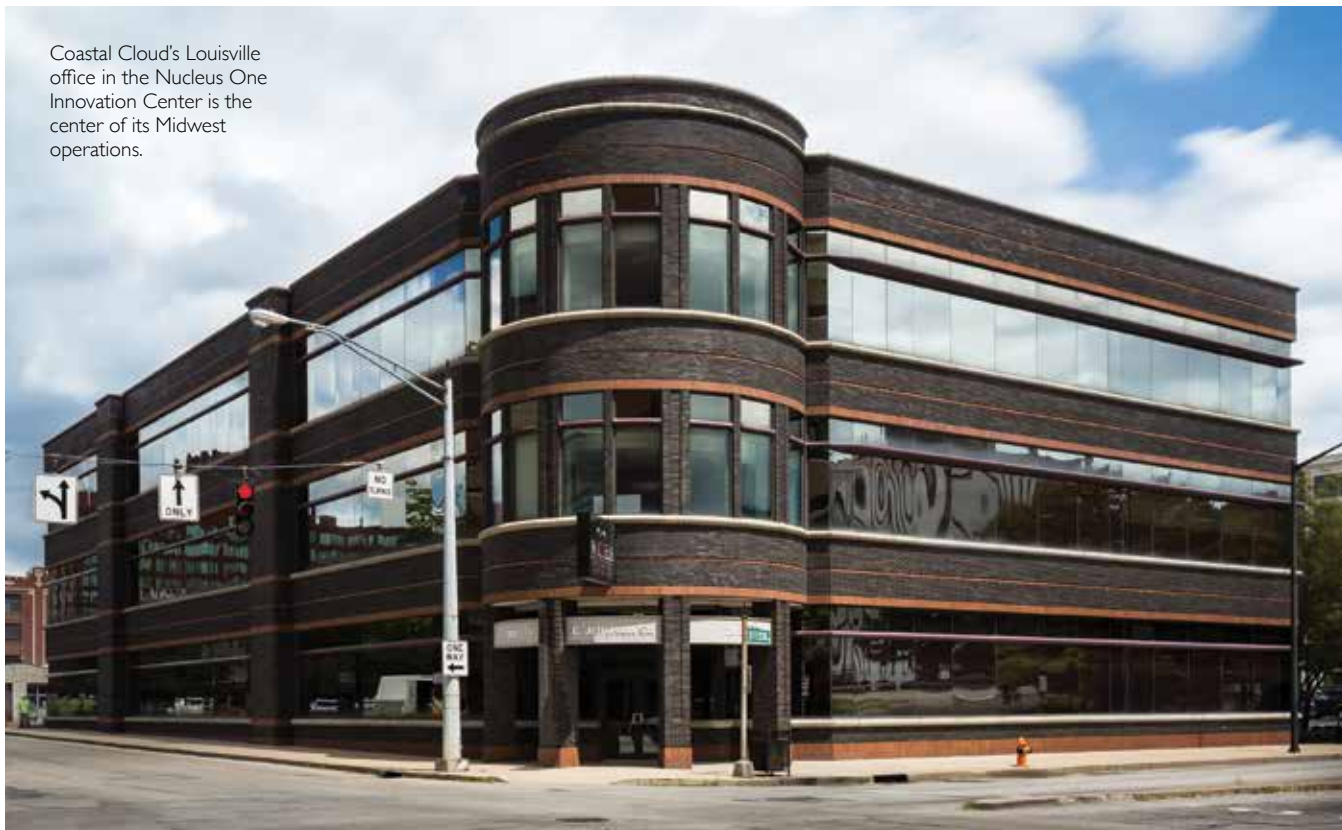
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OF RIVER CITY**

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Streamlining for better outcomes

Greater Louisville is a hub for business solutions that serve clients nationwide

Coastal Cloud's Louisville office in the Nucleus One Innovation Center is the center of its Midwest operations.



BY ABBY LAUB

MORE than 25,000 people and counting are employed in Greater Louisville's business services cluster, according to Louisville Forward. The sector includes IT, accounting, call support centers, application development, cybersecurity, design and more.

At the crossroads of the Midwest and the South, Greater Louisville is a natural fit for business service providers who need to touch a lot of people in all sectors quickly and efficiently. One example is Coastal Cloud, a nationwide firm that provides cloud technology platform expertise and organizational solutions.

Coastal Cloud grew 40 percent last year alone, with much of that happening through the Florida-based company's year-old Louisville office, said Erik Dunnigan, managing director of the Midwest region and nationwide public sector.

"In November 2017, there were four people in Louisville; now Louisville has become the hub of our Midwest operations," Dunnigan said. "Part of that is our Louisville employees working there, and then we have remote staff who

also report into that hub. The Midwest team has a coverage area that goes as far west as Austin and north as Chicago/Milwaukee, as far east as D.C. and as far south as Atlanta."

Business services touch all sectors. For example, Coastal Cloud works with the mayor's office, manufacturing, healthcare and life sciences sectors, and finds lots of demand for technology consulting. It does about 50 percent of its business analyzing processes, suggesting efficiency improvements and building the information technology systems to drive them. The goals is to shift transactional information services behind the scenes to make life more efficient and user friendly.

Private equity firms use Coastal Cloud services to streamline and implement their own unique IT systems into the acquired companies. But ultimately most of the services get down to data.

"We're in the age of the customer," Dunnigan said. "It was the internet and dot-com era, then social media, now we're in the age of the consumer, and they have access to so much info. It becomes a question of how do you keep their attention? What we focus on is

building systems to give you visibility into that data. How are you interacting in your own internal processes with the people who are buying your services? People are constantly interacting with electronics, but we're making it more efficient and giving better growth and revenue into that"

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Jon Stewart,
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Keeping business safe

Cybersecurity is another major growth area in the business services sector. Cyberthreats are real and relentless, no matter the size of the operation. In a March 2018 story in *The Lane Report*, Chris Keller of Prospect-based Advanced Global Communications said it's not a matter of "if" but "when" a company of any size it attacked.

"Enterprise companies have hundreds of folks working on this," Keller said of cybersecurity, "but small and medium-

size businesses are just seeing the attacks on these big companies. They don't realize that there are 'bots' out there looking for IP addresses. These bots don't care what is on the other end."

Cecelia Taylor, spokesperson for the Small Business Administration, told *The Lane Report*, "As more small businesses utilize online solutions to serve customers, manage business operations and market themselves, their risk exposure has grown. Websites, financial transactions, critical databases, client

FirstBuild, a microfactory collaborative space backed by GE Appliances and with connections to the University of Louisville, held a "Hack The Home" hackathon in 2017. The winning team redesigned the kitchen sink with a universal ice and beverage experience.

records and brand reputation can be among the biggest vulnerabilities."

Cybersecurity is a growth area, as are traditional business services like accounting. Kentucky CPA firms expect 2018 to be a year of positive change and growth in demand for their services, partly due to federal Tax Cuts and Jobs Act reforms motivating clients to rethink their business and financial strategies.

"The new federal tax reform legislation will positively impact the economy of the commonwealth, but unfortunately we continue to feel the overall negative impact of our own state tax system and pension crisis," said Diane Medley, managing partner, MCM CPAs & Advisors, in a March *Lane Report* article. "All of us in the business world see clients making long-term decisions in this



Microfactory collaborative FirstBuild is a co-creation community backed by GE Appliances on the edge of the University of Louisville campus.



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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 1,000 implementations, more than 350 clients across four different countries, and over 130 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.

uncertain environment with a significant amount of concern over whether real change will occur. Granted, the federal law will incentivize businesses to make capital investments and to use these dollars toward reinvestment, growth and expansion of product offerings and services, but for Kentucky, caution will counteract significant upside benefits.”

Growth in Southern Indiana

In Southern Indiana, the low cost of doing business and proximity to Louisville is a big draw for business service providers looking to locate their operations.

In April 2018, United Collection Bureau Inc. announced it will lease space in Jeffersonville, Ind., for a new business process outsourcing and collection call center in the River Ridge Commerce Center. UCB, headquartered in Toledo, Ohio, will use the \$2.48 million project to create more than 600 new jobs, with an average wage of \$18.22 per hour by 2022.

“We considered various sites for our new business process outsourcing and collection call center and found Jeffersonville, Ind., to be the location to best suit our current needs. This space will allow us to better serve our clients,”

UCB Chief Operating Officer Michael Karosas said in a news release.

Next door in New Albany, Ind., SmartBox, creator of an industry-leading patient attraction system designed to help dentists attract more patients, recently completed a \$1 million expansion. The company, which currently employs about 80, plans to add about 100 new jobs. SmartBox has been featured on *Inc.*'s list of fastest growing private U.S. companies for two years. SmartBox currently serves more than 550 dentists on three continents.

Also expanding is the international accounting and business services firm Ernst & Young LLP. EY's expanded office in downtown Louisville officially opened in January 2018 and is designed for executive assistants and other shared professional functions. It was a \$4.3 million investment for one of the world's largest business services organizations.

“We were very impressed with the level of talent in Louisville and commend efforts by the city, state and local learning institutions to grow the talent base even more aggressively and in new areas,” said Brent Summers, EY's Americas enterprise support services leader. “That, along

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Office Resources Inc. recently opened a state-of-the-art facility that presents examples of its melding of office furniture, architecture and technology services and products.

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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.

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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 and Indianapolis, Ind., and Cincinnati.

with Louisville's affordability and quality of life, were important factors in our location decision."

Ernst & Young provides assurance, tax, transaction and advisory services in 152 countries and employs 231,000 people.

Supporting the startups

Greater Louisville also has a bevy of services for small businesses and startups.

In February 2018, Kale & Flax launched the Wild Accelerator, a non-profit nine-week micro-accelerator for

female founders in partnership with New2Lou. Kale & Flax is an experiential data and design firm in Louisville.

Wild Accelerator is geared towards idea-stage and early-stage entrepreneurs



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beyond the bottom line.



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MobileServe cofounders Ben Reno-Weber (left) and Chris Head (second from left) recently graduated from GLI's Sales Intensive program.

looking to land initial investment capital, develop a working prototype or create a sound, focused go-to market strategy.

Microfactory collaborative FirstBuild is a co-creation community backed by GE Appliances on the edge of the University of Louisville campus. It gives entrepreneurs and creators access to world-class engineering and design talent in order to bring new appliance products to market in new ways. FirstBuild has boosted Louisville's reputation as a hot spot for entrepreneurial activity.

Another big player in the business services scene is Interapt LLC, which opened its headquarters in Louisville last year. The tech development startup focuses on business innovation services and workforce development. Customers include Baptist Healthcare, Eurofins, Humana, Kindred Healthcare, YUM! Brands and General Electric.

Many of these companies – big and small – also have a focus on giving back. But even good intentions need tech support, which is where MobileServe comes in. The mobile app helps companies streamline the efforts of all



parties involved in volunteering and eases the administrative and human resources burdens surrounding corporate volunteerism.

"It used to be that volunteering and community engagement happened separately from your core business or core organization; it happened on the side," said Ben Reno-Weber, co-founder and chief storyteller of MobileServe. "But with the retirement of baby boomers and rise of the millennials into becoming 50 percent of the workforce, they shifted that from a 'nice to have' to a 'need to have.'"

"Companies that want to be competitive need to align themselves with the values of their employees and their customers. We help them to build the administration of that and communicate clearly internally and externally," Reno-Weber said. "The other part of this is it's engaging and energizing for people to get out of their offices to go do something and feel like your company supports you in that. Engaged employees are more productive employees."

Accelerators made the difference

Reno-Weber is a Louisville native who worked as a consultant in Washington, D.C., before moving back to the area for work. MobileServe was initially built as a "very dinky attempt to solve our problems in engaging volunteers" at his

job with the YMCA. At the time his co-founder Chris Head was getting his MBA at University of Louisville.

"We went through an accelerator called Velocity and got so much client demand that we both mortgaged our houses and built a better tech product than we had initially," Reno-Weber said.

MobileServe went through Greater Louisville Inc.'s Sales Intensive program last year to help refine and clarify its message, network and raise money. They've raised more than \$2 million, have 150 customers all over the country and are growing in 2018 from seven to 10 employees.

Clients include major corporations, not-for-profits, schools and private individuals.

"We were really architected from the ground up to serve an individual," Reno-Weber said. "You end up with a MobileServe account that you have through your school or employers. That's how you got to us but our relationship is with you, and people like using us."

Like many business services, MobileServe touches other sectors, including healthcare and aging care. Reno-Weber said the company is focusing some of its efforts on senior citizens and keeping them engaged in meaningful activities as a way to ease health concerns. ●



MobileServe credits the Louisville environment of support and accelerators with helping it raise more than \$2 million and create a successful app to ease HR administrative work to connect businesses' employees with volunteering opportunities

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Bourbonism's big splash is just beginning

Louisville's spirited affair is pouring billions of tourist dollars into the economy

BY KEVIN GIBSON

It seems like a decade ago when Mayor Greg Fischer first uttered the term “Bourbonism” in relation to Louisville’s tourism strategy. But in just four years, his vision has come true, and then some.

Angel’s Envy is open on East Main Street and going strong a year into public-facing production, adding another tourist attraction with its daily tours. Rabbit Hole Distilling opened Derby weekend near NuLu, and Michter’s President Joe Magliocco said his bourbon operation’s new visitor center will overcome myriad structural issues and open on Whiskey Row later this year.

Rabbit Hole founder Kaveh Zamanian believes the ever-growing number of distilleries and distillery attractions in Louisville has reached a critical mass so that Bourbonism can feed on itself, with each entity thriving off the others.

“I think rising tides do lift all boats,” he said. “I think the concentration within a lot of different types of brands will elevate each other.”

Rabbit Hole distillery’s goal, he said, is to showcase the science of American whiskey, particularly bourbon, in a facility that utilizes an elevated visitor viewing platform to allow them to look down on the entire operation.

Go to Louisville photo



“It’s really going to be a feather in the cap for Kentucky, and a showpiece on the (Kentucky) Bourbon Trail,” he said. “I think we’re probably going to be among the top, if not the top distillery in the country from what we’ve designed in terms of product and in terms of an architectural and engineering standpoint.”

Kentucky Distillers’ Association President Eric Gregory called it a “truly modern, vibrant take on our timeless craft.”

Louisville is world renowned for its food and drink scene, which is part of the reason that Lonely Planet named it the top U.S. travel destination of 2013. Pictured here is the Copper and Kings tasting room in Butchertown.

Zamanzian said Rabbit Hole conservatively predicts up to 30,000 visitors in its first year, adding to Louisville’s 24 million tourist visits each year, which impacts the economy to the tune of \$1.32 billion and supports 26,000 tourism-related jobs.

According to the Louisville Convention and Visitors Bureau, hotel rooms are opening at a rapid rate along with the tourism growth, with the recent openings of the Omni, Aloft, Embassy Suites and Homewood Suites by Hilton on West Market. A \$30 million renovation to the Louisville Marriott Downtown will include a new restaurant. More than 2,000 new hotel rooms have opened in the last three years, the bureau reports.

Meanwhile, Louisville’s brewing industry has grown along with its bourbon counterpart, adding another tourist draw to the city’s already vibrant setting, which includes a nationally recognized culinary scene.

Located on the 700 block of Jefferson and Market St., the all new Rabbit Hole Distilling will connect two vibrant streets in the heart of the NuLu neighborhood.

Kevin Gibson photo



"I think rising tides do lift all boats. I think the concentration within a lot of different types of brands will elevate each other."



**— Kaveh Zamanian,
Rabbit Hole Distilling Founder**

Gravely Brewing added a music-themed destination brewery, overlooking a pair of former beer tunnels that harken to Louisville's rich brewing legacy. One of the city's heritage beer brands, Falls City, was reborn in 2010 and in March opened a new brewery and taproom in the Phoenix Hill neighborhood.

At the opening ceremony, Fischer noted that Louisville was "one of the great brewing cities in the 1800s," adding to a spirits legacy that runs concurrent to "bourbonism." He points out that this tourist aspect of Louisville isn't manufactured – it's part of the city's very culture and history.

"We don't have to invent things," Fischer said. "We just are who we are."

More projects are in the planning that will further move the needle around Louisville, too. For instance, vodka maker Stoli over the winter unveiled Kentucky Owl Park in Bardstown, which will include a distillery, visitors center, restaurant, convention center and more.

Bulleit Distilling is planning a \$10 million, 9,000-s.f. visitor center at its distillery in nearby Shelby County, and the Bardstown Bourbon Co. by July will complete an expansion in Nelson County that will make it one of the largest bourbon distilleries in the world.

Moreover, the recent passage of HB 400 means distilleries soon will be able to ship bottles of their products. Much like a winery in tourist-destination Napa Valley, when a visitor comes to a distillery from out of state, he or she can purchase bottles and have them shipped. The Kentucky Distillers' Association estimates

70 percent of visits to Kentucky Bourbon Trail distilleries are from out of town, and more than 85 percent of those visitors purchase a bottle during their visit – further proof that bourbon, thanks in large part to efforts in Greater Louisville, is just getting started. ●

The Evan Williams Bourbon Experience on Louisville's Main Street "Whiskey Row" features an artisanal distillery, guided tours and educational bourbon tastings. The experience lets visitors step immersively back in time to 1783, when Evan Williams became Kentucky's first commercial distiller:



Falls City Brewing, one of Louisville's heritage beer brands, opened a new brewery in March.

Louisville CVB photo



Momentum builds

Hipster hotness is helping Louisville add thousands of hotel rooms



Guests can order locally inspired cocktails as they view local art on display at the Library Bar at the Omni Louisville Hotel.

renovated Kentucky International Convention Center.

Scheduled for an August 2018 opening, the \$207 million KICC is expected to generate an annual economic impact of \$53 million and will be competitive in the national top-tier market of convention centers. There will be a 40,000-s.f. ballroom, 52 meeting rooms, a conference theatre with 175 tiered seats, kitchen capacity for 15,000 meals per day and 200,125 s.f. of Class A exhibit space, all within walking distance of Whiskey Row, Fourth Street Live, the Urban Bourbon Trail and other downtown attractions.

“We forecast this new infrastructure will grow Louisville’s convention market potentially by 25 percent,” said Karen Williams, Louisville Convention & Visitors Bureau president and CEO. “We have so much to look forward to, and have already booked several high-profile convention industry shows, ensuring we get this new hotel product in front of meeting planners and trade industry executives.”



Karen Williams, President/CEO, Louisville Convention & Visitors Bureau

BY KATHIE STAMPS

HOW cool is Louisville? It collected nationwide praise last year for being among *Travel + Leisure* magazine’s “America’s Favorite Cities Overall,” was one of *Jetsetter*’s “7 U.S. Cities That are Hipper Than You Think,” and was among Yelp’s “Hottest Hipster Markets in America.” There were dozens of other distinctions.

The vibrant culinary scene is a large part of what makes the city so appealing, but then there is downtown’s Bourbon District. In March 2018 the district unveiled “The Barrel” – five hoops made of cast concrete and wood reliefs that the mind assembles into a bourbon barrel. The art piece at Fourth and Main Streets signifies the center of the Bourbon District.

A sign offers an overview of downtown’s bourbon community and a map of the district’s bourbon-oriented attractions and historic sites. It’s a collaborative effort of the Louisville Downtown Partnership, Louisville Metro Government, the Louisville Convention & Visitors Bureau and the Louisville Water Co.

A short jaunt south from the Bourbon District is Churchill Downs, home of the Kentucky Derby. Just after this

year’s race, attended by 157,000, the Kentucky Derby Museum began a \$6.5 million expansion. The project is set for completion in November before the 2018 Breeders’ Cup, which is returning to Churchill Downs, its favorite venue.

The Kentucky Derby Museum hosted 240 events and had a record-setting 230,000 visitor tours in 2017.

“We have 10,000 items in our collection and only 10 percent currently on display,” said Patrick Armstrong, president and CEO of the museum.

Joining champion jockey Bill Shoemaker’s collection of equine memorabilia is champion trainer D. Wayne Lukas’ new collection of more than 1,000 items, including trophies from his trips to the Kentucky Derby, Preakness and Belmont winner’s circles.

“We’re planning a grand opening to take place during Breeders’ Cup week. Wayne will be with us to open his exhibit,” Armstrong said.

Thanks in part to the Derby and its museum, the economic impact of tourism in Louisville for 2017, through 24.7 million visits, was an estimated \$3.5 billion. Those dollars support 27,500 tourism-related jobs.

Those numbers could continue to climb in 2018 thanks to the all new Omni Louisville Hotel and the fully



The Falls of the Ohio River in Clarksville is 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.



Above: The Louisville Mega Cavern is a former limestone mine. The cave stretches under parts of the Watterson Expressway and the Louisville Zoo and includes underground zip lines, a bike park, guided tours and many other attractions in an awe-inspiring space.

Right: Louisville's Waterfront Park attractions were enhanced this spring by a temporary Ferris wheel on the river.

Sandor C. Zaldivar photo



Also in 2018, the Galt House Hotel will begin an \$80 million renovation to the 1972 property, the hotel's third iteration from its origins in 1835. It is the city's only waterfront hotel.

In March 2018, Omni Louisville Hotel opened after two years of construction. A Churchill Downs bugler played the call to the post and "My Old Kentucky Home" at the ribbon-cutting ceremony for the city's tallest hotel (30 stories). The \$300 million investment by Dallas-based TRT Holdings, parent company of Omni Hotels & Resorts, created almost 400 permanent jobs. Among its amenities are a 20,000-s.f. urban market and food hall, a steakhouse and casual restaurant, a speakeasy and bowling alley, a local art gallery and luxury spa, rooftop pool bar and grill, luxury

apartments and 70,000 s.f. of space for meetings and events.

With the opening of a dozen other hotels since 2015, including Aloft, Embassy Suites on Fourth Street, Holiday Inn Express Downtown and Home2Suites Nulu, Louisville has more than 2,000 new rooms for occupancy, with approximately 2,213 more hotel rooms expected over the next two years, for a total of 19,913 by 2019.

Visitors and residents in Greater Louisville and Southern Indiana have no shortage of other attractions and excursions to enjoy, including cave exploring, a firefighter museum, pedestrian trails, parks, historic sites, boat rides and more.

Here is a sampling of the highlights:

Abbey Road on the River

World's largest Beatles festival
arotr.com

Abraham Lincoln Birthplace National Historic Site

Symbolic cabin of Lincoln's birth
Hodgenville — 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 — bernheim.org

Blackacre State Nature Preserve and Historic Homestead

Home dates to 1785
blackacreconservancy.org

The Brennan House

Historic home and gardens

Bullitt County History Museum

Shepherdsville — 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-Caldwell House Museum

Home celebrates Edwardian Age
conrad-caldwell.org

Corydon Capital State Historic Site

Indiana's first state capital
Corydon, Ind. — thisisindiana.org

Kentucky Derby Museum photo

Kentucky Derby Museum visitors take a guided historic walking tour at Churchill Downs.



Culbertson Mansion State Historic Site

Built by Indiana's wealthiest man
in 1867

New Albany, Ind. –
indianamuseum.org/explore

Falls of the Ohio Foundation

Ancient fossil beds
Clarksville, Ind. – fallsotheohio.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 – fortduffield.com

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 – generalpatton.org

George Rogers Clark Homesite

Replica of cabin built in 1803
Clarksville, Ind. – fallsootheohio.org

Gheens Science Hall and Rauch Planetarium

At the University of Louisville
louisville.edu/planetarium

Kentucky Kingdom and Hurricane
Bay is an amusement park and
water park in Louisville, conveniently
located next to the Kentucky
Exposition Center. The park plans to
open a zipline attraction at Jefferson
Memorial Forest in conjunction
with the Louisville Metro Parks and
Recreation Department to be called
Zipline Kingdom.

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 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.

Kentucky Derby Festival

Two-week community celebration
kdf.org

Kentucky Derby Museum

At Churchill Downs
derbymuseum.org

Kentucky Museum of Art and Craft

Promotes traditional arts
kentuckyarts.org

Kentucky Railway Museum

22-mile train excursion
New Haven – 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



Louisville Zoo photo

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
fhwa.dot.gov/byways/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 – maplehillmanor.com

Marengo Cave

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

Mt. Zion Covered Bridge

Built in 1871
Springfield – kentuckytourism.com/
mt-zion-covered-bridge/

Muhammad Ali Center

International education center
alicenter.org

Museum Row on Main

Nine downtown attractions
museumrowonmain.com

The snow leopard, native to the
Himalaya mountains, is among the
1,700 animals at the Louisville Zoo.

My Old Kentucky Dinner Train

Two-hour train excursion
Bardstown – kydinnertrain.com

My Old Kentucky Home State Park

Bardstown –
parks.ky.gov/parks/recreationparks/
old-ky-home/

Oscar Getz Museum

Whiskey and Bardstown history
Bardstown – whiskeymuseum.com

Patriots Peace Memorial

Honors fallen servicemen/women
patriotspeacememorial.org

Schimpff's Confectionery

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-edison-
house/

Thomas Merton Center

Writings of famous monk
mertoncenter.org

Whitehall House & Gardens

Victorian mansion
historicwhitehall.org

Wickland

Home of three governors
Bardstown – visitbardstown.com/
wickland/

Zachary Taylor National Cemetery

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



The Kentucky International Convention Center in downtown Louisville – on the block bounded by 2nd, Jefferson, 3rd and Market streets – is completing a two-year, \$208 million renovation and reopens in August 2018.



EOP Architects image

Kentucky International Convention Center reopens

THE Kentucky International Convention Center in downtown Louisville is completing a \$208 million renovation and expansion.

The design team is EOP Architects with HOK's Chicago office and architect Donald Grinberg, FAIA, a leading consultant on convention facilities design.

The design improves navigation and pedestrian flow and enhances the exterior of the building with a clean, glass facade for maximum transparency. Meeting rooms are upgraded and expanded; entrances are clearly marked.

When the KICC opens in August 2018 it will feature:

- 200,000+ s.f. of exhibit space
- 40,000+ s.f. ballroom
- 960,000 s.f. of total space
- 175-seat state-of-the-art conference theater
- 52 meetings rooms
- LEED Silver certification
- Advanced Wi-Fi capabilities



EOP Architects image

Above: A rendering of the main concourse of the convention center; which is a prefunction space.

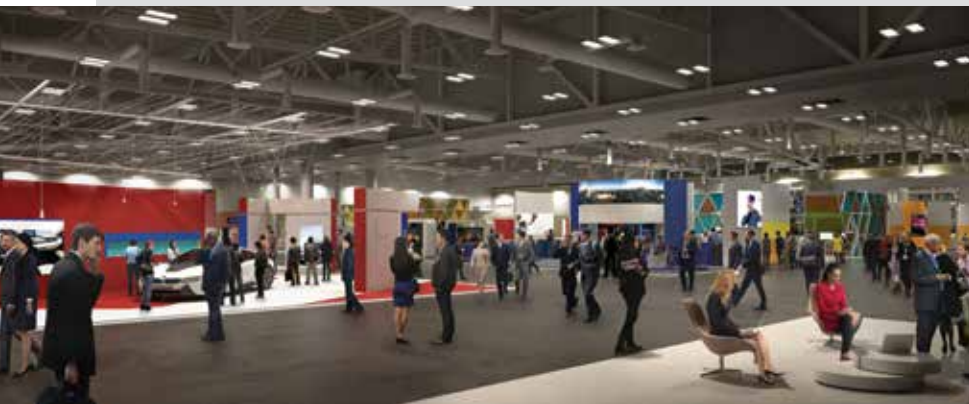


EOP Architects image



Above: The main exhibition hall space as work progressed in March 2018.

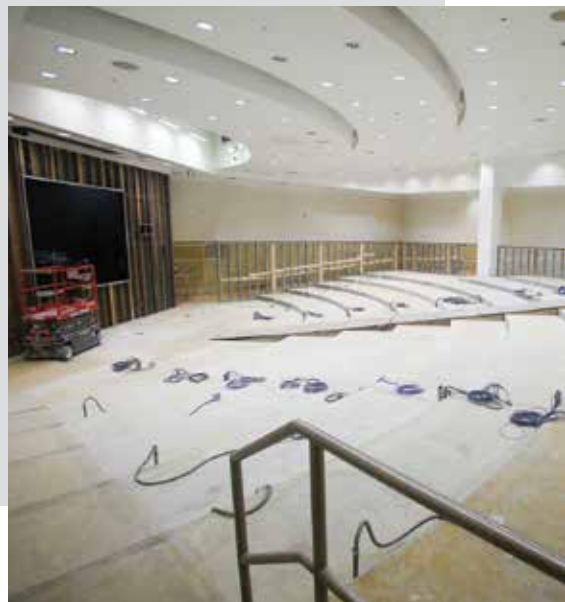
Left: The Kentucky International Convention Center is within just a few blocks of thousands of downtown hotel rooms.



EOP Architects image

Above: A rendering of the finished main exhibition hall space.

Right: Work progressed in March on a state-of-the-art 175-seat conference theater.



Abbey Road on the River, America's largest Beatles-inspired music festival, is held on Memorial Day weekend. The event moved from the Louisville side of the Ohio River to Big Four Station Park in Jeffersonville, Ind., in 2017 with 50 bands and 15,000 fans.



A rainbow palette of arts

Diverse creative community practices accessibility to all and continues to grow

BY KATHIE STAMPS

CULTURE and arts season is year round in Louisville. On any weekend of the year, residents and tourists can take in a show at the KFC Yum! Center, explore art galleries and museums, listen to bands and orchestras, and go to the ballet. Dressy or casual,

spectator or participant, audiences flock to the arts in the River City and surrounding counties.

Over 100 years ago, St. James Court was dubbed Louisville's first subdivision, and a fundraiser event first held there for the Old Louisville Neighborhood Association in 1957 has become an annual happening attracting more than

100,000. The St. James Court Art Show spans three city blocks over three days during the first full weekend of October, features 700 artists from North America and produces a \$7 million economic impact for the city.

Since 1909, Louisville Visual Art has supported creative activity for children and adults. LVA operates in the Portland neighborhood northwest of downtown Louisville and produces Artebella, an email and blog that spotlights the work of a different Louisville artist each workday.

The organization's signature program is Children's Fine Art Classes. CFAC provides artistic instruction for 1,000 children in the Greater Louisville area



Rhianna Terrien photo

The Speed Art Museum houses ancient, classical and modern art from around the world. The focus of the collection is Western art, from antiquity to the present day. Holdings of paintings from the Netherlands; French and Italian works; and contemporary art are particularly strong, with sculpture prominent throughout.

Art. Work. Balance.



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The St. James Court Art Fair spans three blocks and produces \$7 million in economic impact on the city every year. The court's original cast-iron fountain was installed in 1892 and was replaced in 1972 with this bronze fountain surrounded by a 39-foot pool and iron grill.

each year. A springtime fundraiser at the LVA Gallery for CFAC gives patrons the chance to buy a 12-inch by 12-inch painting for \$125 by one of 200 anonymous artists. The artist's name is revealed upon purchase.

The new director of the grandly renovated Speed Art Museum is Stephen Reily, an entrepreneur, civic leader, lawyer and avid supporter of the arts. Reily created a new strategic plan for the museum with a threefold theme of "Invite Everyone; Celebrate Art; Generate Sustainability." A sold-out Speed Ball for 500 patrons in March 2018 attracted more corporate sponsorship than ever before. The museum's Art Detectives program is expanding to take art and educators into classrooms across Kentucky and into Indiana. Museum membership is growing faster than any time since its reopening a couple of years ago.

Located on the campus of the University of Louisville, Speed celebrates its 91st anniversary in 2018. In 2016 it reopened after a three-year, \$60 million renovation and expansion, with double the square footage and almost triple the



Founded in 1958, the Louisville Youth Orchestra offers four orchestras – symphony, concert, repertory and serenade – plus other ensembles for students from 60 schools within 15 counties in Louisville and Southern Indiana. The youngest musicians are in grade school; the program continues for students through age 21.



Lisa Huber Photography photo

gallery space as before. Recent exhibits include "Women Artists in the Age of Impressionism" and "Picasso to Pollock" – with the latter's modern masterworks on loan from the Eskenazi Museum of Art at Indiana University, opening a five-year partnership between the Louisville and Bloomington institutions.

Kentucky Shakespeare, established in 1949, is the oldest free Shakespeare festival in the country. In addition to the annual Kentucky Shakespeare Festival in Central Park, a new program for 2018 is "Shakespeare Without Words," using the universal language of physical comedy to be inclusive of and welcoming to the region's non-English speakers. An External Agency Fund grant from Louisville Metro Government allows the program's creation.

Louisville Ballet was founded in 1952 and has performed more than 70 world-premiere ballets, plus 150 other choreographed works. Under the leadership of artistic and executive director Robert Curran, the organization has 43 staff members, 23 company dancers and 17 trainee dancers. Louisville Ballet's education programs provide matinee performances and on-site lectures for 20,000 schoolchildren each year.

In partnership with the Kentucky Distillers' Association, the Frazier History Museum will open two projects in August 2018: the Kentucky Bourbon Trail Welcome Center, which will serve as the official starting point of the Kentucky Bourbon Trail, and the Spirit of Kentucky Bourbon Exhibit, an immersive experience showcasing bourbon's history and culture.

Penelope Peavler, president and CEO of the Frazier History Museum, serves as co-chair of the Imagine Greater Louisville (IGL) 2020 steering committee, along with Roger Cude, senior vice president

2018 Festivals

Here is a sampling of the region's flagship festivals in 2018:

Abbey Road on the River

May 24-28 in Jeffersonville, Ind.
arotr.com

Festival of Faiths

April 24-28 at Kentucky Center for the Arts
festivaloffaiths.org

Forecastle Festival

July 13-15 at Waterfront Park
forecastlefest.com

Kentucky Derby Festival

60 events April 11 to May 3 at Churchill Downs and all over Louisville
kdf.org

Kentucky Shakespeare Festival

May 30 to Aug. 4 in Central Park
kyshakespeare.com

Kentucky State Fair

Aug. 16-26 at Kentucky Exposition Center
kystatefair.org

St. James Court Art Show

Oct. 5-7 in Old Louisville
stjamescourtartshow.com

WorldFest

Aug. 31 to Sept. 3 at the Belvedere
louisvilleky.gov/government/city-events/worldfest

of Humana. Business and civic leaders lead IGL subcommittees that correspond to each major project priority: access, cultivation, education, diversity, equity and inclusion, and promotion. Fund for the Arts is the principle steward of Imagine Greater Louisville 2020. Launched in spring of 2017, IGL's mission is to pursue how arts and culture can best serve the region.

The goal of the 2017 Fund for the Arts campaign was \$8.5 million. It was surpassed with an additional \$700,000 in in-kind contributions and pledges for future years. FFA's new ArtsMatch crowdfunding platform was supported by



Fund for the Arts photo

Pictured is a dress rehearsal for a co-production of "Requiem" and "Project Faust" by Louisville Ballet and Kentucky Opera, with the Louisville Orchestra. Performances were held in March 2018 at the Kentucky Center on West Main.

LG&E and KU Energy and the Jennifer Lawrence Arts Fund to benefit arts groups like the Americana Community Center and Kentucky College of Art & Design.

In early 2018, 24 new arts and culture projects were announced by the Fund for the Arts and are currently underway in metro Louisville. They include the Imagine 2020 Concert Series at public libraries and the 20th annual Louisville Jewish Film Festival.

Actors Theatre of Louisville
actorstheatre.org

B. Deemer Gallery
bdeemer.com

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

CenterStage at the Jewish Community Center
jewishlouisville.org/the-j/centerstage/

Central Kentucky Community Theatre
Springfield
centralkytheatre.com

Clarksville Little Theatre
clarksvillemiddletheatre.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
actorstheatre.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.com

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
stjamescourtsartshow.com

21c Museum
21cmuseumhotels.com

UofL Theatre Arts Department
louisville.edu/theatrearts

West Louisville Performing Arts Academy
westlouisvilleperformingarts.org ●

Beyond dazzling exhibits of historic military artifacts – President Theodore Roosevelt's "Big Stick" and Geronimo's bow and arrows for starters – the Frazier History Museum on Main Street downtown is a unique site for a wedding ceremony and reception at one venue. The Rooftop Garden is shown here.



Athletics make their mark

Louisville's sporting scene generates millions of dollars and turns spectators into fans



BY RUSS BROWN

ANYONE who has lived in Kentuckiana for more than one day knows people in Louisville and Southern Indiana consider college basketball king and have the pleasure of following highly successful teams.

At the top is the University of Louisville men's and women's teams, who compete in NCAA Division I. Then there's Bellarmine University (Div. II), Spalding University (Div. III) and Indiana University Southeast (NAIA) across the Ohio River in New Albany.

Of course, if you're not a basketball fan, there are plenty of other sporting options available, starting with the spring and fall meets at iconic Churchill Downs. Since 1883 Churchill Downs has hosted horseracing's biggest event, the Kentucky Derby, which even in rain-soaked 2018 had an attendance of 157,000.

Louisville City FC, which competes in the United Soccer League (USL) and plays its games at Slugger Field, has proven so popular that plans are

underway for a 10,000-seat stadium to be built on 40 acres in the city's Butchertown Neighborhood, possibly to open as soon as 2020.

UofL's football, baseball and soccer teams also attract big audiences. And there is renewed effort to attract an NBA team.

But what if you're not content to be a spectator? The Louisville Metro area has plenty of choices for people who enjoy an active lifestyle, including events such as running and bicycle races and a wide-ranging and diverse parks system.

The University of Louisville women's basketball team has 21 NCAA Tournament appearances, and most recently in 2018, when the team reached the Final Four.

The crown jewel of parks is the Louisville Loop, a 100-mile recreational, nonmotorized path that eventually will encircle the city and link neighborhoods to parks and civic attractions. As part of that project, 21st Century Parks has built 19 miles of the Loop through the Parklands of Floyds Fork, with Metro Louisville being responsible for construction and funding of the other 81 miles.

The public/private project is unlike anything currently in development in the nation. It includes four major parks linked by a park drive, an urban trail system, and a remarkable water trail, all tracing Floyds Fork, which is a tributary of the Salt River running 27 miles through eastern and southeastern Jefferson County before draining into the Ohio River.

Park users can hike, bike, fish, picnic or paddle. There are children's playgrounds, walking paths, dog parks, numerous facilities for community events and 19 miles of canoe trails.

In addition to The Parklands, the last major piece of land needed for a 22-acre western expansion of Waterfront Park on the Ohio River was acquired, and fundraising is underway for \$35 million to develop the project. The design for

Churchill Downs continues to grow, with another \$32 million project to improve guests' parking and transportation experience now underway. It hosts the Kentucky Oaks for fillies and the Kentucky Derby for 3-year-old colts the first Friday and Saturday in May, respectively, each attracting crowds of more than 100,000.



what's called Riverfront Park Phase IV includes plazas, pathways, play areas, green spaces, footbridges, sculptures, historic elements and fountains and an extension of River Road from its current terminus near 10th Street to around 14th Street.

"Waterfront Park is Louisville's front yard, our community living room," Mayor Greg Fischer said when announcing the final piece of land acquisition. "Projects like Waterfront Park Phase IV are critical because they strengthen the connection among our neighborhoods by giving people even more space to come together, take a walk, ride their bikes and enjoy our unique quality of life in Louisville."

Waterfront Park has been a 30-plus-year project beginning in 1986. According to the mayor's office, completion of the first three phases have sparked more than \$1.3 billion in investment in the surrounding area and built a program of more than 150 special events with annual park attendance of more than 2 million visitors.

Some of the city's flagship sporting events utilize the park. Most of the major sporting events in the city are spearheaded by the Louisville Sports Commission, which was founded in 1999 and oversees 70 competitions that generate \$50 million in local economic impact.

The newest addition to the list of the commission's projects is the inaugural Bluegrass World Series, a tournament that will feature seven collegiate wood-bat teams and a team comprised of 35 retired Major League players, to be held at Slugger Field in the summer.

The Bluegrass World Series was created based the vision of the Louisville Bats' owners Stuart and Jerry Katzoff to bring a week-long family-oriented event to Louisville that would celebrate



Above: Greater Louisville is home to dozens of events fit for competitive and recreational athletes and families, including a free community hike, bike and paddle event every Memorial Day weekend.

Right: A life-size bronze sculpture of 2006 Derby winner Barbaro, with jockey Edgar Prado, was sculpted by Wisconsin artist Alexa King and installed in front of the Kentucky Derby Museum in 2009.

baseball, family and community and attract visitors from all over the country.

"Kudos to the ownership and management of the Bats for their innovation and creativity in developing the Bluegrass World Series," says Karl Schmitt, president and CEO of the Sports Commission. "This event represents another family-oriented sports experience in Louisville that will draw local people and out-of-town visitors."



Kentucky Derby Museum photo

The Sports Commission isn't involved at this point in efforts to bring the NBA to Louisville – which some skeptics don't see happening – but that hasn't stopped the Louisville Basketball Investment and Support Group from trying. The group announced a commitment of \$750,000 in seed money and the hiring of former basketball star Dan Issel to chase the dream.

"Right now there is no timetable for expansion," Issel said. "What we want is to be ready to go. If and when they accept applications, we want to be on top of the pile." ●

Louisville City Football Club, better known as LouCity, is Kentucky's only fully professional soccer club and averaged nearly 9,000 fans per game in 2017.



**County Seat:**

Louisville
Greg Fischer, mayor
louisvilleky.gov

Estimated 2018 population:
779,455

No. of households:
310,355

Median household income:
\$50,099

Louisville Forward:

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

Metro Council: 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, Vitalis Lanshima, Robin Engel, James Peden, Madonna Flood, David Yates, Brent Ackerson



Greg Fischer



Mary Ellen Wiederwohl

Ranked No. 1 by Forbes for Manufacturing

LAST summer Jefferson County and Kentucky's flagship city of Louisville was named the nation's No. 1 city for manufacturing by *Forbes* magazine, in just one example of the city's economic prowess. That prowess also spills over into its other economic clusters and its ability to create a stellar quality of life for its citizens.

In 2018 alone, Louisville's skyline has changed dramatically with completion of the all new Omni Hotel and the soon-to-be completed Kentucky International Convention Center. Downtown Louisville's scene, as well as its edge neighborhoods are coming alive like never before.

Known the world over as the birthplace of Muhammad Ali and the Kentucky Derby, Louisville now is increasingly making a name for itself in bourbon and food culture, and the city also benefits from thriving sporting, arts and entertainment sectors. Jefferson County's total annual tourism intake is approaching the \$3.45 billion mark.

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.



Jamie Rhodes photo

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.

BULLITT COUNTY, KY.

Bourbon country

JUST 20 miles south of Louisville on I-65 is beautiful Bullitt County, a.k.a. "Jim Beam Country." Bullitt County was named an "official trailhead" of the popular Kentucky Bourbon Trail in 2013 and is a popular destination for spirits enthusiasts. Plus, the county boasts four wineries and has a growing attractions scene – including the world's largest go-kart track at Kart Kountry.

Outdoors lovers can roam miles of trails at Bernheim Arboretum and Research Forest, or host a meeting in the 40,000-s.f. Paroquet Springs Conference Centre. 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.



County Seat: Shepherdsville; Curtis Hockenbury, mayor; shepherdville.net

Estimated 2018 population: 81,392

No. of households: 28,533

Median household income: \$58,702

Bullitt County Chamber of Commerce: Bill Laird, president; bullittchamber.org

Bullitt County Economic Development Authority: John Snider, executive director; gobullittky.com

Judge-Executive: Melanie Roberts; bullittcountyc.com

Shepherdsville-Bullitt County Tourism: Troy Beam, executive director; jimbeamcountry.com

CLARK COUNTY, IND.

Arts and culture on the rise

IN March the picturesque waterfront town of Jeffersonville, Clark County's seat, was awarded a \$220,000 state tourism grant for the development of its Arts and Cultural District. The money will be used to create a home for artists, makers, historians, inventors and others to have a workspace in underutilized buildings and greenspaces. It's part of the ongoing revitalization in the city that's connected to Louisville by foot by The Big Four Bridge.

The second oldest county in Indiana, Clark County was formed in 1801 and was named after Revolutionary War leader Gen. George Rogers Clark. Today, it's a prime place for business and entertainment.



County Seat: Jeffersonville; Mike Moore, mayor; cityofjeff.net

Estimated 2018 population: 118,002

No. of households: 43,074

Median household income: \$51,844

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 Jack Coffman, Connie Sellers; Bryan Glover; co.clark.in.us

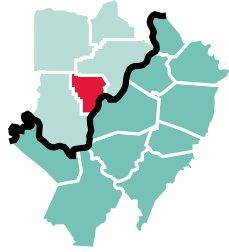
Southern Indiana, Clark-Floyd Counties Convention & Tourism Bureau: Jim Epperson, executive director; GoSoln.com

FLOYD COUNTY, IND.

Once vacant, now vibrant

FLOYD County's seat New Albany went from having about 1 million s.f. of open real estate a decade ago to a thriving river town today with a vibrant downtown scene. Home to the New Albany Riverfront Amphitheater and RiverRun, a family waterpark, the city is a family-friendly destination with a hopping retail, restaurant and attractions scene and walkable downtown.

Dating to 1819, Floyd County was formed from a portion of Clark and Harrison counties and today has a picturesque wooded riverfront and beautiful countryside living within a quick drive to downtown Louisville.



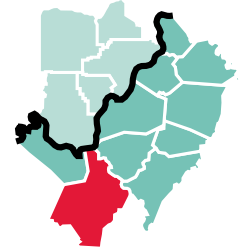
County Seat: New Albany; Jeff Gahan, mayor; cityofnewalbany.com
Estimated 2018 population: 78,000
No. of households: 29,034
Median household income: \$57,494
One Southern Indiana: Wendy Dant Chesser, president/CEO; lsi.org
River Hills Economic Development & Regional Planning Commission: Jill Saegesser, executive director; riverhills.cc
County Commissioners: President Mark Seabrook, John Schellenberger, Billy Stewart; floydcounty.in.gov
Clark-Floyd Counties Convention- Tourism Bureau: Jim Epperson, executive director; GoSoln.com

HARDIN COUNTY, KY.

Business and entertainment prowess

BOASTING low utility costs, available land, Interstate 65 running its north-south length and a solid workforce, Hardin County's growth in the manufacturing sector is on the rise, as are its attractions and quality of life factors. Formed in 1797, the county seat of Elizabethtown is the county's major economic driver. Hardin County is a very active member of the Kentucky Federation for Advanced Manufacturing's (KY FAME) Lincoln Trail chapter.

In 2017 the Kentucky High School Basketball Hall of Fame opened up in Elizabethtown's revitalized downtown, and more than 30,000 visitors flock every summer to the Elizabethtown Aquatic Park. And in April 2018, a near replica of the Vietnam Memorial in Washington, D.C., opened up in the Elizabethtown Nature Park.



County Seat: Elizabethtown; Edna Berger, mayor; elizabethtownky.org
Estimated 2018 population: 110,072
No. of households: 40,422
Median household income: \$51,541
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

HARRISON COUNTY, IND.

Collaborative, thoughtful planning

HARRISON County is making a name for itself with stellar quality of life and business savvy. In 2016 the city of Corydon, the county seat, was awarded a Stellar Communities designation, which prompted \$30 million in investments, including downtown enhancements, housing rehabilitation, and historic building renovations.

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 track to become a 1 Gigabyte Community by 2019, a \$15 million public-private investment.



County Seat: Corydon; Eva North, Town Council president; thisindiana.org
Estimated 2018 population: 40,237
No. of households: 14,524
Median household income: \$52,926
Chamber of Commerce of Harrison County: Lisa Long, president; harrisonchamber.org
Harrison County Economic Development Corporation: Darrell Voelker, executive 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

HENRY COUNTY, KY.

History lives here

WELL-known Kentuckian Wendell Berry is one of Henry County's favorite sons. Inducted as the first living writer into the Kentucky Writers Hall of Fame in 2015, the famed author established the Berry Center on Main Street in New Castle as a nonprofit advocating for farmers, sustainable agriculture and land-conserving communities. Next door is the Bookstore at Berry Center, in the town's oldest original log cabin.

The county seat of New Castle is full of residents who are proud of their heritage, and boasts membership in the Preserve America program and the Kentucky Main Street program.

Henry County was established in 1798 and was named for Patrick Henry, one of the founding fathers of the United States.



County Seat: New Castle; Dennis Benham, mayor; newcastleky.com
Estimated 2018 population: 15,615
No. of households: 6,783
Median household income: \$50,412
Henry County Chamber of Commerce: Holly Kinderman, executive director; chamberhenrycountyky.com
Judge-Executive: John Logan Brent; henrycounty.gov



Mayor:

Bill Dieruf
jeffersontownky.com

Estimated 2018 population:
27,395

No. of households:
11,518

Median household income:
\$63,400

Jeffersontown Chamber:

John Cosby, president

Jeffersontown Economic Development Authority:

Mike Kmetz, director



Bill
Dieruf



Mike
Kmetz

Where community and commerce meet

CONVENIENTLY tucked between three interstates on the east side of Louisville is Jeffersontown, a city that employs more people than live in it. It is only 10 square miles, but has significant influence on the regional and state economy. Major employers include Papa John's, Delta Dental, PharMerica and Boyd.



Mike Kmetz, director of the Jeffersontown Economic Development Authority, said that 2018 brings exciting revitalization in the city's Gaslight Square, including streetscape projects. More restaurants and amenities are setting up shop, including Feast BBQ and 3rd Turn Brewing. He touted restaurants upgrading, and said continual work is happening to improve the pedestrian environment.

"What excites me is that we've got employment opportunities and entertainment for everyone," Kmetz said. "From bars and restaurants, to significant office operations, to large and small-scale manufacturing; combined with the spinoff and support employment that goes with all of that is why we lay claim to the being the largest diversified employment center in the commonwealth."

Growth is happening in the light industrial and manufacturing sector, including the massive expansion of Hydro Power on land that was annexed into Jeffersontown, and Kmetz added "the office market is showing marked improvements."

Sazerac is doubling its headquarters size, Appriss is growing locally into a building that will bear its name and "influencing significant renovations to the tallest office building in Jeffersontown," he noted.

Though there simply isn't much space for a large population, Kmetz said the housing market is very strong in and around the city, with some homes selling for more than the asking price.

LOCATE YOUR COMPANY IN THE LARGEST BUSINESS CENTER IN KENTUCKY.

Bluegrass 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.



Jeffersontown Economic Development Authority
10416 Watterson Trail • Jeffersontown, KY 40299
jeffersontownky.gov • 502-261-9697

Bill Dieruf, Mayor



MEADE COUNTY, KY.

Riverfront scenery, growing industry

MEADE County maintains a picturesque river town atmosphere, but is close enough to Louisville Metro to make doing business convenient. Running trails, public parks and scenic views of the Ohio River abound, and the 2,155-acre Otter Creek Outdoor Recreation Area offers camping, fishing, hunting, horseback riding and other outdoor activities. The county saw a \$1.8 million increase in tourism spending from 2015 to 2016. Also, 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 near its public riverport, where Consolidated Grain and Barge has increased storage capacity.



County Seat: Brandenburg; Ronnie Joyner, mayor; brandenburgky.org

Estimated 2018 population: 27,607

No. of households: 10,631

Median household income: \$50,034

Meade County Chamber of Commerce: Carole Logsdon, director; meadekychamber.org

Meade County-Brandenburg Industrial Development Authority: David Pace, chairman; mcbcdky.org

Meade County Tourism: Carole Logsdon, executive director visitmeadecounty.org

Judge-Executive: Gerry Lynn; meadeky.gov

NELSON COUNTY, KY.

Bourbon means business

IN 2016, Bardstown – the county seat of Nelson County and second oldest town in Kentucky – earned a No. 7 ranking by *Site Selection* magazine among U.S. communities for economic development, thanks in part to more than \$233 million invested by nine companies. Many people know the county for its spirits, as Bardstown is dubbed the Bourbon Capital of the World. Big producers are making big investments, including a \$25 million expansion at Heaven Hill.

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 week-long annual event for 53,000 attendees.



County Seat: Bardstown; Dick Heaton, mayor; cityofbardstown.org

Estimated 2018 population: 46,534

No. of households: 17,236

Median household income: \$51,408

Bardstown/Nelson County Chamber of Commerce: Samantha Brady, executive director; bardstownchamber.com

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

Judge-Executive: Dean Watts; nelsoncountky.com

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

OLDHAM COUNTY, KY.

Top schools, peaceful lifestyle

KNOWN for its stellar public school system and quality of life, Oldham County sits just east of Jefferson County and is buzzing with new real estate and construction activity in all sectors. Oldham Chamber & Economic Development is leading efforts to grow the community's retail scene and amenities and the investment is paying off. The Rawlings Group expanded its La Grange headquarters and will grow from 1,300 employees to 1,950 by 2019.

The community is distinguished by a peaceful lifestyle and beautiful horse farms. More than 10,000 visitors take in Oldham Farm Tours each year from April through October, an agritourism program featuring hands-on experiences, including one of the few working dairy farms in the commonwealth.



County Seat: La Grange; Joe Davenport, mayor; lagrangeky.net

Estimated 2018 population: 67,601

No. of households: 20,148

Median household income: \$86,324

Oldham Chamber & Economic Development: David Bizianes, executive director; oldhamcountychamber.com

Judge-Executive: David Voegelé; oldhamcounty.net

Oldham KY Tourism & Convention: Kim Buckler, executive director; touoldham.com

SCOTT COUNTY, IND.

Community minded, opportunity grabbing

SCOTT County prides itself on being a shining example of Midwestern opportunity at the crossroads of America. Formed in 1820, Scott County is located near four major military installations. This proximity and the availability of secure rooms and worldwide conferencing facilities at the Mid America Science Park in Scottsburg create a perfect environment for defense-related initiatives to thrive. The county also benefits from proximity to world-class engineering schools and global transportation infrastructure.

The county seat of Scottsburg lays host to organized community activities like the mayor's annual Good Neighbor Banquet, Pig Roast in the Park, Scott County Fair, Ross Country Jamboree, and special events sponsored by the Historical Society, Kiwanis Club and Lions Club. Scott County is on the Knobstone Trail, Indiana's longest trail.



County Seat: Scottsburg; William Graham, mayor; cityofscottsburg.com

Estimated 2018 population: 23,587

No. of households: 8,844

Median household income: \$46,368

Greater Scott County Chamber of Commerce: Kelly Dulaney, executive director; scottchamber.org

Scott County Economic Development Corporation: Robert Peacock, executive director; scottcountyin.com

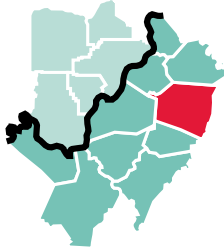
River Hills Economic Development & Regional Planning Commission: Jill Saegesser, executive director; riverhills.cc

SHELBY COUNTY, KY.

In the golden triangle

SHELBY County is known as the American Saddlebred Capital of the World, and that equine heritage is an underlying foundation for all that the county has to offer. The county motto is “Good land, good living, good people” and leaders here know how to leverage resources and opportunities. Shelby County has 80 Saddlebred companies and horse shows contributing to economic development and tourism. The county also is gaining traction in the bourbon world with recent openings including Bulleit Distillery and Jephtha Creed.

The county seat of Shelbyville boasts a unique blend of agriculture, business and industry, thanks in part to its location in the “golden triangle” between Louisville, Lexington, and Cincinnati.



County Seat: Shelbyville; Thomas Hardesty, mayor; shelbyvillekentucky.com
Estimated 2018 population: 48,246

No. of households: 16,123

Median household income: \$61,737

Shelby County Chamber of Commerce: John Wieland, executive director; shelbycountykychamber.com

Shelby County Industrial & Development Foundation: shelbycountyindustrialfoundation.com

Judge-Executive: Dan Ison; shelbycountykentucky.com

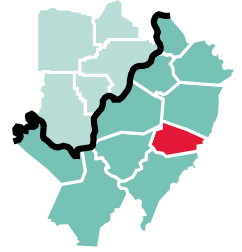
Shelby KY Tourism & Visitors Bureau: Katie Fussenegger, executive director; visitshelbyky.com

SPENCER COUNTY, KY.

Lake attractions, vibrant main street

SPENCER County is home to Taylorsville Lake State Park, long a major tourism draw and even more so in recent years as events surrounding recreational paddling are on the rise. Taylorsville, the county seat, and Spencer County are known for beautiful Kentucky scenery, and the lake also serves as an important economic resource for the region.

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. Parts of three counties – Bullitt, Nelson and Shelby – formed Spencer County in 1824. In November 2016, Spencer County led the entire state in voter turnout, at nearly 70 percent.



County Seat: Taylorsville; Don Pay, mayor; taylorsville.ky.gov

Estimated 2018 population: 18,828

No. of households: 6,448

Median household income: \$65,700

Spencer County-Taylorsville Chamber of Commerce: Stacey Koon, president; spencercountykychamber.com

Judge-Executive: John Riley; spencercountyk.gov

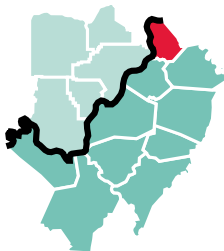
Taylorsville-Spencer County Recreation, Tourist & Convention Commission: Stacey Koon, chair; visittaylorsville.com

TRIMBLE COUNTY, KY.

Rich in history and heritage

ONE of the smallest counties in Kentucky, Trimble County was founded in 1837, but its commitment to community is not small. Every September, Courthouse Square in the county seat of Bedford 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 and is an opportunity for the community and their guests to enjoy camaraderie, live entertainment, arts and crafts, and plenty of apple pie and apple cider.

The Little Kentucky River Winery, a vineyard and winery in Bedford provides tastings inside a restored country home. The county also is home to attractions like Lazy Daisy Farm & Wedding Barn and the Dirty Turtle Offroad Park. Trimble County is rich in agriculture and history and is also the site of a LG&E electric generating facility.



County Seat: Bedford; Todd Pollock, mayor; trimblecounty.ky.gov/cities

Estimated 2018 population: 8,711

No. of households: 3,555

Median household income: \$45,935

Judge-Executive: Jerry Powell; trimblecounty.ky.gov

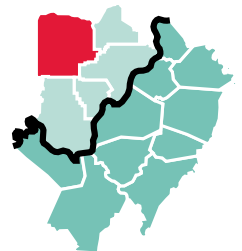
Trimble County Apple Festival: trimbleapplefest.org

WASHINGTON COUNTY, IND.

Prime location, historical attractions

WASHINGTON County is a hotbed for history buffs, with plenty of tourist attractions, including Beck's Mill Gristmill, Depot Railroad Museum, John Jay House, Pioneer Village, Piper Flight Museum, Salem's Carnegie Library and Stevens Memorial Museum. And auto racing fans know about Salem Speedway in the county seat of Salem. 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. The county was formed in late 1813.

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.



County Seat: Salem; Troy Merry, mayor; cityofsalemin.com

Estimated 2018 population: 27,672

No. of households: 12,401

Median household income: \$44,883

Washington County Indiana Economic Growth Partnership: Sabrina Burdine, executive director; wcegp.org

River Hills Economic Development & Regional Planning Commission: Jill Saegesser, executive director; riverhills.cc

County Commissioners: Phillip Marshall, Preston Shell, Rick Roberts; washingtoncounty.in.gov

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In addition to being named a **Google Fiber city**, Louisville is installing middle mile fiber throughout the city to support future investments in smart city technologies and to increase access to **high-speed connections**.

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