

Greater Louisville & Southern Indiana

MARKET REVIEW 2019

Today's Talent Loves Louisville

A City Where the Sky is the Limit



Underwriters

[GLI]

GREATER LOUISVILLE INC.
Growing The Regional Economy

Louisville
Forward

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5 Renewable Energy Options

We have expanded our portfolio of renewable energy options for customers, with programs such as business solar, Solar Share and Green Energy. Whether interested businesses want to install solar energy on-site, or subscribe to help grow local and regional renewable energy, we partner with customers to meet their sustainability goals. We have also proposed the addition of a new Green Energy tariff to further promote renewable energy growth in the state.

lge-ku.com/economic-development

Greater Louisville & Southern Indiana

MARKET REVIEW 2019



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ON THE COVER

8UP Elevated Drinkery and Kitchen, a restaurant, lounge and bar located on the rooftop of the Hilton Garden Inn, offers spectacular views of the downtown Louisville skyline. Photo by Marty Pearl

Underwriters



Published by



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(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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We may find a cure for cancer—right here in Kentucky

Dr. Ray Takigiku's company, Bexion Pharmaceuticals has developed a way to kill tumor cells in certain types of cancers while leaving healthy cells intact. And he's doing it in Kentucky.

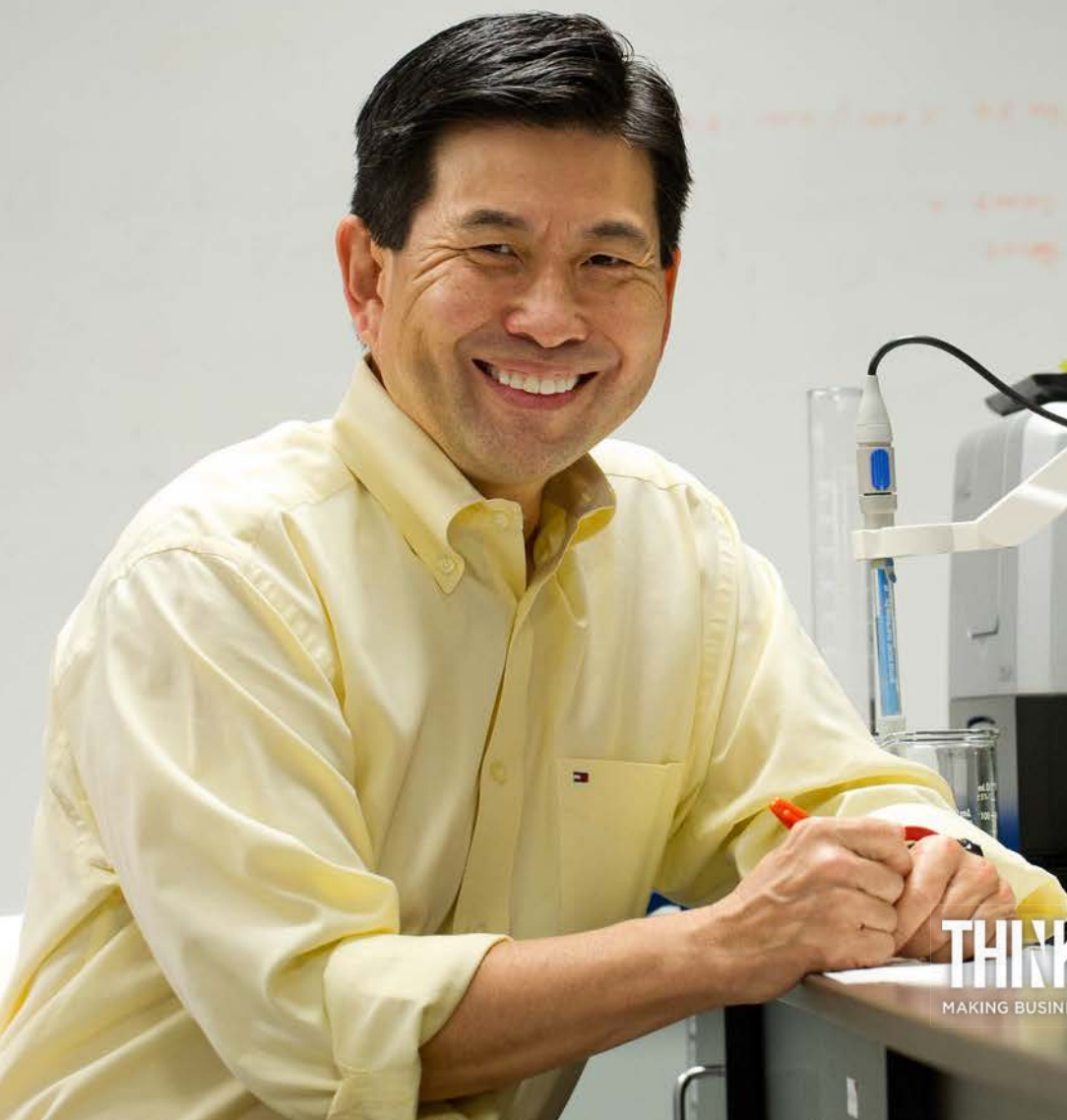
Thanks to Kentucky's strong support, and eight years of research, Bexion now has FDA approval to begin clinical trials. This could someday lead to a cure for cancer.

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Living it up in Louisville

Greater Louisville and Southern Indiana's economic, entertainment and residential landscape attracts the best and brightest



Above: Using reclaimed wood, Danish artist Thomas Dambo created three giant trolls at Bernheim Forest to celebrate the park's 90th anniversary. Bernheim is the largest privately held forest dedicated to conservation and education in the eastern United States.

Left: More than 1,500 horses live on the grounds of Churchill Downs each year.

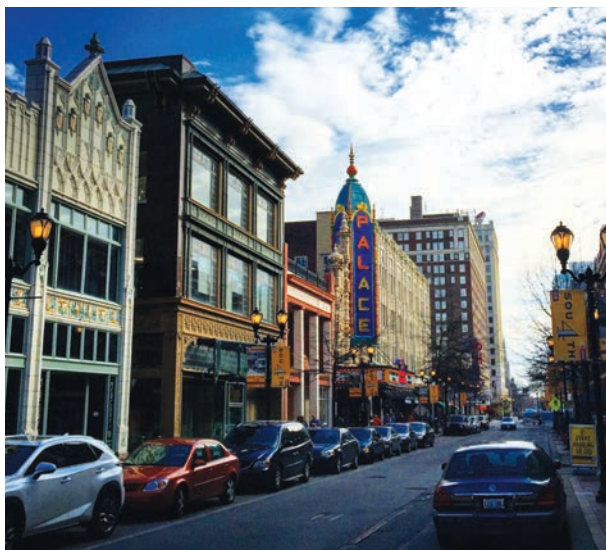


Above: The KFC Yum! Center, situated on the Louisville waterfront, hosts numerous events each year, including big name musical acts, sporting events and more.

Below: Wheatley Elementary School chess team members take turns on a life-size chess set at the California Community Center, which received updates in 2018 thanks to a partnership between Louisville Parks and Recreation and Heaven Hill Brands.



Above: The annual Louisville Pride Festival in the Highlands neighborhood is a colorful celebration of equality that features family-friendly entertainment and vendors.



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

Below: More than 28 million people have visited the Louisville Zoo since it opened 50 years ago. The 134-acre park has 1,100 animals, award-winning animal habitat exhibits and lush botanical gardens.





Louisville and Southern Indiana boast not only big business but ample waterfront and leisure areas for residents to enjoy. The region is a prime place to live, play and do business.



Right: Mayor Greg Fisher gets a high five after dedicating a new five-a-side soccer field at Beechmont Community Center. It was funded by a partnership between the Louisville Parks Foundation and the Louisville City FC, Kentucky's only professional soccer team.



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

Below: The Evan Williams Bourbon Experience offers visitors a close-up view of the distilling process.



Above: The Hike, Bike & Paddle – held each year on Memorial Day and Labor Day – includes fitness demonstrations, vendor booths and giveaways, as well as a 5K hike, a 12.5-mile bike ride and a paddle on the Ohio River.



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Above: The Bardstown Bourbon Company is set on 100 acres of active farmland in Bardstown, where it produces bourbon, whiskey and rye brands. The centerpiece of the distillery is Bottle & Bond, a modern, full-service restaurant where guests can dine with a view of the working distillery through floor-to-ceiling glass walls.

Churchill Downs photo



Bob Hower photo

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

Right: Broad Run Park sits on 600 acres of land at the Parklands of Floyds Ford in Louisville. It features dramatic views, waterfalls, tree-lined paths, creekside communities, hiking trails and traditional park amenities.



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



Above: Iconic Churchill Downs and its signature Twin Spires are the familiar setting of the Kentucky Derby on the first Saturday in May. The racetrack is a not-to-miss Louisville destination.



Left: Museum Row offers several exciting tourist attractions, all located within a few historic blocks of downtown Louisville.



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

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

A region today's tech talent can't resist

Greater Louisville has that prime mix of quality of life, affordability and professional prowess to attract tech companies, young talent



Employees of El Toro, a rapidly growing IP targeting company in Louisville, have access to one of the country's largest private bourbon bars at the firm's office space in Distillery Commons. It's one of several perks that draws young talent to the company. El Toro's dog-friendly environment and in-office haircuts are also popular.

And given that Louisville is a mid-sized city, there's also ease in connecting and creating community, which can be hard to do in a massive environment where you're just another number.

This is part of what has kept nanotechnology specialist Dr. Angelique Johnson, CEO of MEMStim LLC, in Louisville.

Using microfabrication, MEMStim manufactures low-cost, high-performance, implantable neurostimulators. Johnson's company currently produces cochlear implants, but MEMStim is still in the research and development phase as the company works to perfect its manufacturing process, she said. Johnson is in talks with major companies around the world, including Cochlear Unlimited. MEMStim was founded in 2011.

"I had originally started it just kind of as an entrepreneurial student at University of Michigan when getting my Ph.D.," Johnson said. "I just wanted to explore the world of entrepreneurship, but then I soon found out that if we were successful at automating the manufacturing process in electrode leads that there were companies interested in that and that it would solve challenges people have been trying to address for decades."

Johnson has a doctorate in electrical engineering from Michigan, and

BY ABBY LAUB

EVERY summer, 20 to 30 interns from around the country flock to an ultrahip, high-tech firm that offers hefty salaries, workout breaks, in-office haircuts, and a dog-friendly environment – not to mention access to one of the country's largest private bourbon bars. This office isn't in Silicon Valley – it's the Louisville home of El Toro, a genius 7-year-old technology firm that specializes in marketing through IP targeting.

Stacey Griggs, CEO of El Toro, moved back to Louisville nine years ago after pursuing education and career elsewhere. Now, in addition to running his rapidly growing company, he's got his sights set on growing the tech scene and talent in the region. And shining a light on what's already here.



Stacey Griggs,
CEO, El Toro

"People expect tech companies to be in New York or Silicon Valley. They're not surprised we're in Louisville, but they're surprised we're not in Silicon Valley," he said. "We've got this really cool tech

scene starting to evolve here. Things like Appriss, Endeavor ... and companies like Humana and UPS have very large tech staffs. There's kind of this hidden tech economy in Louisville. People say, 'Well, Humana is a health care company,' but they have hundreds of data scientists and programmers. Those are things every company is going to use going forward. There are a bunch of jobs [in tech in the Louisville area]."

Making young talent aware of this burgeoning ecosystem and filling those jobs is a challenge gladly undertaken by Griggs and his team.

"We're relocating a lot of younger people, especially, who are recent college graduates who might have grown up in the Carolinas, Arkansas, Illinois," he said. "We've brought in people from a broad regional footprint. If you're within 500 miles of here, you're much more likely to relocate here than someone from Silicon Valley and New York."

Aside from the fantastic job prospects available, the first thing they discuss is the great balance of life, he said, adding that "for the salary you have here, you don't need to have four roommates."

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Vivek Sarin,
Executive
Officer

As leader of the Kentucky Cabinet for Economic Development, Vivek Sarin has overseen a record level of investment in Kentucky. The commonwealth's new pro-business approach and aggressive efforts to reduce red tape have fostered unprecedented growth from companies throughout the globe. The Cabinet offers innovative economic development approaches to help companies of all sizes grow, develop their workforce and succeed long term.

previously earned undergraduate degrees in mathematics and computer engineering, as well as a master's degree in electrical engineering.

Johnson settled in Louisville after a short stint at the University of Louisville. She still works with the university in a small capacity and utilizes university laboratory space for her business, in addition to trying to get nanotechnology in the hands of UofL surgeons.

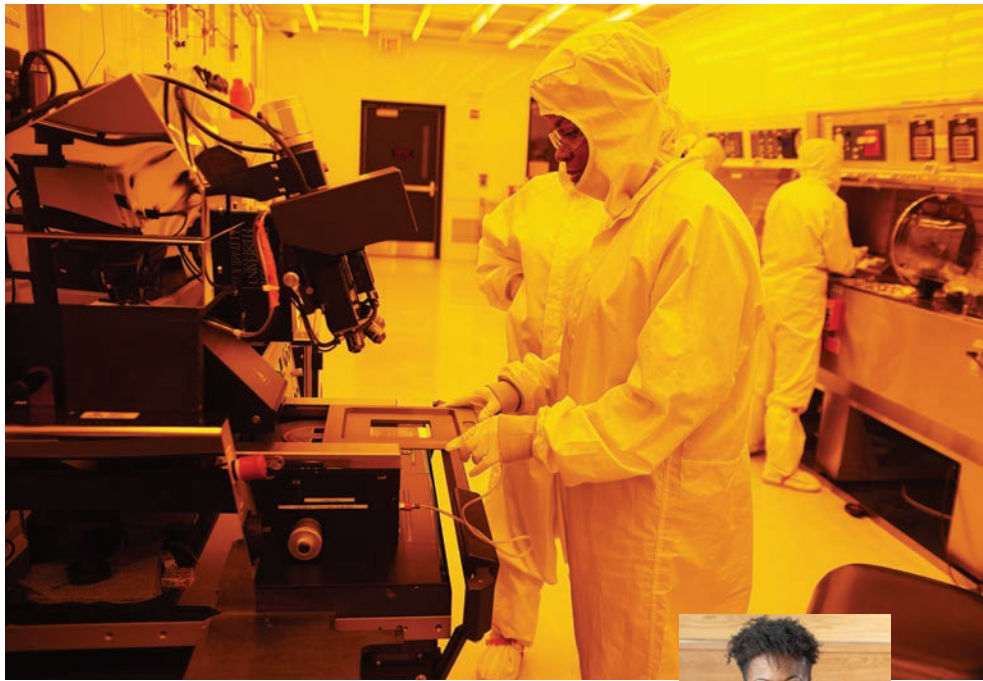
Aside from growing her business, her time in the region has been highlighted by building community, serving in leadership roles and working to foster an overall environment that is accommodating to entrepreneurs of all types, particularly women and minorities.

"I think Louisville really is a possibility city," Johnson said, echoing a Greater Louisville Inc. (GLI) branding phrase from a few years ago. "In terms of MEMStim, it can be difficult because getting access to talent and connecting with other companies in my sector – there aren't many. But what I enjoy most is giving back to other entrepreneurs. There is great opportunity here in the city to give back to women and other entrepreneurs of color as they're walking and building their dream."

She works with all entrepreneurs, whether it's selling muffins or electroleads, she said. She founded Diversity Pitch Fest, a multi-week training program in entrepreneurship from 2016-2018. She's been involved in myriad other mentorship, leadership and nonprofit roles that support entrepreneurs.

Her versatility, genius and desire to help others is the ultimate trifecta – but she admits it wasn't always for purely philanthropic reasons that she began giving back.

"It probably started somewhat from a selfish perspective, being the only African-American female who would



Dr. Angelique Johnson of MEMStim raised \$2.5 million in grants to help get her nanotechnology business off the ground. She devotes her time not only to running her business but also helping other entrepreneurs in Greater Louisville. "When you're an entrepreneur, you have all of these ideas for businesses in your head. What I didn't anticipate is the more I helped others with their businesses, the less I was distracted from my own business. It is a way to release that constant innovation energy. Louisville has some really great high-tech facilities that aren't oversaturated with users, so you can be a small startup and get access to what you need."

show up to startup community events ... I was like 'Let me make some friends,' " she recalled. "I got to know people and recruited people to come to events. I was building the community that I wish I had when I came to Louisville."

'Skills ... the most important issue'

This mentality of involvement and engagement with others is precisely what leaders in Louisville work to foster, and seek to do more. And, the fact that it's already happening is not lost on national influencers with deep pockets.

In April 2019, JPMorgan Chase named Louisville as one of five winning cities in its inaugural AdvancingCities Challenge, part of a \$500 million, five-year initiative to drive inclusive growth and create greater economic opportunity in cities. The program awarded \$3 million apiece to five U.S. cities that presented cross-cutting approaches to solving entrenched challenges in their communities. The four other winning cities were Chicago, Miami, San Diego and Syracuse, N.Y.

Louisville was selected because the proposal from its community organizations successfully outlined a local coalition of elected, business and nonprofit leaders working together to address major social and economic challenges, such as employment barriers, financial insecurity and neighborhood disinvestment.

The AdvancingCities Challenge attracted more than 250 proposals from



Caleb Perry/Appriss photo

Employees at Appriss take time to unwind during a yoga class at the firm's on-site wellness center. The data and analytics service provider has many times been ranked one of the best places to work in Kentucky. Appriss uses data and analytics to address safety and compliance concerns for clients across an array of government and commercial enterprises in 25 countries. About 400 people work at its Jeffersonstown headquarters.

143 communities across 45 states and territories. Proposals were required to incorporate at least two of four strategic drivers of inclusive growth within JPMorgan Chase's Model for Impact: jobs and skills; small business; neighborhood revitalization; and financial health.

Louisville's winning proposal, Louisville Digital Inclusion and Economic Resilience, will use high-touch community outreach in six of the city's lowest income neighborhoods. The program will equip residents with the skills to compete for jobs while connecting them to financial and social services through a formalized referral network and a new shared data platform.

Just a week before the significant JPMorgan Chase news broke, UofL and IBM announced another big win: A new IBM Skills Academy – one of only five anywhere – will come to campus to help move the university, the City of Louisville and the Commonwealth of Kentucky to the forefront of data science and digital learning.

The academy opens in fall 2019 and will be housed in the newly created Center for Digital Transformation. It will provide future-focused curriculum in areas such as artificial intelligence, blockchain, cybersecurity and cloud computing.

IBM's artificial intelligence tools and related education initiatives are drawn from methods and technologies IBM has developed in-house to drive its own workforce transformation. The IBM Skills Academy transforms how cultures and

people will operate with digital technology, including ethics and human bias in coding.

"This is a game changer for UofL and for the commonwealth," said university President Neeli Bendapudi. "The new skills academy will close the digital divide that has existed between Kentucky and high-tech areas such as the Northeast corridor and the West Coast."

IBM will make available software and cloud technology with an estimated value of up to \$5 million to UofL students and faculty for teaching and non-commercial research purposes. IBM will



Neeli Bendapudi
President,
University
of Louisville

More than 1,200 student-led teams from around the world competed in the 2019 VEX Robotics World Championship at the Kentucky Exposition Center. Louisville has been the home of the VEX competition since 2015.

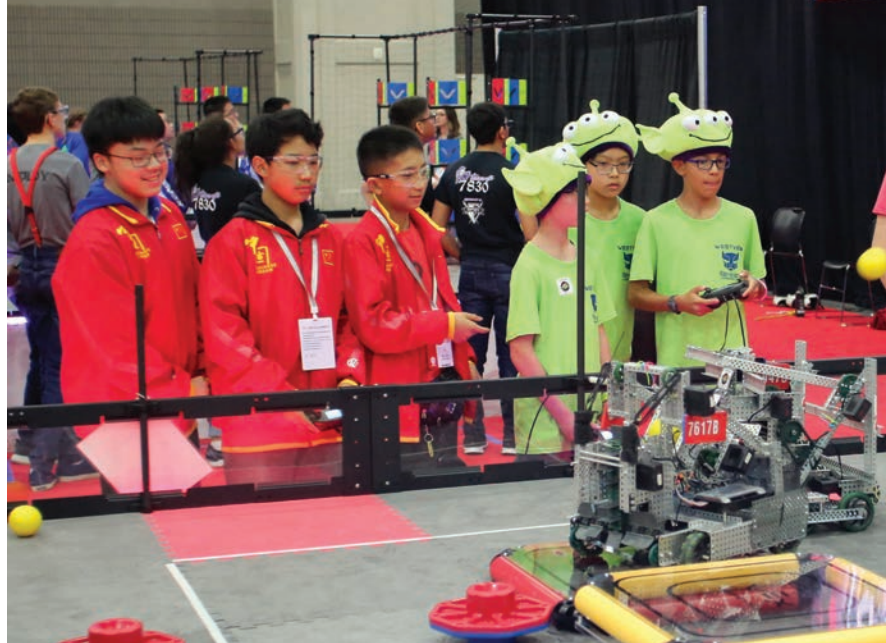
provide training for select UofL faculty in eight areas: artificial intelligence, blockchain technology, cybersecurity, cloud technology, data science, internet of things, design thinking and quantum computing. Once trained, UofL faculty will teach colleagues and students and serve as workforce development agents for the community. Through the collaboration, UofL faculty also will participate in curricular innovation, including integrating digital learning into their college courses, as well as in K-12 classes.

"Skills are the most important issue of our time. The true potential in digital and AI systems is in their ability to work in partnership with humans," said Naguib Attia, vice president for Global University Programs, IBM. "The University of Louisville is empowering students and faculty to flourish in the era of AI and automation by preparing them with the necessary skills to make the partnership between people and AI as beneficial as possible."

Statewide partners

In-state partnerships also have created exciting possibilities for the Greater Louisville region, which will spill over into the rest of Kentucky.

In March 2019, the University of Kentucky in Lexington and UofL announced a \$2.1 billion comprehensive fundraising campaign in a partnership to increase the number of degrees attained for a better statewide future. Citing Louisville's importance as an



Humana heads up tech talent attraction



Associates in the Humana Digital Experience Center help develop new digital products for the company, such as those found in apps or on websites. The center's environment is designed to foster agility and collaboration.

the underemployed and unemployed in the Louisville community. The program, dubbed "Louisville Skills," will provide up to 25 individuals the opportunity to build the technical, business and life skills necessary to work in a fast-paced, high-tech environment, preparing them to launch promising careers in the tech industry.

The Humana Foundation has earmarked \$325,000 for the project, which will be targeted to residents in Louisville Metro, particularly in West Louisville. This is Interapt's first partnership with a major university.

FORTUNE 500 company Humana is a constant innovator, and its presence in Louisville provides leadership and inspiration to the region. It has its sights set on growing its future through a prepared workforce.

Humana has approximately 2,000 employees working in technology roles in Louisville, according to Humana spokesperson Kate Marx.

"To continue to attract talent, we offer a variety of intern programs for high school, undergraduate, and graduate students," she said. "Humana also offers competitive benefits, including tuition reimbursement, which offers our current employees the opportunity to continue their education and growth."

And in May 2019, the Humana Foundation, Interapt and the University of Louisville announced a partnership to bring a paid, immersive training program that teaches high-demand IT skills to

More for the money: Oldham has the greatest purchasing power of any Kentucky county

A May 2019 study from financial technology company SmartAsset shows where in Kentucky people can get the most out of their money. The study compares median income and cost of living data nationwide to find the counties where people hold the most purchasing power. Five of the top 10 counties are in the Greater Louisville MSA.

RANK	COUNTY, STATE	COST OF LIVING	MEDIAN INCOME	PURCHASING POWER INDEX
1	Oldham, Ky. ❖	\$47,588	\$92,237	85.40
2	Spencer, Ky. ❖	\$41,994	\$68,916	72.31
3	Boone, Ky.	\$44,587	\$72,731	71.88
4	Scott, Ky.	\$40,920	\$65,598	70.64
5	Shelby, Ky. ❖	\$39,513	\$63,171	70.44
6	Nelson, Ky. ❖	\$36,096	\$55,182	67.36
7	Bullitt, Ky. ❖	\$39,218	\$59,917	67.32
8	Woodford, Ky.	\$40,231	\$60,604	66.38
9	Kenton, Ky.	\$39,173	\$58,674	66.00
10	Campbell, Ky.	\$39,099	\$57,208	64.47

economic engine for the state, UK kicked off Kentucky Can: The 21st Century Campaign.

“Through our education, research, service and clinical care, we are building a brighter future for everyone we serve. . . . We are doing more, being more for Kentucky,” said UK President Eli Capilouto at the announcement. “Louisville is central to our effort and to the state’s future. In so many ways, its success and our success are inextricably linked.”



Eli Capilouto
President,
University
of Kentucky

The goals of the fundraising campaign, Capilouto said, align completely with many of the city of Louisville’s aspirations for the future. Along with increasing graduation rates, UK has ambitious plans to nearly double the number of engineering students, and continuing to increase its research and health care efforts to reduce Kentucky’s cancer rates and taking on the twin epidemics of opioid and substance abuse disorders, among other challenges.

In Louisville specifically, UK already is engaged in a number of collaborations, including a design studio focused on the historic Portland neighborhood, clinical partnerships in health care and nursing, agriculture extension programs and continuing to strengthen the city’s nationally recognized presence in the bourbon industry.

Beating out Austin, Raleigh, Nashville

Influential statewide partnerships benefit Louisville and beyond. And now Louisville needs to shine as a “must-see

alternative to Austin, Charlotte, Raleigh and Nashville,” said Brian Mefford, executive director of KY Innovation, which operates in the state Cabinet for Economic Development.

“To outperform and truly reach its potential, Louisville can’t be content with its role as a top metro for Kentuckians who want an urban lifestyle. It has to compete nationally,” Mefford said. “We will outperform competitors by being our authentic selves, by leaning into industry/cluster strengths and by using our unique mix of Middle America resolve and practicality with a mix of Southern work ethic, charm and, yes, our penchant for making it fun.”

Factors like having the highest speed broadband and nice office space “demonstrate that a city understands and has eliminated basic limitations to upward expansion,” he said. But accessing talent often comes down to “softer elements,” he said, things like a well-connected network of like-minded tech colleagues and space to bring them together.

“They’re looking for culture and community that reveres and rewards creativity, innovation and risk-taking,” Mefford said. “Those elements are represented tangibly by a vibrant arts community, by collections of companies that are thriving in technology-intensive industries, and by a ‘density’ of young companies and the investors who are actively providing capital to fuel their scale-up.”

Many technology-based workers and startups are mobile based, he noted. And waiting in traffic in a huge metropolitan area doesn’t do anyone favors. Enter Louisville.

“Competition for their attention is fierce,” he said. “Data tell us there’s a strong tendency towards cities or regions that offer convenient access to big city amenities but provide a smaller city feel, offer access to natural beauty and outdoor activities, and provide a lower cost of living and working.”

This is where Louisville is leaps and bounds ahead of its competitors.

“Kentucky, and Louisville particularly,



Brian Mefford,
Executive
Director,
Office of
Entrepre-
neurship,
Kentucky
Cabinet for
Economic
Development

Big bucks to Greater Louisville companies

I N February 2019, 10 high-tech Kentucky companies were announced as recipients of \$2.18 million in state matching funds to promote growth and job creation in high-paying research and technological fields, from disease research to water treatment. The Kentucky grants match in part the recently announced \$5.1 million in federal grants the businesses will collectively receive.

The grants are part of the commonwealth’s Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) Matching Funds program. The program, overseen by KY Innovation within the Kentucky Cabinet for Economic Development, matches all or part of federal SBIR/STTR awards received by Kentucky-based companies or companies that commit to relocation in the state.

Three of those companies – Bert Thin Films of Louisville, Endoscopy Assist Devices of Louisville, and Liberate Medical of Crestwood – were among the high-tech winners.

And then in April, the 21st class of Leadership Louisville Center’s Ignite Louisville program graduated following a day of presentations to a panel of esteemed judges. The six teams put their work for local nonprofits on display in hopes of winning the Ignite Louisville Challenge and earning additional funds for the agency they worked to assist. The team working with Louisville Youth Group was selected as the winner of the challenge and will receive the \$1,500 prize made possible by the Leadership Louisville Center. While one team was selected as the winner, all six nonprofit agencies received significant support, with the six teams contributing over 2,500 hours of service and providing over \$350,000 in value to the nonprofit agencies.

These are just several of countless examples of partnerships and dollars across industry leaders and public leaders to create a more robust business atmosphere in the region.

And sometimes this comes in the form of free help.

In February 2019, EnterpriseCorp and the Forcht Center for Entrepreneurship at the University of Louisville College of Business partnered for the third year in a row to host the annual RevIt – Accelerating Customer Growth event. RevIt provides free, tailored marketing advice from marketing and branding experts for early-stage start-up companies in the Greater Louisville region. From the 16 applications received for this highly competitive program, the five companies chosen to participate were Autymate (formerly IBEX Software), Crypto Consulting Group, EZ-Chow, MobileServe, and Regulation and Revenue (formerly NoticeOfIntent.com).



City Champs, an ambassador program started by Greater Louisville Inc.'s "Live in Lou" team, trains volunteers to be resources for people who have recently moved to Louisville or are considering it.

Louisville transplants love Louisville life

MARY Ellen Wiederwohl, chief of Louisville Forward, cited statistics that Louisville is growing by about 1 to 1.5% per year.

"We'd really like to get to 2 to 2.5% in sustained growth," she said. "We're maintaining and growing. We don't want to have hyper growth and lose cost competitiveness and affordability and have infrastructure that can't keep up."

Since Louisville residents aren't reproducing at a rate that would increase the population and the talent battle is fierce, Wiederwohl said the region is utilizing tools like liveinlou.com to showcase the diversity of neighborhoods, jobs and amenities that Greater Louisville has to offer.

Local transplants from other states, like Dr. Angelique Johnson, CEO of MEMStim LLC, agree that the city is a great place to live.

"Louisville is great because it is a relatively big city but it does have a small feel to it," she said. "The cost of living is great, and you're not too far from Cincinnati and Nashville and other cities. It's a nice warm community where you can reach out and connect and build your family."

Selling this type of atmosphere to talented college graduates is as simple as getting students to town. Stacey Griggs, CEO of El Toro, said the company's intern pipeline is a key to ensuring more full-time workers will relocate – or in some cases, stay – in Louisville.

"Three years ago when we started interviewing interns, we found that many of them had already interned for one or two years at Google or Microsoft, and Louisville was essentially an exporter of tech talent," Griggs said. "They'd go intern with someone on the East or West Coast, and so they'd go there after their education. We need to stop exporting people after their education ... Interns are going to stay where they know, and [our intern program] helps us build a team and a company."

One successful program that El Toro initiated is Bulldogs in the Bluegrass, which is a group of Yale graduates living in Kentucky.

"They'll bring 30-40 Yale interns to Louisville every summer," Griggs said. "We'll have one or two that'll intern for El Toro, but they'll have events and field trip nights and weekends. Or they'll hear a CEO talk or go to a concert. The whole point is, we want to get them introduced, and get more than six or eight kids back from Yale."

has most of these elements in some abundance," Mefford said. "We find consistently that once a family moves to Louisville or a business relocates to the area, they are pleasantly surprised that the region greatly exceeds even their highest hopes or expectations for quality of life and business climate."

Cultivating the environment, and getting the message out, are mission imperative. He cited the growth of Charlotte, Raleigh, Nashville and Austin – how they've outpaced Louisville.

"Louisville is on the right path," Mefford said. "It offers important strength in some key areas for supporting growth, like great location, supply chain and logistics efficiency, for instance. UofL, a fantastic partner of ours, is distinguishing itself as a leader on many fronts. Amenities are compounding, such as the SIDIS Entrepreneur Center, the Louisville FC stadium, a critical mass of local restaurants, breweries, museums, performance venues

and recreational options. Louisville offers revitalized neighborhoods and bespoke attractions no other competitors outside Kentucky can."

And old standbys such as horse racing and bourbon continue to draw astounding crowds, as do the region's central proximity to other highlights in both Kentucky and southern Indiana.

Offering tools for growth

The icing on the cake: New companies, tech-based or not, can get the help they need to succeed in Greater Louisville.

"Our RISE Louisville initiative has successfully reset the ecosystem by coalescing new players along with existing proven partners through a financial investment roughly five to six times the state's previous annual investment into Louisville's innovation and startup ecosystem," Mefford said. "We're seeing early fruits in terms of top-rate leadership talent being attracted to this initiative, key

corporate engagement, strong integration of university innovation and enthusiasm among entrepreneurs."

He cites Techstars, a national leader and expert in the area of cultivating vibrant startup communities, which generated excitement by adding the city to its global network.

And corporate leaders in Greater Louisville are more engaged than ever, as witnessed by the leadership role of the Louisville Healthcare CEO Council. In early May, LHCC along with KY Innovation and numerous other partners held the first CareTech Pitch Derby, a competition to identify, recognize and support innovators for Louisville's health care and aging care industry clusters. Hundreds of companies applied from around the world for the opportunity to pitch LHCC leaders.

A "Shark Tank" Open Casting Call took place that same week in Louisville.

An ongoing success is Kentucky's Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) Matching Funds program, which promotes growth and job creation by providing grants to match as much as 100% of federal SBIR and STTR investments in high-tech research-based companies when they commit to remain in or relocate to Kentucky. In February, the Cabinet named 10 new SBIR-STTR recipients – including two Louisville companies – for this year's round that are collectively receiving \$2.18 million in state matches based on \$5.1 million in federal grants.

These are just a few examples of partnerships at work and dollars flowing at the state and local level to boost the technology and entrepreneurial ecosystem in the Louisville region. From tax cuts to free classes and mentorship, to federal Opportunity Zones, the opportunities abound.

Middle American investment

These opportunities in some cases are unique to Middle America, which is still ripe for investment.

Louisville-based Poplar Ventures in March 2019 announced the launch of a new venture capital fund, Poplar Ventures L.P., focused on investing in early growth stage, cloud-based software technology companies in Middle America. The initial closing raised \$17 million, with plans for a final closing in the second quarter of this year.

Poplar Ventures is led by founder and managing partner John Willmoth, a veteran corporate development executive

The Highlands neighborhood in Louisville is known for its dining, nightlife and quirky shops. Greater Louisville Inc. President and CEO Kent Oyler says GLI's Live in Lou campaign (liveinlou.com) is a chance to showcase the area's unique communities, like the Highlands, Germantown, Crescent Hill, Nulu and others. He says the Bardstown Road area is a "funky place."

and investor in numerous technology-based companies. Previous Poplar investments have been in Louisville, Chicago, Indianapolis, Atlanta and elsewhere.

Beefing up Middle America is crucial to Greater Louisville's economy.

Many Midwestern cities are vying to become the next big tech towns, said Mary Ellen Wiederwohl, chief of Louisville Forward.

"Louisville already has a nice density of tech talent and tech companies, and we're trying to make sure we tell people about that," she said. "A lot of our tech talent is hiding in plain sight. We have some amazing middle market tech companies like Appriss and Waystar, and bigger ones like Humana and UPS have very large tech operations here, but they're maybe not as well known."

"So we're peeling back the layers and making sure people know what's here. There are currently 20,000 people employed in pure IT jobs. That's a lot of our workforce and more than what people realize."

Wiederwohl cited the success of strategies by Louisville's five business clusters: advanced manufacturing; business services; food and beverage; lifelong wellness and aging care; and logistics. The strategy involves leaning into the strength of those clusters and building there. For example, innovation in health care involves increasing technology.

"We need to figure out where the tech jobs will be in those clusters ... and think about where those specializations might be," Wiederwohl said.

But, one of the greatest advantages the city touts has nothing to do with those clusters. It's all about cost competitiveness and high quality of life, she said. Plus, new perks constantly crop up, such as new direct flights to places like Los Angeles from Louisville.

"Our airport is seeing really amazing growth," Wiederwohl said. "And just the last couple weeks we've had some really nice announcements in the tech space. We're getting noticed nationally and globally ..."



Mary Ellen Wiederwohl, Chief, Louisville Forward



Focus on education and built environment

Regional leaders are continually ramping up educational efforts from kindergarten to college, including non-degree track certificates. There is something offered for everyone to remain competitive.

"We've surpassed the national average for our residents with a two- and four-year degree," Wiederwohl said. "This is critical with economic prosperity, and we'll keep accelerating it."

Another challenge is in the built environment.

"We have a renaissance in our downtown, and in our edge neighborhoods," she said, which are benefiting from still-new "bourbonism" activity and efforts to make the city even more walkable, connected and multimodal. "We are building a city that people want to live in. There are more neighborhoods (where) you can walk to a coffee shop or bike to work, and you have at your disposal all the amenities of a big city. There are new amenities coming online, and the redevelopment of some of our neighborhoods makes the livability enticing for the mobile talent of the 21st-century workers."

Site selectors looking to get companies away from high-cost markets like San Francisco and other coastal hotbeds are constantly in town, she said, attracted partly by the results of billions of dollars invested in the past five years to improve the built environment and infrastructure.

"I'm really excited about what companies will be created here going forward," Wiederwohl said. "If we train this workforce to the point where we think it needs to be, we're going to have some neat companies start here. Appriss

was started here, and now look at their growth and their reach. Who is the next Appriss?"

Doing business in 'Funktown'

Greater Louisville Inc. President/CEO Kent Oyler cites the liveinlou.com

project as a chance to tout unique communities and show people just what to expect. Soon, he said, local companies will be "certified liveinlou" brands.

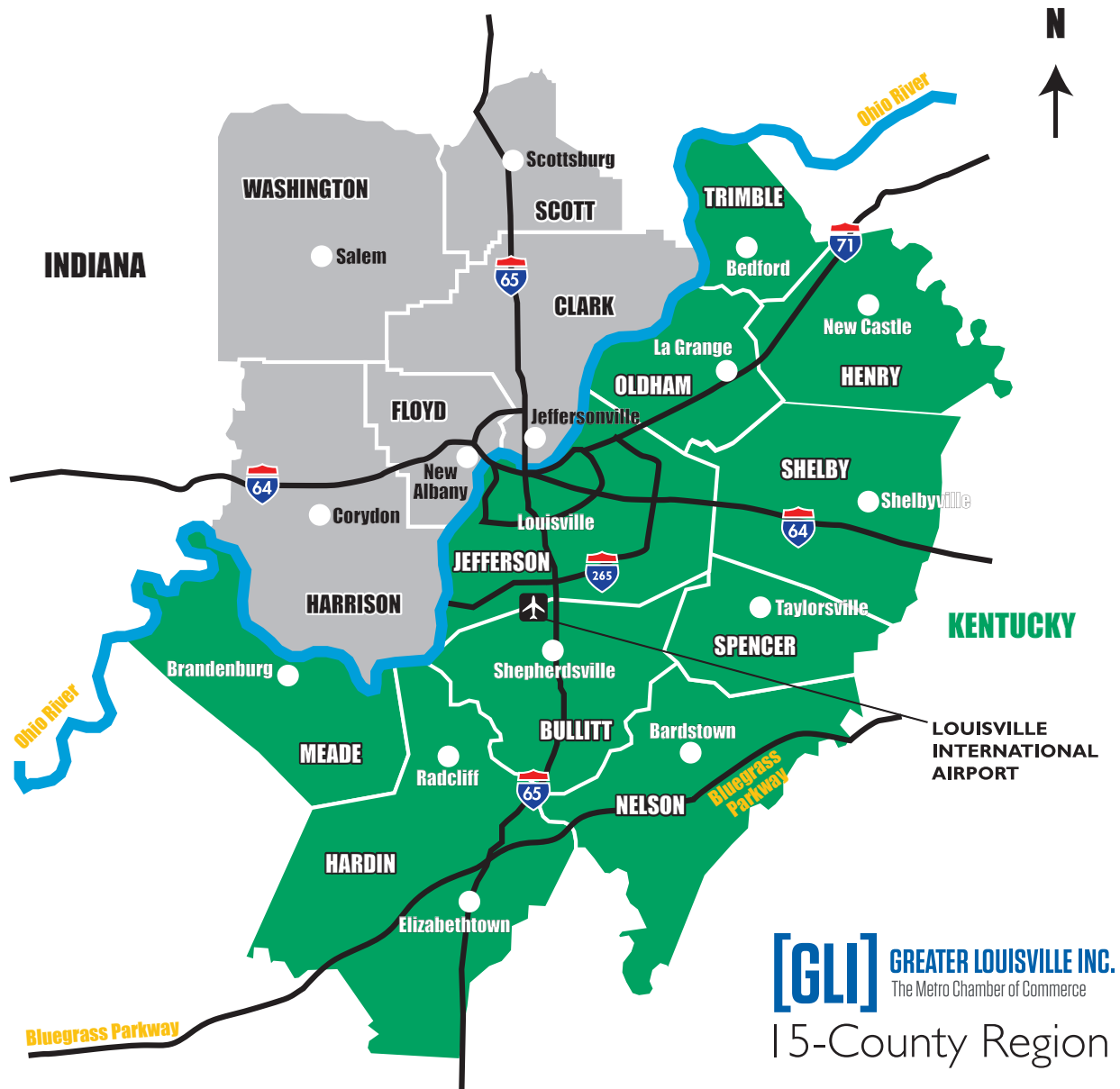
Oyler feels so passionately about the city's unique neighborhoods that he once called Louisville "Funktown."

"Louisville is a very authentic town," he said. "Places like Bardstown Road – it's just a funky place. There's fully developed ecosystem there. Some other cities have just one block of it, but there are 2.5 miles of it just on Bardstown Road. And then Frankfort Avenue is also rivaling that. It's got unique, authentic stores. We have the chains and all the amenities. Louisville is very attractive to a lot of people."

But attracting even more people is imperative to Louisville to get even 'funkier.' As part of the Greater Louisville 2020 campaign, Oyler said, the region would like to see 38,000 new people to the workforce. The regional leaders from the public and private sector are not to be underestimated and already have education, top hospitality and attractions, big business and an eager startup environment on their side. ●



Kent Oyler, President and CEO of Greater Louisville Inc., says he loves to show visitors the vibrant city he calls home by taking walking meetings.



[GLI] GREATER LOUISVILLE INC.
The Metro Chamber of Commerce
I5-County Region

Population

	Actual				Estimates			
	1980	1990	2000	2010	2016	2018	2020	2025
Bullitt (Ky.)	43,346	47,567	61,236	74,319	79,151	81,069	83,186	87,470
Clark (Ind.)	88,838	87,777	96,472	110,232	109,481	117,360	119,944	124,984
Floyd (Ind.)	61,205	64,404	70,823	74,578	72,977	77,781	78,826	80,355
Hardin (Ky.)	88,917	89,240	94,174	105,543	107,316	110,356	112,494	118,413
Harrison (Ind.)	27,276	29,890	34,325	39,364	40,474	40,350	40,636	42,091
Henry (Ky.)	12,740	12,823	15,060	15,416	15,747	16,106	15,617	15,514
Jefferson (Ky.)	685,004	665,123	693,604	741,096	773,163	770,517	790,010	815,058
Meade (Ky.)	22,854	24,170	26,349	28,602	30,035	28,715	27,395	26,780
Nelson (Ky.)	27,584	29,710	37,477	43,437	47,456	45,851	47,473	49,702
Oldham (Ky.)	27,795	33,263	46,178	60,316	68,927	66,470	69,419	74,806
Scott (Ind.)	20,422	20,991	22,960	24,181	25,470	23,878	23,507	23,664
Shelby (Ky.)	23,328	24,824	33,337	42,074	47,859	48,518	49,988	54,637
Spencer (Ky.)	5,929	6,801	11,766	17,061	20,856	18,794	19,451	21,069
Trimble (Ky.)	6,253	6,090	8,125	8,809	9,240	8,515	8,673	8,554
Washington (Ind.)	21,932	23,717	27,223	28,262	29,533	27,943	30,015	30,436
Totals	1,163,423	1,166,390	1,279,109	1,413,290	1,477,685	1,482,223	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

'The Fouridor' of South Central Indiana

Economic development leaders leverage region's transport strengths for growth and prosperity

SOUTH Central Indiana has a story to share with businesses that want to grow. Thanks to a coalition of economic development leaders from Duke Energy, the Port of Indiana-Jeffersonville, the River Ridge Commerce Center and One Southern Indiana (1si), this tale can be told.

Introducing The Fouridor: a campaign highlighting the South Central Indiana business environment, its authentic Midwest can-do spirit and its potential to propel businesses upward. The story begins with the confluence of the "Four Rs" – roads, rail, runways and river access.

Well-connected roads

South Central Indiana boasts two new bridges, bringing the number of bridges over the Ohio River to five, connecting the region on the west and east side of the Greater Louisville Metropolitan Area as well



Wendy Dant Chesser,
President/CEO,
One Southern
Indiana

as to its center. This connection allows easy access via Interstates 265, 65, 64 and 71 to all the major employment and industrial areas throughout the metropolitan area.

Indiana is in the process of widening Interstate 65, which dissects South Central Indiana and connects it to I-265, I-64 and I-71. Private enterprise is partnering with the state to build a heavy-haul transportation corridor connecting the Port of Indiana-Jeffersonville with the River Ridge Commerce Center, a business and manufacturing park under development in Clark County, located just off I-265.

Rail, runway and rivers

The current railroad network carries one-third of U.S. exports. Local service, provided by CSX Railroad Corp., recently invested \$90 million to upgrade tracks, bridges and signals to safely support the anticipated growth of traffic between the crucial waypoints of Louisville and Indianapolis. The Louisville & Indiana Railroad connects with CSX, the Indiana Railroad Co., Norfolk Southern and the

Paducah & Louisville Railroad. The line serves numerous major companies and the Port of Indiana-Jeffersonville.

Louisville Muhammad Ali International Airport is less than 10 miles from the Indiana border. It is the third largest cargo airport in the U.S. and home to UPS Worldport. Also within 10 miles of the Ohio River, the Clark Regional Airport has completed a \$17 million investment to extend its runway to 7,000 feet.

The Ohio River is a transportation corridor and home of the Port of Indiana-Jeffersonville, which provides barge connections to the Gulf of Mexico through the Ohio and Mississippi rivers for more than 1,000 barges, 250,000 trucks and 17,000 railcars annually. The port is investing \$10 million in a new road and rail transportation corridor that will provide access to the Ohio River.

Business leaders in the Fouridor are leveraging the state's economic strength and momentum to help businesses grow and prosper. Be part of this story. Visit thefouridor.com. ●

THE FOURIDOR

RIVER + RAIL + RUNWAY + ROADS
SOUTH CENTRAL INDIANA



RIVERIDGE
COMMERCE CENTER



welcome you to The Fouridor
www.thefouridor.com



2019: The year of tech

GLI promotes region's tech economy, helps prepare workforce for future's tech jobs



Marty Pearl photo

GROWING the region's economy is the main focus of Greater Louisville Inc. (GLI) – the Metro Chamber of Commerce. As the region's largest convener of business leadership, GLI leads economic and global outreach strategies focused on business attraction, nurtures the entrepreneurial ecosystem, and champions the development of the community's talent base.



GLI advocates for a pro-business environment and facilitates businesses' engagement on issues that impact regional competitiveness.

One of the organization's main focuses this year is raising awareness about the region's fastest growing job sector: Technology. GLI declared 2019 as the Year of Tech for the region at its annual meeting. The Louisville Metro area is an emerging technology hub, and through the declaration, GLI is shining a spotlight on efforts to build the region's digital future – to raise awareness, build consensus and ultimately, galvanize support for Louisville's growing tech economy.

Louisville will always have its core sectors of aging care, food and beverage, logistics and advanced manufacturing, said Kent Oyler, GLI president and CEO.

"But we turn to tech to reprioritize investment, create jobs and more opportunity. And every company is now a tech company to some degree," Oyler said.

The region must turn to tech because 48% of jobs in the Louisville Metro area – 391,000 – are at risk for disruption or elimination through automation and AI in the next 20 years. Among the most vulnerable are those in office administration, production, transportation, and food preparation, he said.

The region must prepare its workforce for the digital wave, which is sweeping over the area now and will reach into "pretty much every field," Oyler said at GLI's annual meeting.

"The future is exciting and bright if we decide to skill up our workforce for these jobs of the future, and not very bright if we don't," he said. "We are in a competition like no other for the companies and jobs of the future and we are not yet prepared."



Kent Oyler,
President
and CEO,
Greater
Louisville Inc.

Greater Louisville Inc. is one of only 3% of chambers nationally certified with five-star accreditation status by the U.S. Chamber of Commerce, based on GLI's dedicated policy efforts, effective operations, beneficial programs and overall positive community impact.

Louisville must attract new tech talent, but also retrain its current workforce. A new GLI partnership with UofL, LHCC and XlerateHealth, called LEAP, will help reinvigorate tech-based entrepreneurship and prepare workers for the tech economy.

Through Live in Lou, GLI's talent attraction initiative, more tech workers are being recruited to the region. The Live in Lou website (liveinlou.com) is a resource for those who are thinking about moving to the area, touting its affordability, diversity, unique neighborhoods, entertainment attractions and expanding job market.

The website also serves as a job board for local tech jobs.

The region currently has 1,300 tech companies employing 20,000 people.

Engaging with tomorrow's workforce

GLI connects businesses and investors with opportunities to engage with tomorrow's workforce and is committed

to ensuring that our region's workforce innovations are utilized to their fullest capacity through several initiatives, including:

- **Academies of Louisville.** GLI works closely with Jefferson County Public Schools and KentuckianaWorks to support the Academies of Louisville and facilitate robust school and business partnerships. The Academies program represents a groundbreaking shift in education. Businesses partners offer curriculum support, interact with students in the classrooms through presentations and project-based learning, host field trips and provide opportunities for student employment. Students who attend the Academies graduate with real-world credentials, certifications, work-based learning experiences and strong soft-skills. More than 100 business partners participate in the program.

- **Regional economic development and workforce steering committee.** GLI regularly convenes its regional partners to discuss workforce and education challenges and best practices. It understand that the community's population crosses county and state lines for both education and work. GLI is developing bi-state multi-county approaches to workforce development.

- **Summerworks.** GLI serves as a champion for Summerworks, a program designed to help young people in the Greater Louisville region find high-quality, paid summer jobs. The organization works with the team at KentuckianaWorks to recruit business participants and promote youth employment opportunities in Jefferson County.

- **Talent Pipeline Management (TPM).** GLI was selected by the Kentucky Chamber Workforce Center to promote the U.S. Chamber's TPM project, which is a supply chain approach to workforce development. In collaboration with KentuckianaWorks and other regional partners, GLI assembles employer collaboratives to address industry specific pain points, increase the regional talent pool and encourage dialogue between training providers, educators and hiring managers.

- **Workforce connections.** GLI's staff has expertise in navigating the Greater Louisville workforce ecosystem. We are happy to help investors make connections to pipeline programs. It offers resources and events to help facilitate relationship building between education and training programs and employers with workforce needs.


- **Workforce think tank.** The chamber collaborates with the business community to develop a workforce taskforce, comprised of community leaders, human resources managers and education providers. The group works to solve common workforce issues, such as transportation, childcare and hiring regulations.

"We understand the need for second chance employment, wrap-around services for opportunity youth, immigration reform and the impact of the national opioid crisis," GLI said. "We are developing resources, programs and initiatives to address these issues."

- **Finding health solutions.**

GLI partners with Humana to help businesses with one of their largest expenses: health insurance. The HealthSolutions plan is available exclusively to investors who join an employer industry sub-association. Businesses that enroll in the special association plan can potentially save between 5 to 20% on health insurance premiums. (Find out more at greaterlouisville.com/chamber/health-solutions)

Learn more about the region, and about GLI, by visiting greaterlouisville.com. ●



[GLI] GREATER LOUISVILLE INC.
Growing The Regional Economy

**Greater Louisville Inc. is hard at work
creating jobs and growing the economy.**

#GROWINGLOU

Many tech companies choose Louisville because it is a cost-competitive environment. It's also affordable for the employees to live in Louisville, which has many high-quality amenities, including 18,000 acres of urban parkland and internationally recognized culinary and bourbon scenes.



Ahead of the curve, embracing the future

Louisville invests in growing tech workforce, positions itself as emerging technology center

LOUISVILLE – a city known globally for bourbon, logistics and the Kentucky Derby – is positioning itself as an emerging technology center able to meet the workforce needs of all industries that must grow and innovate through technology.



With bold but attainable pronouncements like its plan to quintuple the growth of its tech workforce, Louisville is forging a tech talent pipeline that will connect skilled workers to high-quality jobs.

The city is investing in growing its current 17,000 tech jobs through existing programs like Code Louisville, new initiatives such as the Bit502 tech apprenticeships, and partnerships with educational institutions, private business and nonprofits.

Growing tech talent is critical as economies in the United States become more high-tech and traditional jobs face automation. Because of its strong manufacturing history, Louisville is vulnerable to automation.

“In the near future, all jobs are going to involve some technological expertise, and we need to ensure that Louisville’s workforce is prepared,” said Mary Ellen Wiederwohl, chief of Louisville Forward, the city’s economic and community development arm. “Our employers and workforce are ahead of the curve, investing in and embracing this future. Louisville is a future-ready economy.”

Through multiple programs and partnerships, residents can gain skills from entry-level IT to high-tech, setting them up for competitive, high-paying jobs. The tech talent pipeline starts at Jefferson County Public Schools’ Academies of Louisville, where students can graduate with entry-level tech skills, and it continues into college and beyond.

In April 2019 the University of Louisville announced a partnership with global tech giant IBM that will provide modern curriculum and educational tools in fast-growing sectors such as artificial intelligence, blockchain, cybersecurity and cloud computing through its newly created



Mary Ellen Wiederwohl,
Chief,
Louisville
Forward

Center for Digital Transformation. IBM is partnering with only five U.S. universities.

The same month, Louisville was named one of five AdvancingCities by JPMorgan Chase. Part of the funding from that grant will create TechLouisville, a free program that will help hundreds of residents from the city’s lowest-income neighborhoods learn skills to obtain entry-level IT jobs.

TechLouisville will expand the work that nonprofit KentuckianaWorks is already doing through Code Louisville, a successful public-private partnership started in 2013 that provides software development classes, mentoring and customized training for companies’ specific needs. More than 1,100 Louisvillians have completed courses through Code Louisville.

While those programs help fill companies’ workforce needs, Louisville’s strong partnerships continue to bolster the entrepreneurship side of tech.

The city’s startup scene is strengthened through entities like Louisville Entrepreneurship Acceleration Partnership (LEAP). LEAP is backed by heavy-hitters, including UofL, the Louisville Healthcare CEO Council and nonprofit XLerate Health, and is

Students in GE Appliances' cooperative programs gain on-the-job experience working with various technologies and equipment. The major Louisville employer promotes innovation through its makerspace, FirstBuild.

supported by Greater Louisville Inc.'s (GLI) Enterprise Corp., research and development firm MED Institute and seed accelerator Techstars.

Louisville Metro posted strong long-term performance on growth indicators tracked by Brookings Metro Monitor, buoyed by a sharp increase in employment at young firms, an indicator of healthy entrepreneurship. Jobs at young firms grew 19.1% in from 2016 to 2017 and more than 9% from 2007 to 2017.

"Talent is critical to growing a cutting-edge startup ecosystem. Expanding our tech talent, our tech culture and our tech education pipeline is key to growing a tech economy," said Kent Oyler, president and CEO of GLI. "We see the success that local companies are having in their growth and the need for an increased number of tech-related positions."

One reason that companies such as Appriss, Humana, Waystar and UPS –



whether they are purely tech focused or investing in tech within their industry – call Louisville home is because of its competitive cost of doing business.

Office lease rates in Louisville are affordable – half the price of Austin and one-third the rate of San Francisco – allowing companies to reduce overhead costs. The city also was named among the top 10 affordable cities for workers by *Forbes*.

The decision to choose Louisville also comes down to its high quality of life.

"Increasingly, jobs aren't tied to locations, and workers are moving to cities with high-quality amenities," Wiederwohl said. "In Louisville, residents have access to more than 18,000 acres of urban parkland and internationally recognized culinary and bourbon scenes – and they can afford a nice home for less than \$200,000."

In Louisville, businesses and residents can do more for less, and tech is driving growth and opportunity. ●

TECH OPPORTUNITIES ARE HERE IN LOUISVILLE!

We are growing the tech pipeline for the future economy

LouTechWorks

This new initiative will accelerate growth of the tech talent pool fivefold by 2022, through collaborating with local universities and employers to scale tech training community-wide.

AdvancingCities Grant

Louisville just received \$3 million from *AdvancingCities* – a JPMorgan Chase initiative to invest in the long-term vitality of communities. Part of the grant will fund Tech Louisville, a program that prepares residents for IT support jobs.

Partnership with Microsoft

Louisville and Microsoft have partnered to create Microsoft's first regional hub for artificial intelligence, Internet of Things (IoT), and data science. The two will work with education, workforce and business partners to strengthen and diversify the city's core industries.



Find out more at
WhyLouisville.LouisvilleForward.com
or call **502-574-4140**.



Global customer connectivity

Hundreds of millions invested in UPS infrastructure further propels region's capabilities

BY ABBY LAUB

IMAGINE processing 85,000 packages per hour nearly round the clock, heading to their destinations around the world. Thanks to the spring 2019 completion of the multiyear, \$310 million expansion at the UPS Centennial Ground hub in Louisville, the region's role as a national leader in global distribution and logistics is further solidified.

The expansion is one of many examples over the last five years alone of how Greater Louisville and Southern Indiana are more connected and capable than anywhere else in the nation to handle the demands of both logistics and transportation for business and pleasure.

The addition of 800,000 s.f. of space at the UPS Centennial hub will accommodate increased e-commerce and traditional retail package business. The project also doubles the company's sorting capacity to 85,000 packages per hour thanks to additional automation equipment. The hub's proximity to UPS Worldport at the Louisville Muhammad Ali International Airport allows UPS to provide end-of-runway express service to its customers in Louisville and surrounding areas.

"The significantly expanded Centennial hub will provide even more advantages to companies who have distribution centers and operations in Kentucky and surrounding areas, while also benefitting local customers," said Joe Boyle, president of UPS's Ohio Valley District at the April



announcement. "UPS is grateful for the strong relationship we have built with the city of Louisville and the state of Kentucky. We are proud to be a partner in the economic growth of the region ... This expansion is part of growing UPS's smart logistics network to enable companies of all sizes to deliver products when, where and how their customers want them."

UPS employs almost 29,000 people across Kentucky in package delivery operations, aircraft operations, ground freight, health-care logistics and contract logistics. Louisville is the home of UPS Worldport, the largest automated package handling facility in the world, and the center point of the UPS worldwide air network.

A key to regional growth

UPS is a big part of the region's larger economic development picture and a key component of airport growth. The most recent economic impact report from 2014 states the two Louisville airports – Muhammad Ali International and Bowman Field – generated recurring impacts of almost 70,000 jobs, \$2.6 billion in payroll, \$8.1 billion in economic activity and almost \$350 million in state and local taxes.

In a spring 2019 interview with *The Lane Report*, Louisville Regional Airport Authority Executive Director Dan Mann said activity is up since then.

The \$310 million expansion of the UPS Centennial Ground hub in Louisville doubled the company's sort capacity to 85,000 packages per hour. The additional space will accommodate increased e-commerce and traditional retail package business.

"In 2014, the airport industry was still slow to recover from the Great Recession ... We think we're going to have some pretty good gains from the 2014 numbers," Mann said. "Regarding the economic impact,

LOUISVILLE REGIONAL AIRPORT AUTHORITY

600 Administration Drive
Louisville, KY 40209
(502) 368-6524
FlyLouisville.com



Dan Mann,
LRAA
Executive
Director
and LRZC
President

Louisville Muhammad Ali International Airport (SDF) and Bowman Field (LOU) are part of the Louisville Regional Airport Authority (LRAA). The LRAA is an autonomous municipal corporation established by Kentucky state statute that is responsible for owning, operating and developing both airports.

In 2019, SDF launched daily nonstop service to Los Angeles International Airport and passenger traffic is growing faster than it has in over two decades. 2018 was the second busiest year ever with nearly 1.94 million departing passengers.

Six airlines serve SDF, offering flights to over 30 destinations. With one stop, travelers can reach more than 460 destinations.



Officials at Muhammad Ali International Airport (SDF) in April 2019 commemorated the beginning of new nonstop service between the Louisville airport and the Los Angeles International Airport (LAX). American Airlines operates the daily flight using the 128-seat Airbus 319 aircraft.

flyLouisville

Record Growth

In 2018, nearly 4 million passengers used Louisville Muhammad Ali International Airport, an increase of over 11% from 2017 and the airports **2nd busiest** year ever. SDF has added more than 10 new destinations in the last two years and has more nonstop destinations and low fare flight options than ever before!

Economic Driver

- Generates over **\$8.1 billion** in total economic activity
- Supports nearly **70,000 jobs** in the local community
- Provides more than **\$2.6 billion** in total payroll
- Produces **\$348 million** in state and local tax revenue

Los Angeles Nonstop

American Airlines now offers nonstop flights between Louisville and Los Angeles! This service gets you to L.A. 2 hours faster than any connecting options and is Louisville's first nonstop flight to the west coast.

Visit Southern California or connect onward to over 40 cities in the Western U.S., Hawaii and Asia.



Over 30 Cities Nonstop



More than 1,000 barges, 250,000 trucks and 16,000 railcars pass through the Port of Indiana-Jeffersonville each year. Located on the Ohio River inside the Louisville Metropolitan Area, the port is home to 27 companies, 15 of which are steel related.

when you look at our model of being self-sufficient and not taking money out of the tax system, to have the employment here creating \$348 million in tax revenues is pretty significant and is going to the benefit of the state.”

A healthy airport and a healthy economy are inextricably linked.

“There is a relationship and strong link to the health of an airport and that of a community,” Mann said. “Regional factors to both of their successes include population growth, disposable income and a strong economy. An airport grows with the city and region. If one lags the other, neither will reach their full success.”

He added that Louisville Muhammad Ali International Airport has been “aggressive and engaged to respond to the community and work in tandem with key stakeholders with the addition of new service with competitive fares.”

One of those met needs was the addition of nonstop service to Los Angeles International Airport (LAX) launched in early April 2019. In the past two years, nonstop service from Louisville has grown by nearly 50% to more than 30 destinations, including Houston and New Orleans. The airport now has 33 nonstop destinations, up from 21 in 2016.

In 2018 Louisville had nearly 1.94 million departing passengers, up about 11% over 2017. The last four months

of 2018 were the best period in airport history, measured by the number of planes and passengers, and 2019 is expected to be even busier.

And, the airport in 2018 saw a total of 44,243 cargo landings, with UPS accounting for nearly 91% of all cargo operations in 2018 with 40,601 landings.

Honoring local heritage

The bourbon-powered local tourism scene is advantageously situated very close to the airport – with proximity to downtown Louisville and regional attractions alike. With low-cost carriers like Frontier and Allegiant included in the airport’s carriers, travel is easily attainable – to and from Louisville.

“We’ve also taken strong steps to proudly represent the region as the ‘welcome’ out-of-town visitors experience immediately when they arrive,” Mann said. “The community is showcased throughout the terminal with vibrant imagery and a strong sense of place with representation of local brands and the bourbon industry.”

“Plus, with the inclusion of Muhammad Ali in the airport’s name, we’re even further connected to one reason why visitors from around the world come to Louisville each year. Ultimately, we want folks to know what our community is about when they arrive, and depart with a positive, friendly impression of it when they leave.”

Infrastructure is also key to making the logistics and transportation scene work in Greater Louisville.

Key transportation improvements came in 2016 upon the completion of the Ohio River Bridges Project. Two stunning new bridges were completed, including the Abraham Lincoln Bridge downtown and the Lewis & Clark Bridge in the city’s East End, along with the rehab of the John F. Kennedy Memorial Bridge.

These bridges, combined with a complete redesign of the “spaghetti junction” interchanges of interstates 64, 65 and 71 near Louisville’s riverfront, cost

\$2.5 billion. This highway system puts the Louisville region in a transportation and logistics epicenter.

Consequently, major growth ensued at industrial parks like River Ridge Commerce Center in Jeffersonville, Ind., which rely on solid access for their clients and goods. Located just off I-265 north of the Lewis & Clark Bridge on the east end, River Ridge and its swath of distribution centers continues to serve as an economic driver of local employment and investments.

The center’s 2018 Economic Impact Analysis, conducted by Policy Analytics, found that River Ridge helped create or sustain more than 16,000 regional jobs, which equates to an estimated \$2.3 billion in annual economic output. River Ridge businesses generated \$39.4 million in tax revenue for state and local governments, an increase of \$6.8 million over 2017.

Elizabethtown, just south of Louisville on Interstate 65, also is experiencing growth in its logistics sector, including the 2018 opening of a state-of-the-art distribution facility for Netherlands-based Eurotrol. Eurotrol provides worldwide markets with artificial blood samples used to ensure the precision and accuracy of in-vitro diagnostics equipment.

The 11,000-s.f. logistics center will serve as the company’s principle distribution hub for North, Central and South America. Elizabethtown’s easy access to UPS Worldport in Louisville allows timely shipping of Eurotrol’s temperature-sensitive products.

Bus, barge, rail give key global connections

Business travelers and residents in Louisville and beyond benefit from a robust public transportation system whose central element is the Transportation Authority of River City.

TARC provides more than 12.5 million passenger trips covering more than 12 million miles annually. The buses – with comfort and productivity amenities such as on-board Wi-Fi, luggage racks, reading



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Todd Johnson joined Verst Logistics as president and chief operating officer, effective March 25, 2019. In his new position, Johnson reports directly to Paul Verst, chief executive officer of Verst Logistics.

Johnson brings with him a broad spectrum of operational and commercial competencies, serving many industry segments across the full spectrum of logistics services. Prior to joining Verst, Johnson held various leadership positions with Kenco Logistics, Menlo Logistics (XPO), UPS Supply Chain and DHL Supply Chain.

Johnson has a bachelor’s degree in business administration and management from Indiana University, Bloomington, and is a member of Supply Chain Leaders in Action, The Council of Supply Chain Management Professionals, WERC and Transportation Intermediaries Association.



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lights and other features – run 43 routes in five counties across Kentucky and Southern Indiana. TARC vehicles average more than 41,000 riders daily, and 83% of trips are for work or school.

TARC helps commuters avoid parking fees and buying gas. However, residents of Louisville and Southern Indiana also benefit from easy options to hoof it or take two wheels, thanks to the Big Four Pedestrian Bridge that connects Louisville's picturesque Waterfront Park with downtown Jeffersonville, Ind.

Greater Louisville and Southern Indiana have the benefit of top-notch water, rail and logistics infrastructure to make their resident businesses highly competitive.

The Port of Indiana-Jeffersonville is a part of America's premier inland port system, the Ports of Indiana. Situated on two major North American freight transportation arteries – the Great Lakes and the Inland Waterway System – the state's three-port system serves the world's most productive industrial and agricultural regions.

More than 1,000 barges, 250,000 trucks and 16,000 railcars pass through the port each year, moving cargo to various states on the Inland Waterways System and to the world by transshipment with ocean vessels in the Gulf of Mexico.

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TRANSIT AUTHORITY OF RIVER CITY

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ridetarc.org



Ferdinand L. Risco Jr., TARC Executive Director

The Transit Authority of River City (TARC) provides mobility solutions for the Greater Louisville region.

TARC's mission is to explore and implement transportation opportunities that enhance the social, economic and environmental well-being of its service area. This includes connecting residents of and visitors to the region with 102 paratransit vehicles and 223 buses traveling 43 fixed routes to locations within five counties across two states.

TARC is dedicated to moving the workforce of today and tomorrow. With an annual operating budget of \$89.5 million, TARC's team of 661 employees serve more than 41,000 daily riders, making possible \$12.5 million annual customer trips traveling over 12 million total miles. With 63% of trips taken for work and another 20% for school, TARC is crucial in the region for delivering a qualified workforce to employers and for getting students to class.

Meade County Riverport

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TRANSIT SYSTEM

Transit Authority of River City

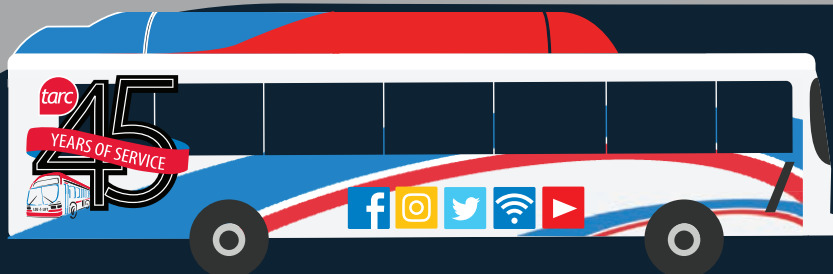
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The Transit Authority of River City's integrated-mobility app enables customers to plan trips across multiple modes of travel including TARC, Uber, Lyft, Bird Scooters, and LouVelo Bike Share.

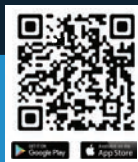
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#WeMoveTheCity

New expertise for new business

Louisville legal community creates innovative tools for its clients in a bustling economy

BY GREG PAETH

THE rebounding national economy is driving down unemployment numbers and creating new demands for legal services that Louisville's nimble, growing and expert business law has taken in stride.

As businesses grow and become more complex, there's more demand for legal services. Those services can be as tangible and time-tested as writing a contract with a concrete supplier for expanding the employee parking lot or as intangible as protecting a trademark or other intellectual property.

"In the last two-and-a-half to three years there's been a substantial change in client transactions in the merger-and-acquisition space," said Henry S. Alford, managing director of Middleton Reutlinger, which has a staff of about 60 attorneys in its Louisville office. "The multiples being paid for assets are very high and prompt some sellers to sell now. People are confident in the economy, and they want to deploy some cash after being on the sidelines after (the market crash) of 2008. There's a pent-up demand to do something" with their money.

One sector in the legal field that's expanding rapidly in Louisville and elsewhere in the United States focuses on intellectual property, which is broadly defined as trade secrets, trademarks, patents and copyrights.

"The internet changed how trademarks are exposed, so we have to police, monitor and protect them because of the greater risk of infringement," said Alford, who added that his firm's



Brian Powers photo

intellectual property practice has grown exponentially in recent years.

Because of that growth, Alford said Middleton Reutlinger is looking for engineers who have expertise with patents and a law degree. As might be imagined, that combination of credentials is difficult to find.

IP law wasn't the only area of growth for Middleton Reutlinger.

"We closed over \$1 billion in transactions and financings over the last 12 months and believe that we will have similar volume during 2019 as private equity continues to seek out deals in Kentucky and the surrounding region," Alford said when asked early this year about the 2019 outlook for his firm.

Attorney Jack A. Wheat of McBrayer also made it clear that the internet has had a profound impact on businesses worldwide.

"The growing ubiquity of social media and an ever-expanding connectivity with the online world has created a host of legal issues in many fields, but an area of the law that lives at the forefront of the entire digital realm is intellectual property," Wheat said in an email. "We deal with the tremendous onslaught of digital content uploaded second by second, and the various rights associated with the creation of that content, all of which falls under some classification of intellectual property protection. Is it copyright infringement to link to an

McBrayer attorneys Trevor Nichols and Elizabeth Barrera discuss a case in their Louisville office. Founded in 1963, McBrayer employs more than 50 attorneys, and has offices in Lexington, Louisville, Greenup and Ashland, as well as government relations offices in Frankfort, Ky., and Washington, D.C.

image from another social media account that infringed on yet another's copyright?"

IP law is based primarily on federal law, Wheat said, and the McBrayer firm probably does more intellectual property litigation outside Kentucky and outside of the country than it does inside the state.

Meeting workplace needs

Cindy Effinger, also of McBrayer, made it clear that Hollywood and New York aren't the only cities paying attention to the issue of sexual harassment on the job.

"The #MeToo movement is part of an evolution both socially and in employment and human resources law that has put a spotlight squarely on power structures in the workplace. As with any major change, the transition for employers has been bumpy at times, but the net result has been positive in that we have been able to help management respond appropriately and supportively to employees when the specter of harassment arises," Effinger said in an email. "Assisting with these efforts helps to stem the tide of harassment before it can start, boosting employee morale and ensuring a safe and comfortable

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Robert T. Watson,
Member
in Charge,
Louisville
Office

McBrayer serves its clients and the community through its commitment to service and local involvement. The firm's more than 50 attorneys focus on a varied array of practice areas such as litigation, corporate, employment, real estate, intellectual property, hospitality, health care and mediation. The firm is also recognized for its exceptional lobbying group, MML&K Government Solutions.

workplace; this in turn provides a benefit to employers as well through reduced turnover and increased productivity.”

Effinger described employment law as an “ever-moving target” for a variety of reasons, especially because some companies don’t hire full-time workers the way they did in the past.

“As the ‘gig economy’ continues to take hold and freelance work by independent contractors becomes more prevalent, employment contracts are growing in both popularity and necessity,” she said. “Meanwhile, the Department of Labor continues to view independent contractor arrangements with a stern eye to ensure that they aren’t merely an end-run around employment laws and regulations.”

Creating new forms of expertise

The Louisville Bar Association claims a membership of some 3,100 active attorneys, so there’s plenty of competition in the metropolitan area, where one of the largest firms is Frost Brown Todd, whose Louisville office is headed by Member-In-Charge Geoff White.

Frost Brown distinguishes itself from the pack because of its focus on understanding the businesses and industries of its clients, an added value that can be difficult for other firms to duplicate, White said.

He rattled off a list of the types of work his firm handles every day, making it clear Frost Brown’s 140 lawyers in Louisville are equally comfortable closing a \$100 million transaction for a real estate investment trust as they are when they’re assembling a financial package for a small apartment project in Louisville.

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Hank Alford,
Director

With historic roots planted in Louisville 165 years ago, Middleton Reutlinger has established and grown its practice based on a responsive, innovative and personal approach with all clients, from international to local. With over 50 attorneys expertly practicing a range of legal services, including litigation, business law, government and regulatory law, health care law and intellectual property law for some of the country’s leading companies, the firm works to meet each client’s individual needs. Consistently recognized by Chambers USA, U.S. News Best Lawyers & Best Law Firms, Super Lawyers and more, Middleton Reutlinger is also proud to be one of Kentucky’s “2019 Best Places to Work”.

The firm’s business/industry knowledge is apparent, for example, in its franchise and hospitality industry team, which has a wealth of experience in the refranchise, divestiture and acquisition of franchise outlets. It was part of the team that represented the first multiconcept franchise-purchasing cooperative and organized the first casual-dining purchasing cooperative, White said in an email.

That same team in Louisville also has represented franchisee associations in connection with general formation and operational matters, including the preparation of articles of incorporation and bylaws, franchise system advertising and marketing policies, and franchise dispute resolution.

This is “a classic example we see of taking our local and regional expertise, utilizing it to better serve clients across the country, which in turn better allows us to serve our local clients by bringing in best practices across the industry,” said White, who pointed out that the firm has 520 attorneys in 12 offices in eight states.

White also said the Louisville office has a similar depth of knowledge and experience in financial services, where Frost Brown Todd has represented financial institutions with regulatory issues as well as intra- and interstate reorganizations and acquisitions.

As might be expected from someone who has the “member-in-charge” title, White also lavished praise on the firm’s public finance team, its commercial lending practice group, the national commercial real estate finance group, and a multifamily housing practice as well as business litigation.

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Dinsmore & Shohl LLP
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Dressman Benzinger Lavelle PSC
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Louisville, Kentucky

Plenty of cash flow

Planners are enthused about preparing for the future, maximizing growth potential

BY GREG PAETH

A strong economy equals a strong demand for banking and financial services. Greater Louisville is chock full of expertise to meet the needs of its ever-growing business scene and to advise an evolving client base that is wondering how to manage its assets an unprecedented 10 years into an economic expansion.

"The biggest growth has been in financial planning. A lot of people are retiring and they will say, 'I have \$1 million and I want it to last for 20 years,'" said Dan Cupkovic, director of investments for ARG Financial Services, which is headquartered in Louisville and has four other offices in the state and one each in Indiana, Ohio and Michigan.

That kind of a directive from a client allows Cupkovic to develop a strategy that enables that retiree to live off that million dollars without losing sleep.

He said he's also seen an uptick in business borrowing because of concerns about whether interest rates might rise later this year in the event that the Federal Reserve nudges up the federal funds rate.

"I think there are some companies that want to get as much cheap debt (with lower rates) as they can," said Cupkovic, who has worked in financial services for 14 years, including the last 12 with ARG.

Although there's nothing chiseled in stone at this point, the Federal Reserve said in mid-March that it's unlikely that it will raise the fed funds rate anytime this year.

It's also clear that economic news won't be positive forever, Cupkovic said.

"We are in the longest bull market since the Civil War," he said, "so we know that it's going to end. It's just a matter of when."

But an expected downturn in the markets somewhere down the road hasn't stopped ARG from broadening its footprint in the state. The company opened an office in Paducah last year and acquired another firm in Elizabethtown, some 45 miles south of Louisville, in January.

Banks staying aggressive

The FDIC reported 40 banking institutions in the Louisville market with \$27.6 billion in deposits as of its June 2018 data. German American Bank seems equally convinced that there's plenty of room for growth in Kentucky.

In addition to recently acquired branches in the Louisville metropolitan area, German American has offices in Lexington, Bowling Green, Franklin and Owensboro. The bank also announced in February that it had reached an agreement to acquire Citizens First Bank of Bowling Green. If regulators approve that transaction, German American will add eight branches in and near Bowling Green. A third office in Owensboro opened in early June and another branch is under construction in Henderson.

German American, headquartered in Jasper, Ind., entered the Louisville market in 2016, when it acquired River Valley Financial Bank in Madison, Ind., and RVFB's five branches just north of the Ohio River across from Louisville in Southern Indiana.

At the time of the acquisition, German American made it clear that the purchase was strategic.

"River Valley has a strong presence with five banking offices in the vibrant and rapidly growing market area of the Indiana side of ... Louisville ... a market that German American has recently entered," German American said.

"Four of the five (branches) show increases in transaction counts and from



German American Bank, headquartered in Jasper, Ind., recently acquired bank branches in the Louisville metropolitan area. It also has offices in Lexington, Bowling Green, Franklin and Owensboro. Another branch is under construction in Henderson.

new customers at a time when more and more people bank online with their phone or their tablet," said Adrian Brown, market president for the counties where the branches are located.

At this point, Brown said, German American has no immediate plans to expand in the Louisville market on the Kentucky side of the river.

But that shouldn't be interpreted as a "no growth" strategy.

German American likes to expand in counties that have growing populations where there's low unemployment, stability and "engaged economic development organizations," said Mike Beckwith, Kentucky division president.

Nearly \$1 billion in new projects last year

At PNC Bank, Chuck Denny, regional president for Greater Louisville, was predictably enthusiastic about the local market, where new projects valued at \$972 million were announced last year.

Louisville's emergence as one of the country's major players in logistics received plenty of attention from Denny.

"The logistical strategic advantages provided by the UPS Worldport is an enormous driver of our success and future growth. Only a handful of cities in the world possess this game-changing competitive air freight transportation advantage. We are one of the world's few," he said.

UPS is the biggest employer in Jefferson County, where it has more than 21,000 employees, according to Greater Louisville Inc.

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Bruce Ferguson Sr.,
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Diane Medley,
Managing
Partner

Optimism in the tech space

Denny also expressed optimism about the growth of technology firms in the region and metropolitan Louisville's status as one of the country's "Rise of the Rest Cities" as defined by billionaire AOL co-founder Steve Case, who toured the metro with a busload of investors in 2018.

Case's visit "underscored the great progress we have made and the enormous opportunities that are ahead," Denny said.

Big players – new and old

Although it's far too early to determine if it will have measurable impact on financial services in Louisville, the early April ownership change for Hilliard Lyons is on the radar for people who know how money moves in and around Louisville.

Hilliard Lyons' Louisville roots can be traced back to 1854.

Ownership of the firm has changed twice in the past 20 years. But when the ink dried on the agreement, Hilliard Lyons became identified as "A Baird Company," a reference to the Milwaukee-based investment firm that now is its parent.

The Hilliard Lyons-Baird combination offers services that include international wealth management, trust and estate planning, investment banking, municipal finance and asset management.

Hilliard Lyons had revenues of about \$280 million last year, while Baird, which celebrates its 100th anniversary this year, had revenues of nearly \$1.8 billion.

Hilliard Lyons' top leadership – chairman & CEO Jim Allen, president Tom Kessinger III, and Alan Newman, executive vice president and director, private wealth – will continue in their roles to ensure a smooth transition for the firm and its clients.

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Adrian Brown,
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Core principles, smart growth

Real estate developers aim to repurpose Louisville's past and build with innovation

BY KATHIE STAMPS

OFFICIALS who oversee Greater Louisville's growing built environment are well prepared to keep up with the spatial demands of living, business and pleasure.

Plan 2040 is a new comprehensive plan for Louisville's Metro Government. It is designed to help direct Louisville's growth over the next two decades as the population grows to an expected 875,000-plus residents, an increase of 12% from 2017. Plan 2040 is focusing on five core principles for a vibrant and diverse community: to be connected, healthy, authentic, sustainable and equitable.

"Develop Louisville is in the frontlines of economic development in the city, as it works with developers, home builders and others to not only make sure they have the approvals needed for a project to move forward but also to ensure that those projects fit into the vision for how Louisville should be developed, as set out in Cornerstone 2020 and now Plan 2040," said Jeff O'Brien, director of Develop Louisville.

An agency within Louisville Forward, Develop Louisville was organized in 2014 and employs approximately 100 people to support the community's economic development in the built environment.

Restoring underutilized properties to the tune of millions

Through its Vacant and Public Property Administration, Develop Louisville works to restore empty properties to productive use. Since April 2015, the city has sold 300 vacant properties to developers, nonprofits and individuals for redevelopment or new



construction, including redevelopment of the public housing complex Beecher Terrace into mixed-income housing and intense focus on redevelopment of the entire Russell neighborhood.

Louisville has experienced momentum since 2014 and shows no signs of slowing down. High-profile projects include the dozens of hotels under construction throughout the area, the \$35 million Louisville Urban League Sports and Learning Complex at Heritage West, and the \$200 million LouCity FC soccer stadium complex called Butchertown Stadium District, which will include office and retail space, restaurants and hotels across a 40-acre property.

"Both the Vision Russell and soccer stadium projects have and will attract additional private investment in those neighborhoods, which will bolster quality

of life for residents, a key selling point for business retention and attraction," O'Brien said. "Businesses want to be in cities where significant investments are being made and where their employees can experience a high quality of life."

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



Construction of the Butchertown Stadium District, a 40-acre, \$200 million soccer stadium, office and commercial district in Louisville, began in 2018. Hollenbach-Oakley is serving as the project manager for the district, which will include 300,000 s.f. of office, 50,000 s.f. of retail space, restaurants and multiple hotel sites. An artist's rendering of the stadium is shown here.

BLANKENBAKER STATION

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Architectural design firm Luckett & Farley worked to convey the design vision of multiple partners, including Norton Healthcare, Republic Bank & Trust, ProRehab Physical Therapy and Family and Children's Place, for a new YMCA building located in West Louisville. The \$28 million project, shown here in this artist's rendering, will be completed by October 2019.

In January, Louisville Mayor Greg Fischer had good news for West Louisville when he announced restoration and redevelopment of a warehouse that has been vacant for three decades. The property on West Broadway was acquired by Housing Partnership Inc. (HPI) for a \$34 million mixed-use development. Built in 1922, the building is on the National Register of Historic Places. Louisville Metro Government and OneWest, a nonprofit community development organization, are part of the public/private partnership on the project.

Scheduled for a July launch, Logan Street Market is a registered public benefit corporation (PBC) located in the Shelby Park community. With an eye toward sustainability, Louisville's urban public market has a dual mission of providing fresh, local food to an underserved community and being an all-inclusive gathering space. A microbrewery is on site, along with restaurants, food and retail vendors, a stage and gallery.

In March, ground was broken in Jeffersonville for Gateway Commercial Development, a \$30 million project at the corner of 10th and Spring Street. Starbucks and other retailers are expected in the first of two phases. Anticipated in late 2019 is construction of a new Xscape Theatre on Gottbrath Parkway near I-265 in Jeffersonville, thanks to the New Albany-based private investment firm Patoka Capital. The \$15 million movie theater will have 12 screens, two of which will be 70 feet wide with 4K digital projection and an immersive sound system.



A market where homes move quickly

The Greater Louisville Association of Realtors (GLAR) represents more than 4,500 members involved in the residential and commercial real estate industries. While year-to-date sales were down 7.1% in March 2019 from the same time in 2018, the average price was up 4.8%.

"Our members are now seeing the typical early spring pick up in listings and showings," GLAR CEO Lisa Stephenson said in April. "We continue to see move-in ready, moderately priced homes sell quickly. Homes that are priced slightly above market value will sit for longer periods."

"There is great momentum on both the residential and commercial spectrum, and they are positively impacted by the growth of the city of Louisville," said John Hollenbach, managing partner of Hollenbach-Oakley, adding that the suburban market "is seeing significant growth in the multifamily sector."

A full-service development and project management firm, Hollenbach-Oakley is managing the design and infrastructure of the Butchertown Stadium District.



LUCKETT & FARLEY

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Aric Andrew, AIA, LEED AP, President and Chief Executive Officer

New President and CEO Aric Andrew has infused his passion for design excellence and innovative thinking into Luckett & Farley, the oldest continuously operating architectural firm in the country.

As an architect, Andrew himself has over a quarter century of architectural and project management experience. A graduate of the University of Kentucky College of Architecture (now College of Design), where he received several design awards, Andrew has led the firm's transformation with a new, unique "studio" model and renovated new headquarters.

Its studio approach integrates architecture, engineering and interior design in six different industries – Health and Wellness, Industrial, Corporate Commercial and Hospitality, Higher Education, Government, and Distilled Spirits.

The company is also developing a 300-acre office campus, with Class A office facilities, at River Ridge Commerce Center on East Highway 62 in Jeffersonville, Ind., in which the second phase will be a 300-acre research campus. The developer's Oldham Reserve on 1,000 acres in La Grange will include high-end office space along with retail and residential development.

Additionally, construction is on track for the company's own new headquarters to start in the fourth quarter of 2019 at Blankenbaker Station Business Park. Hollenbach-Oakley will share the 45,000-s.f. building with its affiliate, brokerage firm Horizon Commercial Realty. ●

River Ridge Commerce Center is a premier business park located on 6,000 prime acres in Southern Indiana. The plan includes a 300-acre, picturesque office and research campus.

A Catalyst for Change:

Luckett & Farley's design activism helping reshape Louisville

Architect Aric Andrew knows that in good design, the whole is the sum of its parts. He believes the same is true for cities.

BY TIFFANY MEREDITH

"Thriving neighborhoods make a city a better place to live, for all of us," said Andrew, chief executive officer of Luckett & Farley, a Louisville architecture firm whose long history is intricately woven in to the city and state it calls home.

Just as the construction of the Guggenheim Museum revitalized the Spanish port city of Bilbao, drawing visitors and transforming the city from industrial decline into a thriving, vibrant destination, he and the firm are hoping three projects help spark a cultural and economic renaissance in parts of west Louisville, a sort of "Bilbao effect" on a smaller scale.

The new Shawnee Park Outdoor Learning Center, Republic Bank Foundation YMCA, and Louisville Visual Art building that Luckett & Farley has designed reflect the firm's humanist vision. Andrew, the firm, and community leaders are hoping the projects not only serve residents, but also draw new visitors. The goal is that they will drive economic development, giving the area a jump start, just as similar projects have done in NuLu and downtown.

"A well-designed building can give an entire neighborhood new character, and influence and accelerate projects that come after it," said Andrew. "Emblematic projects such as these act as a sort of 'urban catalyst' in that regard, and they are an influential part of urban strategy."

The three new buildings in west Louisville reflect a new diversity in architectural thinking. The idea of a catalyst project, Andrew says, isn't an end in and of itself. He and the team at Luckett & Farley hope their designs will help residents of west Louisville, and the entire Louisville community, imagine the potential for a new future.

Lindy Casebier, executive director of Louisville Visual Art, which chose Luckett & Farley to design the concept for its building, said, "By establishing this creative hub in the Portland neighborhood, we hope to become a beacon for the community."

The renovation of a 33,000-square-foot warehouse will hold studios for artists throughout their career—from grade school to college and beyond—and partner with programs at the University of Louisville, Bellarmine University, and the Kentucky College of Art and Design. It will also feature classrooms and permanent gallery exhibit space.

"As we are in our 110th year and this building is our first permanent home, we feel this design captures our past, present and future, as well as that of the community," Casebier said.

Like Louisville Visual Art, the other projects have big goals as well. The YMCA, recognizing that fitness and wellness go hand in hand, created a state-of-the-art building dedicated to both, a 77,000-square-foot space designed by Luckett & Farley.

With a gym, indoor track and pool, a family medicine clinic, physical therapy services, and counseling, the YMCA's aim is to advance health equity and redefine the concept of wellness in Louisville, encompassing not only physical, but mental and emotional health.

"The goal is to align services that are welcoming, accessible and will promote individuals reaching their greatest health potential – not just the absence of illness," said Steve Tarver, chief executive officer of the YMCA of Greater Louisville.

Accessibility also lies at the heart of the Shawnee Outdoor Learning Center. Bennett Knox, parks administrator for Louisville Parks & Recreation, said the center aims to create equitable access to nature for children and families in west Louisville. Research has shown accessibility to nature and nature-based recreation has tremendous health and other benefits, and the center is part of the Parks Department's effort to improve access.

The center will also house the Parks Department's Louisville ECHO program, Louisville is Engaging Children Outdoors.

"The Shawnee center will complement other planned outdoor infrastructure and serve as a base for nature programming as it grows," Knox said.

All three projects are still seeking additional funding. To find out more about opportunities to be involved and Luckett & Farley's design activism, contact Rolf Provan, Vice President of Business Development and Marketing, at rprovan@luckett-farley.com.



▲ Renders: Shawnee Outdoor Learning Center; Louisville Visual Art Association, Republic Bank Foundation YMCA

Vast health care sector sets Louisville apart

Region's wellness, aging companies pay \$4 billion in payroll, account for \$500 billion in revenue



Norton Healthcare and Jefferson County Public Schools have partnered to provide a new school-based telemedicine program that allows students to be seen by a provider from their school nurse's office using teleconferencing technology.

A recent example is Talaris Therapeutics Inc., formerly known as Regenerex LLC, a company born at the University of Louisville. In April 2019 it announced it had raised \$100 million from investors to develop a therapy, based on UofL research, that could improve the lives of kidney transplant recipients. It is using technology developed at UofL to allow living donor kidney transplant recipients to stay off immunosuppression drugs for the rest of their lives.

Another UofL researcher, virologist Dr. Donghoon Chung, is one of three principal investigators with a new center working to advance new drugs for the treatment of equine encephalitis viruses in humans. The project, Center of Excellence for Encephalitic Alphavirus Therapeutics, is funded by a \$21 million grant from the National Institutes of Health over five years.

The innovation extends beyond patient care and includes industry distributors and pharmaceuticals. At the end of 2018, AmerisourceBergen, a global health care company, announced it will expand its full-line Louisville distribution center with a \$15 million investment expected to generate 134 full-time jobs. The project will create a high-tech distribution center, which will package, process and ship pharmaceuticals to health care providers across the country. This investment proves that Greater Louisville's logistical assets also bleed over heavily into the medical sector, as company officials noted Louisville's location as a deciding site selection factor for the expansion of its full-line facility.

Managing modern health care also requires data prowess and a high-tech skilled workforce. UofL's School of Public Health and Information Sciences is one of the many regional entities helping keep students prepared. Most recently it launched the Master of Science in Health Data Analytics (MSHDA) to coach students to help health care organizations improve their quality and lower the cost of care, while enhancing the patient experience. The program will be offered online and on campus later this year.

BY ABBY LAUB

YOU can tell people by the company they keep, and a region by the companies it keeps. In the case of health care – which includes medical services, lifelong wellness and aging care – Louisville is in better company than anyone else in the nation.

“Companies like Humana, Kindred Healthcare, Almost Family (now LHC), Pharmerica, and ResCare (now BrightSpring) got their start and are headquartered in Louisville,” said David Buschman, managing director of Greater Louisville Inc.'s Health Enterprises Network. “These companies have created a knowledge center and culture of innovation that attracted companies like Atria, Signature and Trilogy to create the nation's largest concentration of headquarters operations.”

He added that Louisville is now home to more lifelong wellness and aging care headquarters than any other MSA in the nation, an asset that sets Louisville apart from other health care markets. Buschman said there are 4,100 health-related establishments in the Louisville Metro and collectively, and they employ more than 124,000 people with an annual payroll over \$4 billion and account for \$50 billion in revenue.

“Health care is the region's largest employer, accounting for 18.2% of all jobs,” he said. “Between 2006 and 2017,

health care sector employment increased 22.3%.”

Massive growth and innovation

A big factor in these numbers is Norton Healthcare, which continues to grow. The hospital and health care system is Louisville's fourth largest employer, providing care at more than 250 locations throughout Kentucky and Southern Indiana. It includes five Louisville hospitals and more than 14,600 employees. A strong research program provides access to clinical trials, with 850-plus clinical studies underway. In 2018 Norton Healthcare was named by Healthiest Employers as the fourth healthiest place to work in the country.

“Our payroll and purchases of supplies and services total around \$1.7 billion each year,” said Michael W. Gough, executive vice president and chief operating officer. “As a not-for-profit, we have a commitment to improving the health of our community and provide funding for many services that benefit the public. In 2018, our total contribution was valued at more than \$165 million, including \$105 million in charity care and unpaid Medicaid cost for patients who couldn't afford to pay.”

The success of Greater Louisville's medical services scene can be attributed to this compassionate outlook, but also to its top notch workforce and innovation.

Norton also has a wide range of initiatives in place to attract, develop and retain the workforce it needs.

"This includes partnerships with high schools and universities, an apprenticeship program and scholarship options," said Gough. "We also believe that health care offers opportunities for lifelong learning, so we offer programs for our existing team members to build upon their skills or pursue advanced degrees or other career paths."

But what health care really boils down to is helping people – through data or hands-on care. And Norton and other providers are continually meeting that demand with excellence.

Recent examples include the February 2019 opening of a new Norton Women's Health office in Shelby County. And in January 2019, Norton Children's Hospital – which in July 2018 received national recognition for its treatment of children with diabetes – opened its new \$12 million, 31,000-s.f. unit that will serve hundreds of sick and injured kids every year. In October 2018, Norton opened its new \$38 million Norton Cancer Institute – Brownsboro. The comprehensive cancer care center brings all Norton Healthcare oncology subspecialties and services together for the first time in one location. In the same month it opened the Norton Breast Health Center on the Norton Brownsboro Hospital campus.

Sterling history, top honors

A longtime member of the Louisville health care scene is Jewish Hospital, which in April 2019 celebrated 55 years of organ transplantation. In 2017, Jewish Hospital Transplant Care set an all-organ record, with 187 organs transplanted. Today, Jewish Hospital is among a very small percentage of hospitals across the country approved to perform all five solid organ transplants: heart, lung, liver, kidney and pancreas. It's also home to the world's most successful hand transplant.

Baptist Health also has a large presence in the region. Baptist Health Louisville is a 519-bed hospital that has been recognized by *U.S. News & World Report* as the No. 1



Michael W. Gough, Executive Vice President and COO, Norton Healthcare

hospital in the Metro Louisville area and No. 3 in the state of Kentucky for 2018-19. In June 2018 it completed a \$18.7 million expansion of the emergency department.

Reflecting the needs of an aging population, an increasing industry focus is on at-home and high-tech health. Entities like Norton and others have a big focus on technology, and the hospital was ranked the highest in Kentucky among large organizations on the 2018 list of Best Places to Work in IT by IDG's Computerworld. These technology experts are relied upon for developing technology to elevate patient care.

"Continued investment in our IT technology and employees helps ensure a support model that provides clinicians with the essential tools to care for our guests and their families," said Gough.

In April 2019, a new initiative with Norton Healthcare allowed students at Engelhard Elementary School in Louisville to have access to medical care beyond the school nurse. The school-based Telemedicine Program allows a child to see a Norton Healthcare provider through a secure video visit from the school nurse's office.

Also in February 2019, Louisville-based LHC Group Inc., an in-home health care provider serving 85 Kentucky counties announced it will locate a regional home office at its existing operation in Louisville with a \$600,000 investment expected to create 31 full-time jobs.

"Kentucky's health care sector has grown steadily in recent years, and LHC Group's addition of a regional headquarters location in Louisville builds on this extraordinary progress," Gov. Matt Bevin said in a press release.

LHC Group's investment comes on the heels of the company's April 2018 merger with Almost Family Inc., a home health care services provider headquartered in Louisville since 1976.

CareTech brings professionals from around nation

Sometimes home health falls on the shoulders of unpaid providers, and the problem of lost wages in health care around the world is a big problem being addressed by the Louisville Healthcare CEO Council.

In April 2019, the LHCC announced it's accepting applications for its CareTech Pitch Competition, an international competition that convenes investors, entrepreneurs, and enterprises to identify outstanding innovations to address the needs of unpaid caregivers.

"Unpaid caregivers provide an astounding \$506 billion of free care every year. Many report that they operate in a near-constant 'crisis mode' and struggle to find relevant resources," said Tammy York Day, president and CEO of LHCC. "LHCC is creating a unique opportunity for entrepreneurs to put their disruptive technologies in front of some of the biggest customers in the health care industry."

Buschman noted, "We're seeing more private/public collaborations than ever before."

He cited programs like Kentuckiana Works; the "Academies of Louisville" that partners with Jefferson County Public Schools; The Thrive Center, an experiential center of technology that spotlights innovation and promotes healthy aging; the Hive, a UofL/Kindred Healthcare technology research and collaboration focused on developing innovative solutions for various aspects of aging care; Lacuna Health, a Kindred Healthcare Innovations company that identifies and solves for gaps in the patient experience; and LEAP (Louisville Entrepreneurship Acceleration Partnership), a collaborative effort to strengthen and grow the innovative ecosystem of the region as some of many examples of this innovation and collaboration at work in the regional health care marketplace. ●

The new, 48,000 s.f. Norton Cancer Institute houses all of the hospital system's oncology subspecialties. Patients have access to more than 100 specialists and numerous treatment options. It was designed by TEG Architects and constructed by Messer Construction Co.



Signature projects, impressive growth

The region's manufacturing sector is an \$11 billion industry

BY ABBY LAUB

LOUISVILLIANS know how to make things: bourbon, cars, appliances, baseball bats, you name it.

In fact, Louisville Forward says advanced manufacturing accounts for 17% of the regional GDP (to the tune of \$11 billion), and the average annual compensation for a manufacturing worker is almost \$71,000. In 2017, *Forbes* even named Louisville the No. 1 city in the United States where manufacturing is thriving.

It's not hard to see why. One of the region's primary manufacturers is Ford Motor Co.'s Louisville Assembly Plant. Louisville is home to the company's largest presence outside of Detroit and is best known for producing Super Duty pickups, Lincoln Navigators and other trucks in its 6 million s.f. Kentucky Truck Plant space that employs almost 8,000 people.

In March 2019, Ford announced plans to increase production on the Ford Expedition and Lincoln Navigator and will add 550 jobs at the Kentucky Truck Plant and increase vehicle production by 20%. This follows up an announcement back in 2017 from Ford that it would invest \$900 million in the Kentucky Truck Plant. The Expedition and Navigator are both full-size SUVs that will be exported to more than 55 markets globally.

And a new compact SUV from Lincoln – the 2020 Lincoln Corsair, formerly known as the Lincoln MKC, will be built at Ford's Louisville Assembly Plant. It shares parts with the Ford Escape, which also is built in Louisville.

The region's automotive exports expand far beyond vehicles and include auto components manufacturers like Piston Automotive and many others. In April 2019, Piston announced plans to invest \$1.5 million for an expansion of its Louisville operation, which will create 50 new full-time jobs on top of the 85 already there. The project will allow for the installation of a new production line and increased capabilities to support new market demand.

"Our investment in the Louisville facility is a direct result of growth with one of our key customers, Ford; the support we've received from the community; and the hard work our employees have put in to make Piston Automotive successful," said Piston



Sam Varrhagen photo

Group Chairman and Founder Vinnie Johnson at the announcement.

Winning recipe for food and beverage

Greater Louisville is also known globally as a food and beverage hotbed – both in the headquarters and manufacturing spaces.

It has a wide range of distilleries and craft distillers that contribute heavily to the state's eye-popping bourbon production. Bourbon is an \$8.6 billion signature industry in Kentucky, generating 20,100 jobs with an annual payroll of \$1 billion. The state as a whole has a total inventory of 7.5 million barrels of bourbon – the highest inventory in more than 40 years.

The secret recipe for one of the world's top brands, Kentucky Fried Chicken, is kept in a vault at its Louisville headquarters.

In nonalcoholic liquids, Greater Louisville is also known for things like beverage flavorings and colors, and countless other food and drink manufacturing operations.

In Jeffersonville, Ind., INiagara Bottling announced last July it will build a new 469,000-s.f. manufacturing and bottling facility on Logistics Avenue in the River Ridge Commerce Center.

The company is investing approximately \$56 million in the project, including construction and equipment costs. Plans also call for the full-time employment of approximately 49 new workers at the new facility.

"We have been impressed by the

Employees at Kentucky Truck Plant in Louisville assemble the Ford Expedition. In 2017, Ford invested \$900 million in the plant for upgrades to build the all-new Expedition and Lincoln Navigator. The company recently announced plans to increase production and add 550 new jobs. Kentucky Truck Plant currently employs 8,000 workers.

region's progressive workforce development programs and support system," said Brian Hess, executive vice president for Niagara, in a press release.

It's another example of the rapid growth of River Ridge – where dozens of manufacturers and offices already call home.

On the sweeter side, Cellar Door Chocolates, a premium chocolate confectionary company, announced in February a significant planned expansion of operations to meet growing demand. The company, which was originally established in 2007, is crafting a new headquarters, production facility and tasting room within the Heine Brothers' Coffee corporate office and roastery building at 1301 W. Main St. in Louisville.

Cellar Door, known for its truffles, bourbon balls, brittle and caramels, will continue to operate its two retail studios in Butchertown and downtown Louisville.

"This building is going to be an amazing destination point in the Portland neighborhood," said Cellar Door Chocolates Founder Erika Chavez-Graziano in a press release. "It has a vibe that you can only get from a turn-of-the-century building."

Cellar Door plans to move into the new 12,000-s.f. space this fall, and will go from 14 to 18 full-time employees.

Talented workforce

Part of the reason Greater Louisville has such success in the manufacturing space is because of its talented workforce and pipeline of workers. Creating a continued pipeline is essential, and the city works with various organizations such as Kentucky Manufacturing Career Center, Kentucky Federation of Advanced Manufacturing Education (KY FAME) and local schools and universities.

According to Louisville Forward, the region's manufacturing employment is a 20% greater share than the national average. Also, there are 14 major automotive original equipment manufacturers (OEMs) within 250 miles of Louisville, creating an easy stream of products required to manufacture some of the region's signature products – like the Ford/Piston example.

Continued manufacturing growth is expected in Louisville, and it's expected to get even more high tech.

Contributing to that trend is the innovative FirstBuild, a makerspace dedicated to designing, engineering, building and selling the next generation of major home appliances and more. It is backed by GE Appliances. In October 2018, GE announced it will invest \$200 million in upgrades to expand laundry and dishwasher manufacturing. Appliance Park in Louisville is GE Appliances' largest manufacturing facility, with more than 5 million s.f. of production space.

Some of Louisville's largest manufacturing firms include:

Algood Food Co.

Peanut butter
algoodfood.com

American Printing House for the Blind

Braille & large type book printing
aph.org

American Synthetic Rubber Co.

Reprocessed & synthetic rubber
americansyntheticrubberco.com

BAE Systems

Defense systems
baesystems.com

Brown Forman Cooperage

Bourbon whiskey barrels
brown-forman.com

Brown-Forman Corp.

Distilled spirits headquarters
brown-forman.com

CafePress

On-demand digital printing
cafeexpress.com

Caldwell Tanks

Steel water tanks & towers
caldwelltanks.com

Cardinal Aluminum

Aluminum extrusions, moldings
1800extrude.com

Chevron Lubricants

Lubricant blending, distribution
chevron.com

Clariant Corp.

Catalysts
clariant.com

Coca-Cola Bottling Co.

Coca-Cola bottling
cokeconsolidated.com

ConAgra Brands

Flour; frozen breakfast products
conagrabrands.com

Dana Holding

Automotive assembly
dana.com

Dant Clayton Corp.

Grandstands, bleachers, seating
dantclayton.com

Dawn Food Products

Pie filling, icing, doughnut glazes
dawnfoods.com

Faurecia Emission Control Technology

Auto exhaust systems
faurecia.com

Faurecia Interiors

Interior automotive systems
faurecia.com

Ford Motor Co. (KTP & LAP)

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

GE Appliance Park

Major household appliances
geappliances.com

Grupo Antolin Kentucky

Automotive interior components
grupoantolin.com

Hillerich & Bradsby Co. (Louisville Slugger)

Baseball/softball bats, museum
sluggermuseum.com

JBS

Pork processing
jbssa.com

Kellogg Snacks

Various cookie products
kellogg.com

Kentuckiana Curb Co.

Metal components, HVAC units
kccmfg.com

Kentucky Trailer Manufacturing

Custom semi-trailers
kytrailer.com

Koch Filter Corp.

Air filters, bags, cartridges
kochfilter.com

Mesa Foods

Mexican food products
mesafds.com

NHK Spring Precision of America

Precision automotive springs
nhkprecision.com

Packaging Unlimited

Corrugated packaging, boxes
pkgunltd.com

Precision Metal Works

Sheet metal stamping; major appliance assembly
nth-works.com

Premier Packaging

Packaging supplies, corrugated boxes
prempack.com

Raytheon Co.

Defense weapons systems
raytheon.com

Rev-A-Shelf

Kitchen & bath convenience products; organizers
rev-a-shelf.com

Reynolds Consumer Products

Aluminum foil
reynoldsconsumerproducts.com

Siemens Industry

Railroad products
siemens.com

The Lyons Companies

Metal fabricating, store fixtures
lyons-companies.com

Universal Woods

Performance engineered panels
universalwoods.com

White Castle Distributing

Frozen hamburger processing
whitecastle.com

Yamamoto F B Engineering

Fine blanked parts (automotive)
yamamotofb.com

Yanfeng Automotive Interiors

Injection molded plastic auto parts
yfa.com

Zoeller Pump

Electric & sewage pumps
zoeller.com

Manufacturers from the surrounding counties include:

Airguard

Air filtration products
jeffersonville, Ind. – airguard.com

Akebono Brake Corp.

Auto disc, drum brakes
elizabethtown, Ky. – akebonobrakes.com

American Fuji Seal Inc.

Container shrink labels
bardstown, Ky. – afseal.com

American Greetings Corp.

Greeting cards
bardstown, Ky. – americangreetings.com

Beach Mold & Tool Inc.

Injection-molded plastics
new albany, Ind. – beachmold.com

Bemis Flexible Packaging

Packaging for food industry
shelbyville, Ky. – bemis.com

Bowles Mattress Co.

Lady Americana mattresses
jeffersonville, Ind. – bowlesmattress.com

Discount Labels Inc.

Labels, rubber stamps
new albany, Ind. – discountlabels.com

Faurecia Seating

Automobile seating
simpsonville, Ky. – faurecia.com

Freudenberg Medical

Medical devices
jeffersonville, Ind. – freudenbergmedical.com

General Mills

Pillsbury refrigerated dough
new albany, Ind. – generalmills.com

Haas Cabinet Co. Inc.

Kitchen cabinets
sellersburg, Ind. – haascabinet.com

INDCO Inc.

Industrial mixers
new albany, Ind. – indco.com

Johan America

Automotive products (door/window)
bardstown, Ky. – johanamerica.com

KACI (Katayama American Co. Inc.)

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

Kitchen Kompact Inc.

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

LSC Communications

Print publications
lebanon junction, Ky. – lsc.com

Martinrea

Auto parts stamping
shelbyville, Ky. – martinrea.com

Metalsa

Assembled metallic auto products
elizabethtown, Ky. – metalsa.com

Nationwide Uniform Corp.

Security/police/postal uniforms
hodgenville, Ky.

Peerless Gear

Outdoor equipment transmissions
salem, Ind. – peerlessgear.com

Publishers Printing

Magazines, labels
shepherdsville, Ky. – pubpress.com

Purnell's "Old Folks" Sausage

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

Restonic New Albany

Restonic mattresses
new albany, Ind. – restonic.com

Roll Forming Corp.

Roll formed products (auto/aerospace)
shelbyville, Ky. – rfcorp.com

Sazerac Distillers

Whiskey distillation, processing, bottling
bardstown, Ky. – 1792bourbon.com

Stanley Black & Decker

Professional power tools
shelbyville, Ky. – stanleyblackanddecker.com

Tower International

Metal, stampings, assemblies
bardstown, Ky. – towerinternational.com

Toyota Boshoku Kentucky

Automotive door trim, interior parts
bardstown, Ky. – tbamerica.com

Tyson Foods Inc.

Poultry deli products
corydon, Ind. – tyson.com ●

Classroom-workplace collaboration

Regional educators and private enterprise are pairing up to better train Louisville workforce



Students in the Health Science Academy work with area hospitals and local providers to prepare them for careers in the medical field. The academy is part of Jefferson County Public School's Academies of Louisville workforce development program.

BY KATHIE STAMPS

A prepared workforce is always important for companies large and small, and secondary education and institutions of higher learning in the region are joining forces now like never before with businesses for mutual benefits.

More than 17,600 students in 14 high schools (up from 11 last year) are participating in the Academies of Louisville, the 13 partner businesses in its first year is now 100, with room for more.

"Whether they have five employees or several thousand, we encourage business owners and leaders to reach out to JCPS to discuss shaping a program that meets business needs and helps prepare our students for college and career," said Deanna Southerling, marketing generalist with JCPS.

High schoolers as apprentices

In January, the public education system launched the JCPS Apprenticeship Program to offer registered apprenticeships in 10 industry sectors, including culinary arts, diesel mechanics, early childcare, graphic design and IT.

One Fairdale High School junior is acting as a student teacher at a local elementary school, an experience normally reserved for graduating college students. A Pleasure Ridge Park High School student is interning in the transitional care unit at Norton Audubon Hospital as part of the Health Science Academy at Pleasure Ridge Park High School.

"Academies of Louisville students are an important part of our Norton Healthcare family," said Russell Cox, president and CEO of Norton Healthcare. "It's true, we've made an investment in them but they've made an investment in us as well."

IBM partners with UofL

Through a partnership with the international business services giant, the University of Louisville is establishing an IBM Skills Academy on UofL's Belknap campus this fall to focus on data science digital learning. Last fall saw a new master's degree, the master of science in business analytics (MSBA), in keeping with technology needs in the workplace, specifically the importance of analyzing data in every business sector.

In fall 2018, the UofL Athletics Department partnered with the College of Business for a new Project on Ethical Leadership Excellence. Designed to teach virtues-based leadership skills, Vince Tyra, UofL director of athletics and vice president, personally donated \$100,000 to start the project. The UofL Athletics Department and Adidas each pledged to donate \$100,000 a year for 10 years for a total of \$2.1 million to go to staff and program development.

And, beginning in the fall '19 semester, UofL will offer an online Distilled Spirits Business Certificate for graduate students, taught by industry experts as well as UofL faculty. The five-week program is one of three dozen online UofL offerings. Another is an

online MBA program offered through the College of Business, a five-semester curriculum designed for working professionals. The online Franchise Management Certificate, for current and future franchise owners, began in February, the first in a series of certificate programs for specialized industries.

UofL School of Public Health and Information Sciences has a new biostatistics certificate program, on campus and online, for working professionals to expand their skillsets and advance their careers. Beginning this fall, a master of science in health data analytics (MSHA) will be offered, with a focus on data analytics in the health care arena so graduates will be prepared to help provider organizations improve quality, lower the cost of care and enhance patient experience.

Going high tech

KentuckianaWorks, the Workforce Development Board for Jefferson and seven surrounding counties, placed 1,943 people in jobs last year, creating an annual payroll of \$61.4 million. The Code Louisville program offers free training in software

KENTUCKY STATE UNIVERSITY

400 E. Main St.
Frankfort, KY 40601
(502) 597-6000
kysu.edu



From its modest beginnings in 1886 as a small normal school for the training of black teachers for the black schools of Kentucky, Kentucky State University has grown and evolved into a land-grant and liberal arts institution that prepares a diverse student population to compete in a multifaceted, ever-changing global society.

Over the past 30 years, more than 43 new structures or major building expansions have enhanced Kentucky State University's 914-acre campus, which includes a 311-acre agricultural research farm and a 306-acre environmental education center.

Kentucky State University is a public institution with an enrollment of approximately 2,000 students and 151 full-time faculty members.

M. Christopher Brown II,
President,
Kentucky State
University

coding and has more than 1,000 graduates since it started in fall 2013.

This summer, KentuckianaWorks starts Tech Louisville, funded by an AdvancingCities grant from JPMorgan Chase, to prepare 300 adults over the next three years for entry-level jobs in IT.

"Tech Louisville will use a certification from Google, the Google IT Support Professional Certificate," said Michael Gritton, executive director of KentuckianaWorks. "It merges hardware and security certification. There have been hundreds of job openings in our area in the past six months, with a \$35,000 to \$50,000 entry point into the broader tech world."

Louisville was one of five metros announced in April in the AdvancingCities Challenge by New York-based JPMorgan Chase. Chicago, Miami, San Diego and Syracuse are the others.

In 2000, Spalding University created the first master of fine arts in writing program in Kentucky. This fall, Spalding is introducing the first writing school in the state, the School of Creative and Professional Writing, which will offer a master's degree in writing. In the professional writing track, students will concentrate on workplace writing within their chosen field.



"For instance, a student who works for a nonprofit environmental advocacy organization might create documents for a clean water campaign or develop parts of a grant narrative," said program chair Kathleen Driskell. "A student interested in sports information might take a case study approach to a local professional team to practice the types of writing required to run the organization as well as communicate with its public."

Writing is a valued skill for employees in any field. The master of writing in arts program at Spalding also helps students "gain expertise in many sought-after soft skills such as critical

Kentucky State University, a historically black university in Frankfort, had about 1,800 students enrolled in the spring of 2018. The university recently reduced its non-resident tuition rate for students in the seven states contiguous to Kentucky, as well as Michigan. Officials hope the reduced tuition will make the university more competitive and result in increased enrollment.

thinking, communication, creativity and collaboration," Driskell said.

Louisville also has ample opportunities for working professionals or parents to further their education, thanks to a region-wide shift to adding online degree programs and certificates. ●



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Raking in hundreds of billions in revenue

The region is home to global corporations and local favorites – all know how to do business

BY ABBY LAUB

LOUISVILLE is home to eight companies – public and private – that will surpass the \$1 billion mark in revenues, and many others that nearly claim the title. Some of these massive global corporations like Humana, YUM! Brands, Brown-Forman, BrightSpring (formerly Rescare) also call the region home.

Topping the list is health insurance giant Humana Inc., which had 2018 revenues of \$56.9 billion. No other corporations even come close, but they are all of great importance in a diverse landscape of companies employing tens of thousands of people across health care, logistics, education, manufacturing and more.

Humana is the region's fifth largest employer with 12,000 local employees. Ahead of it are UPS (21,233 employees), Jefferson County Public Schools (14,476), Ford Motor



Co. (12,600), and Norton Healthcare (12,247).

Headquartering a business in Louisville, no matter the industry, is a solid bet given its strategic location, low cost of business, available workforce and high quality of life.

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

Almost Family – an LHC Group

lhgroup.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

BrightSpring

brightspringhealth.com

Buckhead Management Inc.

eatatbuckheads.com

Café Press Inc.

cafeexpress.com

Caldwell Tanks Inc.

caldwelltanks.com

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

Fives Intralogistics Corp.

intralogistics.fivesgroup.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

isa-inc.com

Interapt

interapt.com

Interlock Industries Inc.

interlockindustries.com

The headquarters of Papa John's International is located in Louisville. As of December 30, 2018, it operated 5,303 Papa John's restaurants, which included 645 company-owned and 4,658 franchised restaurants, according to Bloomberg.

ISCO Industries

isco-pipe.com

Kindred Healthcare Inc.

kindredhealthcare.com

Koch Filter Corp.

kochfilter.com

Limestone Bank

limestonebank.com

LJS Partners LLC

ljsilvers.com

Louisville Bedding Co.

loubed.com

Louisville Paving/Construction

loupaving.com

Louisville Ladder Inc.

louisvilleladder.com

Lucina Health

lucinahealth.com

Manning Equipment LLC

Truckequip.com

Mastoras Ventures LLC

cqverside.com

Meredith Machinery

meredithmachinery.com

Merrick Industries Inc.

merrick-ind.com

Miller Transportation Inc.

millertransportation.com

Moby Dick Commissary Inc.

nglantz.com

N Glantz & Son LLC

nglantz.com



Humana Inc. acquired Kindred Healthcare in 2018 for \$800 million. Humana's headquarters is located in downtown Louisville.

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

Republic Bancorp Inc.
republicbank.com

Roller Die & Forming Co.
rollerdie.com

Saint-Gobain Quartz USA
quartz.saint-gobain.com

Sam Swope Auto Group LLC
samswope.com

SGS International Inc.
sgsintl.com

Signature Health Care LLC
ltcrevolution.com

Stock Yards Bancorp Inc.
syb.com

Sypris Solutions Inc.
sypris.com

Tape Industrial Sales
tapeindustrial.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

Waystar
waystar.com

Wayne Supply Co.
wayne.com

Whip-Mix Corp.
whipmix.com

Yum! Brands Inc.
yum.com

Zeon Chemicals
zeonchemicals.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 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

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

Stelised
Simpsonville – stelised.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

Wilson & Muir Bancorp Inc.
Bardstown – wilsonmuirbank.com ●

Top Publicly Traded Companies

COMPANY	TOTAL REVENUE	PRODUCT/SERVICE
Humana Inc.	\$56.91 billion	Health insurance and related services through plans for employer groups, government-sponsored programs and individuals
Yum Brands Inc.	\$5.88 billion	Quick-service restaurants, including KFC, Pizza Hut and Taco Bell brands
Brown-Forman Corp.	\$3.25 billion	Bourbon and spirits producer
Texas Roadhouse Inc.	\$2.22 billion	Full-service, casual dining restaurant chain
Papa John's International	\$1.78 billion	Operates and franchises pizza delivery and carry-out restaurants
Churchill Downs Inc.	\$882.6 million	Pari-mutual wagering on live race meetings for Thoroughbred horses; intrastate and interstate simulcast racetrack wagering
Charah Solutions Inc.	\$430.37 million	Ash-management provider for the coal-fired electric utility industry
Turning Point Brands Inc.	\$285.78 million	Manufactures and markets smokeless and smoke tobacco products
Republic Bancorp	\$277.19 million	Financial holding company
Stock Yards Bancorp Inc.	\$155.97 million	Bank holding company
Sypris Solutions Inc.	\$82.29 million	Provider of technology-based outsourced services and specialty products
Industrial Services of America Inc.	\$54.94 million	Waste and recycling management services
First Savings Financial Group Inc.	\$42.54 million	Bank holding company
Limestone Bancorp Inc.	\$42.38 million	Bank holding company
First Capital Inc.	\$33.12 million	Bank holding company

Top Private Sector Companies

COMPANY	TOTAL REVENUE	PRODUCT/SERVICE
Thorntons Inc.	\$1.8 billion	Fuel, food, and drinks
BrightSpring Health Services	\$1.7 billion	Health and human services provider
Signature HealthCARE LLC	\$1.2 billion	Skilled nursing, rehabilitation and therapy services
American Commercial Barge Line LLC	\$888 million	Barge transportation, towing, barge cleaning and repairs
Manna Inc.	\$856 million	Quick service and casual dining restaurants
Samtec Inc.	\$713 million	Electronic connectors and microelectronics
MHS Holdings Inc.	\$553.52 million	Engineer, builder and installer of conveyor and automated sortation systems
Long John Silver's	\$504 million	Quick-service restaurants
Southern Graphics Inc.	\$500 million	Design-to-print graphic services
ISCO Industries	\$450 million	HDPE pipe and fusion equipment

Courtesy greaterlouisville.com

Innovation drives excellent service

Abundant water supply, low costs, community involvement keys to success

BY ABBY LAUB

INNOVATION and technological developments touch every household and business in Greater Louisville and Southern Indiana – through the utilities that make them run.

And, it's no big secret that costs are low for both residential and commercial rates. According to Greater Louisville Inc., the commercial rate for Louisville's electricity is 9.25 cents a kilowatt hour, natural gas is 8.75 cents per cubic foot, and water is \$3.14 per thousand gallons, respectively. According to Electricity Local, the average monthly commercial electricity bill in Kentucky is 27% less than the national average monthly bill of \$629, and the rate per kilowatt hour ranks 33rd in the nation.

When it comes to the most important of human and business needs – water – Louisville Water Co. is continuing to drive new advancements. It has the advantage of a virtually unlimited supply of water from the Ohio River.

"Innovation is key for Louisville Water, not only delivering its product today but thinking about how we deliver it in the future and how we evolve the science of drinking water," said Kelley Dearing Smith, vice president of communications



and marketing at Louisville Water Co. "Louisville Water is in the midst of developing new products and services that complement our mission."

One of those includes field testing a filter solution that LWC scientists developed called "pure spout™." Pure spout can replace the spout on a drinking water fountain. Inside pure spout is a filter cartridge that can effectively remove contaminants, such as lead, from the water.

"This product could be a good fit in facilities with aging plumbing," noted Dearing Smith. "At Louisville Water, we're focused on high-quality water leaving our treatment plants and to the customer's property. But there are variables beyond the private side, the customer's side, that we can't control. We're focused on developing water quality solutions beyond the water meter."

Billions in revenue and investment

The other big utilities supplier in the region is LG&E and KU, whose combined revenues in 2018 were about \$3.2 billion. President/CEO Paul Thompson said in a January interview with *The Lane Report* that the gas and electric company has a combined 1.3 million customer sets – meters – stretching across the state. The company's energy sources last year were 80% coal, 19% natural gas and 1% renewable sources. He speculated that increases in renewable sources are still a long way off, but that they expect to go in

Scientists at Louisville Water Co. are developing new products, including a filter solution called "pure spout," which can replace the spout on drinking fountains and remove contaminants from water.

that direction and are already investigating solar energy at the E.W. Brown Generating Station in Mercer County.

In October 2018, the company was recognized for fostering growth and economic vitality. *Site Selection*, the international economic development magazine, named LG&E and KU among the "Top 10 Utilities" in the U.S. for economic development. The magazine recognized the company's economic development team for its work in 2017, which included 155 projects in LG&E and KU's service territories that created nearly 7,500 jobs in Kentucky, with a related capital investment of more than \$4 billion.

Most recently, LG&E and KU announced the completion of a modernization effort at the company's historic Ohio Falls Hydroelectric Generating Station in Louisville. With the upgrades now in place, the facility is poised to enter a second century of generating clean, low-cost energy by harnessing the natural power of the Ohio River.

"We are especially proud of Ohio Falls, which was a modern marvel when first constructed in the 1920s," said LG&E and KU Chief Operating Officer Lonnie

LG&E AND KU ENERGY LLC

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1-800-981-0600
lge-ku.com

Consistently ranked among the best companies for customer service in the United States and recognized eight times as one of the top utilities in the country for economic development by international economic development magazine *Site Selection*, Louisville Gas and Electric Co. and Kentucky Utilities Co. are committed to attracting and keeping businesses in the Bluegrass and making the commonwealth a better place to live.

As the energy landscape continues to evolve, LG&E and KU are evolving with it. The utilities continue to create programs and offerings to help meet the goals of business and residential customers – including opportunities to support and grow renewable energy and installing publicly accessible charging stations to support electric vehicle adoption. Comprised of coal, natural gas, hydroelectric and solar, LG&E and KU maintains a diverse generation mix and rates that are among the lowest in the nation.



Paul W. Thompson
Chairman,
CEO and
President
LG&E and KU
Energy LLC

LOUISVILLE WATER COMPANY

550 S.Third St.
Louisville, KY 40202
(502) 583-6610
louisvillewater.com



Spencer Bruce,
President/CEO

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.

Bellar in a press release. "Now, thanks to this renovation, we're able to marry the past with the future, and the same units that used renewable energy to power Louisville in 1927 will continue to benefit our customers for decades to come."

LG&E and KU is a subsidiary of PPL, based in Allentown, Pa., which has 10 million customers in four states and the United Kingdom. PPL is planning to invest \$15 billion in infrastructure improvements in the next four years (through 2022), and Thompson speculates that Kentucky will see roughly a third of that. PPL also is working to implement "smart grid" devices in Kentucky.

Louisville Water Co. is also keeping an eye on its modernization needs and is in the midst of wrapping up the largest water-main replacement in the company's history. Louisville Water began as Kentucky's first public water provider in 1860, but today relies on robotic technology to assist in inspection and repair of aging mains.

Modernization and forward-thinking business strategy includes regionalization for Louisville Water Co.

"We're coming off the best year yet for regionalization – partnering/selling water to other communities," said Dearing Smith. "We'll finish the new water main to Shelbyville in 2019 and begin delivering water to the city in the fall. Our regional footprint extends south to Hardin County, to the east in Shelby County."

In addition, businesses have a competitive edge thanks to multiple fiber-optic networks. And although Google Fiber announced it was pulling out of Louisville, the company is paying Louisville Metro Government \$3.84 million to restore infrastructure affected by its departing service in Louisville.

"It's clear that Google Fiber's presence in Louisville led other providers to step up and increase investment in Louisville, and that was good news for consumers everywhere," said Grace Simrall, LMG's chief of civic



Louisville Water photo

Louisville Water has more than 4,200 miles of water main to deliver water; 200 miles of the pipe is larger than 24-inches in diameter. The utility company uses robotic devices/probes to inspect some of the largest water mains in its system. Here, workers use a PipeDiver device to check the strength of a 48-inch water main pipe and the wires that wrap around it.

innovation and technology. "Moreover, we appreciate Google Fiber's donation to our digital inclusion work, because improving equity in access to technology and digital skills is essential for Louisville's economy today and tomorrow."

Greater Louisville has a myriad of phone, cable and internet providers, including AT&T, Spectrum, Mediacom, Viasat, Windstream and multiple others. ●

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Louisville Water

A thriving back-office sector

More than 25,000 people in region help keep the global economy flowing

BY KATHIE STAMPS

BUSINESS owners who need other businesses to support their operations find plenty of options in Louisville. While service businesses abound, it's the business services that help others out. Accounting, call centers and other back-office operations, consulting, design, human resources, information technology, other tech services and printing are among the business services that thrive in Greater Louisville.

The business services cluster employs more than 25,000 Greater Louisville residents, according to Louisville Forward, and is expected to continue growing due to the robust local workforce.

Working together is working better than ever. For example: in October 2018, MCM CPAs & Advisors joined with Kramer Consulting to form a new affiliate organization, MCM Kramer Technology Solutions. One of the largest CPA and advisory firms in the region, MCM CPAs & Advisors provides tax, assurance, accounting and consulting services to clients in Kentucky and across the country. Kramer Consulting, an IT consulting firm, is based in Crestwood. The new partnership provides clients with IT consulting and solutions along with tax and assurance offerings.

Keeping companies moving

Business services mean business success in the River City.

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



Jon Stewart,
President/CEO



According to the Bureau of Labor Statistics, the unemployment rate for Louisville in March 2019 was 4%. A decade prior, it was 10.3%. While it's certainly a major economic factor in every city, individual companies have their own set of criteria to monitor the health of their business. Hiring and keeping good people, for one.

Founded in 1984, Louisville-based Oliver Group is a business consulting firm that helps companies acquire and develop talent.

"We believe it is the development of talent that ultimately leads to the success of an organization," said Steve Hopkins, director of client development.

That includes strategy, processes and even technology because, as vital as it is, technology relies on people as much as the other way around. Business success also relies on sharp and capable leaders, and training to achieve the right skills.

"We would argue that 70% of a leader's time should be engaged in leading," Hopkins said.

Oliver Group employs 22 people in Louisville, Chicago, Wisconsin, Ohio and



Steve Hopkins,
Director of Client
Development,
Oliver Group

Cara Silletto is founder of Crescendo Strategies, a human resources company based in New Albany, Ind., that works with organizations across the country to reduce unnecessary employee turnover. She is also a keynote speaker and author.

Missouri. The company's four strongest market segments are finance, health care, manufacturing and the nonprofit sector. For anyone tempted to list leadership in the 'soft skills' category, Hopkins is quick to point out that learning to be an effective leader isn't soft.

"There's nothing more impactful than having your team operate at maximal potential," he said. "The No. 1 reason people leave a job is a 'bad boss,' someone who is ineffectual or antagonistic. Tackling that problem has such a huge ROI for companies once they get that lightbulb to go on."

Employee turnover is no fun for anyone. The Bureau of Labor Statistics even has a name for it: "quits rate," a measurement of the number of annual quits as a percent of average employment and a separate data point from unemployment.

Crescendo Strategies, a human resources company based in New Albany, Ind., works with organizations across the country to reduce unnecessary employee

turnover, in particular by helping managers be more effective in leadership roles and by bridging the generational gaps within companies.

Crescendo founder Cara Silletto is a keynote speaker and author. She and Leah Brown, senior retention strategist for Crescendo Strategies, co-wrote the book "Staying Power: Why Your Employees Leave and How to Keep Them Longer."

Equipping the next generation

Bringing business and nonprofits together in training the next generation of business service providers is Ignite Louisville, presented by Norton Healthcare. The six-month program from Leadership Louisville Center began in 2005 to develop leadership skills in young professionals. The 20th class graduated in the fall of 2018 and contributed over 5,500 hours of service and over \$240,000 in value to six nonprofit agencies as their team projects. In a challenge, the winning team partnered with Inside the Lines Training, an academic enrichment and athletic training program for student athletes.

The 21st Ignite Louisville class graduated in April 2019, contributing over 2,500 hours of service and providing \$350,000 in value to six nonprofit

agencies as their team projects. The challenge winner was Louisville Youth Group, an organization that provides programming for LGBTQIA+ youth.

Also, EnterpriseCorp and the Forcht Center for Entrepreneurship at the University of Louisville College of Business partnered for a third year in 2019 to host the annual RevIt – Accelerating Customer Growth event.

RevIt provides free, tailored marketing advice from marketing and branding experts for early-stage start-up companies in the Greater Louisville region. The Forcht Center and EnterpriseCorp selected five start-ups at the right stage in their growth process to receive tailored advice.

The program is one of a growing and thriving sector of organizations throughout Greater Louisville and Southern Indiana that are aimed at providing perhaps the most crucial business services of all: helping new businesses start and grow.

A national backbone of business

Greater Louisville's logistics, low cost of doing business and talented workforce create an environment just right for back-office suppliers and service centers.

For example, in May 2019 Chewy.com, an online pet supplies retailer, announced it is expanding in Louisville with a \$7.2 million investment expected to create 300 jobs. The Florida-based company is settling into an 88,000-s.f. office space at its Pharmacy Customer Service Center. It will create high-tech jobs for pharmacists and pharmacy technicians, earning an average wage of \$35 an hour. It contributes to the city's goal of attracting more high-wage jobs in order to boost the standard of living for area residents.

Another example is Coastal Cloud, a nationwide firm that provides cloud technology platform expertise and organizational solutions for service businesses. The Florida-based company has a Midwestern office in Louisville and is seeing astronomical growth.

And last year in Jeffersonville, Ind., United Collection Bureau Inc. announced it will lease space for a new \$2.48 million business process outsourcing and collection call center in the rapidly growing River Ridge Commerce Center.

Whether the business services help create more effective business operations or streamline the experience for customers, Greater Louisville is the place to do it. ●

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Making room for bourbon lovers

Hotels and distilleries compete to see who can have the bigger construction boom



Michter's Fort Nelson Distillery opened in early 2019 after an almost-eight-year project to restore the crumbling historic building on Museum Row in downtown Louisville. Construction crews installed over 400,000 pounds of structural steel to reframe the building and provide space for a working distillery.

Of the roughly 20,000 hotel rooms serving the Greater Louisville area, almost 2,000 have been added in the last couple of years. LHA represents over half through its 50 hotel members.

But it's not just Louisville. Shelby County has two new hotels, Hampton Inn of Simpsonville and Saddlebred Suites in downtown Shelbyville, an upscale vacation rental. There's also TownePlace Suites Louisville North, an extended-stay hotel by Marriott in Jeffersonville at the base of the Big Four Pedestrian Bridge, and a new Home2 Suites by Hilton in Clarksville. In April 2019, Bullitt County celebrated the ribbon-cutting of Tru by Hilton Shepherdsville Louisville South, an 83-room hotel that opened in December 2018 on Centre Drive at exit 121 off I-65.

Moxy is Marriott International's millennial-focused brand that debuted in 2014 in Europe. Moxy Louisville has an anticipated opening in November on Main Street near the KFC Yum Center and will have a rooftop bar called Bitter's End, among other attractions. Its sister property, Hotel Distil, is an independent affiliate of Marriott's Autograph Collection Hotels.

History, and the bourbon attraction

The Seelbach Hilton, built in 1905 and mentioned in "The Great Gatsby," is listed on the National Register of

BY KATHIE STAMPS

LOUISVILLE is known for many things, and bourbon and hotels are skyrocketing to the top of the 'it' list – for both locals and visitors.

While guest rooms are typically booked by out-of-towners, hotels in Greater Louisville are increasingly used by locals. From a small business meeting to presentations and pitches, any number of spots on a hotel property are patronized. And if it seems like hotels are popping up all over the place, that's because they are.

A generous culture of things to do, places to go and people to see – particularly centered around bourbon – all contribute to people moving to Louisville after they visit for leisure or business. Four more hotels are slated to come in downtown Louisville, bringing another 534 rooms. The hospitality newcomers include a combination of boutique and chain enterprises: Cambria Hotel, Holiday Inn, Hotel Distil and Moxy Hotel.

Saddlebred Suites in downtown Shelbyville features exposed brick, newly renovated bathrooms, hardwood flooring and the feeling of a big city within the quaint, small-town charm of downtown Shelbyville. The upscale vacation rental is one of two new hotels in Shelbyville.

Several miles south in the area near the airport, Delta Hotels by Marriott, LaQuinta Airport & Expo, Motel 6 Airport/Expo Center, Staybridge Suites and Studio 6 Extended Stay will contribute another 642 rooms. In East Louisville, 402 new rooms will come from Candlewood Suites, Radisson and Ramada Plaza.

Rooms galore, millions in revenue

"The hotel industry generates more than \$250 million in annual revenue in Louisville, based on recent estimates," said Greg Jewell, executive director of the Louisville Hotel Association.



Right: The Jim Beam Urban Stillhouse, complete with a working distillery and bottling line, is a popular place to learn about bourbon or get a handcrafted cocktail with friends.

Below: Kentucky's Bourbon District is decorated with "The Barrel," a piece of public artwork designating the intersection of Fourth and Main Streets as the center of Louisville's Bourbon District. It has five hoops, and the materials used are meant to reflect those of an actual oak bourbon barrel.



Historic Places. In March, Paul Sant was appointed executive chef. The native Australian has been in Louisville since 2008, when he started working for Dean Corbett, and now is responsible for culinary operations at Gatsby's on Fourth, Old Seelbach Bar, special events at The Oakroom, the banquet kitchen and in-room dining, and for growing on-site restaurants at the Seelbach.

Omni Louisville Hotel, 21c Museum Hotel and Marriott Louisville East are just a few examples of hotels with bourbon-themed rooms and bourbon-inspired foods.

"Our hospitality industry is part of our secret sauce that makes the Kentucky Bourbon Trail tours so appealing to visitors," said Adam Johnson, senior director of the Kentucky Bourbon Trail experiences.

The Kentucky Bourbon Trail celebrates its 20th anniversary in 2019; it was created by the Kentucky Distillers' Association, an organization that's been around since 1880. KDA's economic



impact report, released in January 2019, estimated 20,100 jobs in the state's distilling industry that produce \$1 billion in annual payroll and \$8.6 billion of economic output. The number of licensed distilleries has tripled in less than a decade. Last year, around 1.7 million barrels of new bourbon were produced in Kentucky, joining 7.5 million barrels of aging bourbon.

KDA's Kentucky Bourbon Trail Welcome Center opened in August 2018 at the Frazier History Museum on West Main Street in downtown Louisville, aka "Whiskey Row." The center serves as the official starting point of the Kentucky Bourbon Trail tour.

A region flush with bourbon dollars

Bourbon Heritage Center, the visitor center at Heaven Hill Distillery in Bardstown, was one of the first centers of its kind for Kentucky Bourbon Trail visitors in 2004. It is undergoing a \$17.5 million expansion, which will include a rooftop bar, larger retail space, a You Do Bourbon experience and other interactive showcases. Heaven Hill is also increasing its production capacity through a \$47.5 million investment.

In addition to Bardstown's longtime moniker as the Bourbon Capital of the World, the city was named an official

gateway sponsor to the KDA's Kentucky Bourbon Trail adventure. Nelson County distillery tours include Bardstown Bourbon Co., Heaven Hill, Lux Row Distillers, Preservation Distillery and Willett Distillery, along with other venues such as Old Talbott Tavern and the Oscar Getz Museum of Whiskey History.

The Bulleit Distilling Co. became the second distillery to open in Shelby County. It's a 300-acre campus that includes four barrel houses, each capable of holding 55,000 barrels for aging, and a 52-foot still crafted by Vendome Copper and Brass Works. A visitor experience just opened in June.

The Kentucky Bourbon Festival (KBF) began in 1992 as a bourbon tasting and dinner. It has become a five-day event each September in Bardstown with 50,000 in attendance. Extra KBF-sponsored events are scheduled from June to November.

Plenty of distilleries offer tours and tastings, and now they're starting to operate their own bars, as witnessed on Whiskey Row with George's Bar at Old Forester Distilling Co. and ON3 at Evan Williams Bourbon Experience. There's also ALEX&ANDER at Copper & Kings American Brandy Distillery in the Butchertown neighborhood, and The Bar at Fort Nelson, in the 800 block of West Main.

After several years of renovating a stately Whiskey Row structure, Michter's Fort Nelson Distillery opened in February in the historic Fort Nelson Building. Michter's Shively Distillery handles operations for processing and bottling the brand's bourbons, ryes and whiskeys. ●



The historic Willett Distillery, located on the outskirts of Bardstown, has been family-owned and operated since its founding in 1936. It makes small-batch and single-barrel spirits.

Visitors say 'Yes' to Louisville

Tourism spending tops \$1.3 billion; entertainment options continue to grow



Kentucky Venues photo

BY KATHIE STAMPS

THE word chosen by Doug Bennett, senior vice president of development for Louisville Tourism, when describing the state of conventions and tourism in Greater Louisville is "growth."

"We've never been in a better or stronger position," he said. "Our best days are in front of us."

With the opening of the \$315 million Omni Louisville Hotel in 2018 and renovations for Louisville Marriott Downtown and the Galt House Hotel, among others, the "impact on the product we're able to sell is tremendous," Bennett said. "Site inspections are way up in the past 12 months. Business across the board is up."

Total tourism spending is an annual \$1.307 billion in Louisville, according to a 110-page report by Longwoods International for the 2017 domestic tourism business in Louisville, with the top two expenditures being lodging (39%) and food/beverage at restaurants (25%). Of the 24.7 million visits, 81% were leisure travelers. The average age of visitors is 43.4 years.

After a two-year closure for a \$207 million renovation and expansion, the downtown Kentucky International Convention Center (KICC) opened in August 2018 and generated 60 events in

five months, with an estimated economic impact of \$30 million. The new space has a 40,000-s.f. ballroom with color-changing LED walls and no columns; 52 meeting rooms; a tiered conference theater with seating for 175; a kitchen capacity of 15,000 meals per day; and 200,125 s.f. of contiguous Class A exhibit space. KICC also has Oak & Brew; a restaurant for coffee by day, bourbon by night.

"Groups say 'yes' to Louisville because of the number of rooms and things to do," Bennett said. "A bigger convention center, more hotel product and more to do after 5 p.m. help a destination grow and become an option."

Events large and small attract visitors from the surrounding region and the globe, and provide an unmeasurable quality of life for residents. The

The Kentucky International Convention Center reopened in the fall of 2018 after a \$208 million renovation and expansion. In March of 2019, KICC hosted the annual conference and stage expo for the New York-based United States Institute for Theatre Technology.

Longwoods report listed the zoo as a top attraction. Louisville Zoo is celebrating its 50th anniversary in 2019 with two new exhibits: Snow Leopard Pass and Colobus Crossing take visitors on a virtual trip to Kenya to see the black and white Colobus monkeys.

Louisville's 'mane' attractions

Last year's largest tourism event had an estimated economic impact of just under \$355 million. That would be, of course, the Kentucky Derby and Kentucky Oaks.

Polar bear Qannik swims past families at the Louisville Zoo's award-winning Glacier Run, which features underwater viewing.



The Kentucky Derby, always held on the first Saturday in May at Churchill Downs in Louisville, is the first race in the Triple Crown of Thoroughbred racing. It is followed by the Preakness Stakes race and the Belmont Stakes race.

Louisville Tourism, the Greater Louisville Convention and Visitors Bureau, listed the two-day Breeders' Cup World Championship as the second largest event, with an estimated impact of \$70 million on the local economy. Rounding out the top five events of 2018 were SkillsUSA National Leadership and Skills Conference (\$26.2 million); Mid-America Trucking Show annual trade show (\$25.6 million); and the National Farm Machinery Show and Championship Tractor Pull (\$23.6 million).

Speaking of Louisville's "mane" attraction, Airbnb booked more than \$2.5 million in stays for 5,800 guests over Derby weekend in May through the community-driven hospitality company.

The International Festivals and Events Association, based in Boise, Idaho, has named Louisville in its list of top 10 "IFEA World Festival & Event Cities in North America." Art, music and bourbon are the most common festival topics in Greater Louisville.

The Kentucky Distillers' Association hosts the annual Kentucky Bourbon Affair in June, a week-long celebration of bourbon at distilleries and watering holes throughout downtown Louisville that is KDA's signature event.

Abbey Road on the River, the world's largest Beatles-inspired music festival, lasts five days over Memorial Day weekend at the Big Four Station Park in Jeffersonville, Ind. The 2019 event paid homage to the 50th anniversary of



Ted Tarquiano photo

the British band's penultimate album, "Abbey Road."

Forecastle Festival is a three-day celebration of music, art and activism at Waterfront Park. The 17th annual Forecastle in mid-July features the Avett Brothers, the Free Nationals, Hozier, Tyler Childers and dozens of other performers. And new to 2019, the VIP weekend passes come with a Forecastle Urban Bourbon Trail passport and copper flask.

"The bourbon visitor will increasingly spend time in Shelby County," said Katie Fussenegger, executive director of ShelbyKY Tourism, "with Jephtha Creed (distillery) fully established and Bulleit's Distillery [opening]."

ShelbyKY Tourism created a series of Bourbon 101 workshops called "Dine & Discover Events" to educate community officials and those working in restaurants, hotels and other tourism-related businesses in Shelby County about bourbon. Once a month from April

BULLITT COUNTY

300 S. Buckman St.
Shepherdsville, KY 40156
(502) 543-2262



Jerry Summers,
Judge/Executive,
Bullitt County

Bullitt County is one of the fastest growing counties in Kentucky, and is home to the state's official arboretum, Bernheim Forest, as well as the No. 1 selling bourbon in the world, Jim Beam.

Situated just 20 minutes from downtown Louisville, Bullitt County is the best of both worlds – a rural setting that's close enough to the metro area for whatever city offerings you may want.

To start your next venture, contact:

- Bullitt County Economic Development
John R. Snider
(502) 543-1200
jsnider@gobullittky.com
- Bullitt County Tourist Commission
Troy Beam
(502) 543-1900
tbeam@travelbullitt.com



through July, Tim Knittel of Distilled Living has led tastings and explained responsible serving guidelines, the history of bourbon and how to taste it, and what makes it special to Kentucky.

"To keep our hospitality community bustling year-round, ShelbyKY Tourism is leading a focused campaign on group sales during the slower periods in winter," Fussenegger said. "We are also marketing to smaller groups of 10 to 50 attendees that are specific to equine sports, affinity groups and reunions."

The world's largest Beatles-inspired music festival, Abbey Road on the River, is held each year at Big Four Station Park in Jeffersonville, Ind., located at the foot of the Big Four Pedestrian Bridge that connects the Louisville and Jeffersonville waterfronts.

In April, the Louisville Independent Business Alliance (LIBA) launched a series called “West on Wednesdays” at local and independent restaurants in West Louisville, to keep up the good word about supporting local entrepreneurs. Farm to Fork, Lucretia’s Kitchen and Mattie’s Kitchen were three of the first local eateries on the docket.

On Pearl Street in New Albany, “MESA, A Collaborative Kitchen” is a place for local chefs, and those who aspire to be, to take part in live culinary demonstrations for audience members who double as taste-testers. Five miles due north, Donum Dei Brewery on Grant Line Road opened four years ago and has added craft spirits with new distilling operations.

Jeffersonville’s Arts and Cultural District received a \$220,000 grant from the Indiana Office of Tourism Development and more than \$1 million in funding from SoIN Tourism to create workspaces for artists, makers, historians and inventors in underused buildings and green spaces in the city.

Outdoor adventures

Three parks departments in Southern Indiana – Clarksville, Jeffersonville and New Albany – created Le Tour de Greenway, a family-friendly event in May for participants to bike along the 7.5-mile Ohio River Greenway, a multiuse path that now fully connects all three communities, thanks to the opening of a walking bridge across Silver Creek.

Pedestrian access is a major attraction between Louisville and Southern Indiana, as the Big Four Bridge offers foot or bike access across the Ohio River, with stunning views of the city and countryside. And the river itself provides ample attractions for entertainment – from kayaking, to cruising on the Belle of Louisville to competitions like IRONMAN Louisville.

AREA ATTRACTIONS

American Printing House for the Blind Museum

aph.org/museum

Beck’s Mill

Salem, Ind.
becksmill.org

Belle of Louisville

belleoflouisville.org

Bernheim Arboretum and Research Forest

Clermont
bernheim.org

Blackacre State Nature Preserve and Historic Homestead

blackacreconservancy.org

Brennan House

historiclouisville.com/brennan-house

Bullitt County History Museum

Shepherdsville
bullittcountyhistory.org

Cave Hill Cemetery

cavehillcemetery.com

Churchill Downs

churchilldowns.com

Conrad-Caldwell House Museum

conrad-caldwell.org

Corydon Capital State Historic Site

thisisindiana.org



Kentucky Kingdom and Hurricane Bay in Louisville is a 63-acre amusement and water park with more than 70 rides, coasters and water attractions.

Culbertson Mansion State Historic Site

New Albany, Ind.
indianamuseum.org/explore

Falls of the Ohio Foundation

Clarksville, Ind.
fallsoftheohio.org

Farmington Historic Home

historicfarmington.org

Flame Run Glass Studio and Gallery

flamerun.com

Fort Duffield Park & Historic Site

West Point
fortduffield.com

Fourth Street Live!

4thstlive.com

Frazier History Museum

fraziermuseum.org

General George Patton Museum of Leadership

Fort Knox
generalpatton.org

George Rogers Clark Homesite

Clarksville, Ind.
fallsoftheohio.org

Gheens Science Hall and Rauch Planetarium

louisville.edu/planetarium

Historic Old Louisville

oldlouisville.org

Howard Steamboat Museum

Jeffersonville, Ind.
howardsteamboatmuseum.org

Huber’s Orchard, Winery & Vineyards

Starlight, Ind.
huberwinery.com

John Hay Center

Salem, Ind.
johnhaycenter.org

Kentucky Derby Museum

derbymuseum.org

Kentucky Kingdom and Hurricane Bay

kentuckykingdom.com

Kentucky Railway Museum

New Haven
kyrail.org

Kentucky Science Center

kysciencecenter.org

Louisville Mega Cavern

louisvillemegacavern.com

Louisville Slugger Museum & Factory

sluggermuseum.com

Louisville Zoo

louisvillezoo.org

Muhammad Ali Center

alicenter.org

Museum Row on Main

museumrowonmain.com

My Old Kentucky Dinner Train

Bardstown
kydinnertrain.com

My Old Kentucky Home State Park

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

Oscar Getz Museum

Bardstown
whiskeymuseum.com

Patriots Peace Memorial

patriotspeace memorial.org

Schimpff’s Confectionery

Jeffersonville, Ind.
schimpffs.com

Scribner House

New Albany, Ind.
scribnerhouse.org

Squire Boone Caverns & Village

Mauckport, Ind.
squireboonecaverns.com

Thomas Edison House

edisonhouse.org

Thomas Merton Center

mertoncenter.org

Whitehall House & Gardens

historicwhitehall.org

Wickland Home

Bardstown
visitbardstown.com/wickland

Zachary Taylor National Cemetery

cem.va.gov/cems/nchp/zacharytaylor.asp ●

Public art, longstanding traditions

Louisvillians benefit from a growing emphasis on community involvement in the arts

BY KATHIE STAMPS

IMAGINE a marketing plan for the arts and a strategic plan for culture. Louisvilleans have done that, and it's a community cultural plan called Imagine.

The full title is Imagine Greater Louisville 2020. With the support of Louisville Metro Council and Fund for the Arts, Imagine has five priorities: access, cultivation, education, inclusion and promotion. The plan's blueprint was created from community feedback and input.

In February 2019, the Imagine steering committee announced 15 artists, groups and schools as grant recipients totaling nearly \$50,000 for the program's second year. In the first year of Imagine, 24 projects served 32,730 people with 3,000 hours of programming in 100 locations throughout 40 zip codes.

Look for the first Imagine Mural Festival in fall 2019, a two-week festival of public art throughout Louisville's Smoketown neighborhood. Sponsored by the city, Fund for the Arts, the Imagine Greater Louisville 2020 Steering Committee, and Louisville Visual Art, the theme for the inaugural festival is "Lean Into Louisville," an initiative launched early in 2019 by Mayor Greg Fischer and Louisville Metro Government to explore and confront the history and legacy of all forms of discrimination and inequality.



In addition to more than 250 concerts, the annual Abbey Road on the River music festival in Jeffersonville, Ind., features an interactive art and kids area.



Marty Pearl photo

Funding the arts

Founded in 1949, Fund for the Arts is the third strongest united arts campaign in the United States, thanks to 16,000 donors; 1,100 campaign volunteers; 400 corporate partners; and 200 workplace campaigns. The organization provides access grants and project grants to 100-plus individual artists and organizations, arts-in-education grants to more than 250 regional schools, and 21 "sustaining impact grants" (up from 14 in 2017).

In 2018, having adopted the five Imagine priorities for its own organization, Fund for the Arts changed its grantmaking process so that applicants must demonstrate capabilities in the five priorities. In Q4 2018, sustaining impact grants totaling \$3.7 million were announced for 21 nonprofit arts organizations that will engage 2 million audience members at 8,200 arts events per year and realize an economic impact of \$124 million. Those nonprofits include Actors Theatre of Louisville; Arts Association of Oldham County; Louisville Ballet; Louisville Visual Art; River City Drum Corp; Speed Art Museum; West Louisville Performing Arts Academy; and the Louisville Orchestra.

Timeless favorites

Established in 1937, the Louisville Orchestra operates with an annual budget of \$7.3 million. Under the direction of Music Director Teddy

The annual St. James Court Art Show draws tens of thousands of people to enjoy art exhibitors in Louisville's most iconic neighborhoods.



Access: more art for more people in more places.

Cultivation: thriving institutional and emerging organizations and creative industries.

Education: so that all schoolchildren can participate in arts and culture.

Equity, Diversity, Inclusion: a more equitable, diverse and inclusive community.

Promotion: to have Greater Louisville recognized regionally, nationally and globally as a leading city of arts and culture.

Abrams, the orchestra reaches more than 100,000 people every year through 200 performances, ensemble visits and impact events in 84 different locations. In March, the Louisville Orchestra appointed Robert Massey as CEO.

"I'm honored to join an orchestra that is part of a vibrant and collaborative arts community," Massey stated in a news release.



Teddy Abrams, left, music director of the Louisville Orchestra, is the youngest conductor ever named director of a major orchestra. He has become a popular figure throughout Louisville while developing a national reputation for innovation and community building.

Another longstanding favorite in Louisville is the Speed Art Museum, a beautifully renovated space that spans more than 6,000 years of human creativity, culture and experiences.

Louisville's Kentucky Shakespeare performed "Macbeth" at Picasso Pointe as one of 28 neighborhood park performances in the region. The sixth annual "Shakespeare in the Parks" spring tour started out in 2014 with nine stops, and now that number has tripled, thanks to 20 Louisville Metro Council members and other organizations and municipalities that are sponsoring performances.

In its 59th year, the Kentucky Shakespeare Festival from May to July featured "As You Like It," "Henry IV Part II" and "King Lear." All performances are free and take place at Central Park in the Old Louisville neighborhood. Prior to each show, a "Kids' Globe" tent offers hands-on, interactive arts activities, also at no charge, through a project grant from Imagine Greater Louisville 2020.

Olmsted Parks Conservancy, a nonprofit formed in 1989, has a mission of protecting and restoring the city's parks and parkways. Nearly a century earlier, in 1891, Frederick L. Olmsted designed Louisville's park system, which today features six parkways and 18 parks. "Olmsted's Louisville" is the latest exhibit

on display at Frazier History Museum, an affiliate of the Smithsonian Institution, located in the Bourbon District of downtown Louisville.

Olmsted Academy North Middle has a school choir named "The Ambassadors." In April they performed at Frazier History Museum, where they were surprised with tickets to see "Hamilton," courtesy of the Louisville Theatrical Association, which maintains the PNC Broadway in Louisville series. The award-winning "Hamilton" musical scheduled two dozen performances at the Kentucky Center in June to close out the 2018-19 season. The 2019-20 season starts in October with "Dear Evan Hansen" and will feature "Jesus Christ Superstar" and "Miss Saigon" among others.

Also, the Kentucky Center now has a new performance venue, Old Forester's Paristown Hall, as of summer 2019. The \$12 million, 28,000-s.f. building is in the east downtown area, between Vine and Brent streets, for hosting community events, conventions, festivals, fundraisers and other programs and performances. Old Forester serves as the title sponsor for the venue.

Thriving arts hub in Jeffersonville

Across the river, the Jeffersonville Public Art Commission and the Jeffersonville Arts Alliance spent six months to prepare for a one-day JAM session in April 2019. Standing for Jeffersonville Art Movement, JAM is a 30-foot long piece of art – a mosaic – at the NoCo Arts Center. Designed by people in the community, the project was funded in part by a

grant from the Indiana Office of Tourism Development.

Short for North Court District, NoCo encompasses 22 blocks north of Court Avenue in Jeffersonville. In December 2018 the area was accredited as a cultural district by the Indiana Arts Commission and features outdoor art and murals, a local history museum, a vintage fire museum, a park called Picasso Pointe that has a performance green space and a 70-foot-long community table, sculptural lighting designed by local elementary school students, and the NoCo Arts Center itself, which is located in a former auto body shop.

Entertaining at Yum!

Major musical acts and performers frequently visit Louisville thanks to the KFC Yum! Center, which also plays host to University of Louisville basketball. In March 2019, Metallica's "WorldWired Tour" set a record at the KFC Yum! Center with a crowd of 23,084 fans, breaking the previous attendance record set by George Strait five years earlier. Last year, four other acts had the top-selling shows of their tours at the KFC Yum! Center: Kid Rock, Pink, Elton John and Bob Seger.

ARTS ORGANIZATIONS AND VENUES

1619 Flux Art + Activism

1619flux.org

21c Museum

21cmuseumhotels.com

Actors Theatre of Louisville

actorstheatre.org

B. Deemer Gallery

bdeemer.com

Carnegie Center for Art & History

New Albany, Ind.
carnegiecenter.org



Louisville Stoneware, a ceramics workshop established in 1815, is located in the Highlands section of Louisville. The workshop's artisans create timelessly beautiful dinnerware, bakeware, flowerpots and serving pieces. It offers factory tours, paint your own artwork and a retail store.

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

Clarksville Little Theatre
Clarksville, Ind.
clarksvillemiddletheatre.org

Commonwealth Theatre Center
commonwealththeatre.org

Derby Dinner Playhouse
Clarksville, Ind.
derbydinner.com

Filson Historical Society
filsonhistorical.org

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

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 Palace
louisvillepalace.com

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

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



Each year, an estimated 15,000 people attend the Kentuckiana Pride Festival, a two-day event celebrating the LGBTQ+ community. It is held on the Big Four Lawn in downtown Louisville and features a parade and concerts on multiple stages.

A Sampling of 2019 Regional Festivals

APRIL/MAY

Kentucky Derby Festival
kdf.org

MAY

Abbey Road on the River
Jeffersonville, Ind.
arotr.com

Kentucky Reggae Festival
kentuckyreggaefestival.com

Shakespeare Festival in Central Park
(through Aug. 4)
kyshakespeare.com

JUNE

Bourbon City Street Concert
Bardstown
bardstownmainstreet.com

Kentuckiana Pride Festival
kypride.com

Kentucky Bourbon Affair
kybourbonaffair.com

JULY

Forecastle Festival
forecastlefest.com

AUGUST

Kentucky State Fair
kystatefair.org

Old Lou Brew Craft Beer Festival
oldloubrew.com

SEPTEMBER

Bourbon & Beyond Festival
bourbonandbeyond.com

Hometown Rising Country Music & Bourbon Festival
hometownrising.com

Kentucky Bourbon Festival
Bardstown
kybourbonfestival.com

Louder Than Life
louderthanlifefestival.com

Trimble County Apple Festival
Bedford
trimbleapplefest.org

OCTOBER

Craft Beer Festival
Bardstown
bardstowncraftbeerfest.com

Garvin Gate Blues Festival
garvingatebluesfestival.com

Harvest Homecoming Festival
New Albany, Ind.
harvesthomecoming.com

NOVEMBER

Light Up Louisville
louisvilleky.gov/government/city-events/light-louisville

Smoketown Mural Festival
fundforthearts.org/mural-festival

Paul W. Ogle Cultural & Community Center
New Albany, Ind.
oglecenter.com

Pyro Gallery
pyrogallery.com

StageOne Family Theatre
stageone.org

Stephen Foster Story
Bardstown, Ky.
stephenfoster.com

Speed Art Museum
speedmuseum.org

St. James Court Art Show
stjamescourtartshow.com

TheatreWorks of Southern Indiana
theatreworksofsoin.com

UofL Theatre Arts Department
louisville.edu/theatrearts

West Louisville Performing Arts Academy
westlouisvilleperformingarts.org ●

Each summer, Kentucky Shakespeare presents the Kentucky Shakespeare Festival in Old Louisville's Central Park. Founded in 1949, Kentucky Shakespeare is a professional theatre company and the most comprehensive in-school arts provider in Kentucky.



Pro soccer, college teams, sports for all

Athletic offerings rake in millions by attracting spectators and enthusiasts

BY RUSS BROWN

It doesn't take a super sleuth to find evidence of the booming sports and recreation scene in Greater Louisville and Southern Indiana. Opportunities abound for spectator sports along with a variety of choices for those who want a more active lifestyle.

A focal point in 2019 is construction of a new soccer-specific stadium in Louisville's Butchertown neighborhood for Louisville City FC of the United Soccer League (USL). It joins the 22,000-seat KFC Yum! Center and 65,000-seat Cardinal Stadium as the city's third first-class sports/entertainment facilities.

Millions of dollars pouring in

The \$65 million stadium is the centerpiece of a 40-acre, \$200 million mixed-use development bounded by Interstates 64 and 65, adjacent to Louisville's Waterfront Park near downtown. It will have an initial capacity of about 14,000 fans, with permanent seating for 11,700. The stadium is under construction and will feature 18 luxury suites, club and loge seating options, eight bars and a 40-by-72-foot video board.

LouCity officials said the project is on schedule to meet its spring 2020 completion deadline. Until then, LouCity continues playing its home games at 13,000-seat Louisville Slugger Field downtown.

"We believe that this is a revolution for professional sports in the state of Kentucky," LouCity President Brad Estes said while hosting a spring 2019 tour



The Louisville City Football Club's new stadium in Butchertown, shown here in this artist's rendering, will be part of a 40-acre development adjacent to Louisville's Waterfront Park.

of the construction site for media and others. "And we're excited to be a part of it. (This stadium is) going to be one of the best atmospheres in the country."

Another transformative project still in planning stages is the Louisville Urban League's Sports and Learning Complex, a \$35 million multisports venue slated for West Louisville. Slated for a site at 30th Street and Muhammad Ali Boulevard in the Russell neighborhood, the center is expected to move forward despite recent city budget shortfalls. Louisville pledged \$10 million for the project in June 2018.

The center is to include an indoor track-and-field facility and an outdoor track and learning complex. The vision

for the Sports and Learning Complex positions it as the "epicenter" of a multistate track and field community that not only would be a hub for major events but an economic development anchor with an impact of \$47 million expected to create more than 300 jobs. Urban League President/CEO Sadiqa Reynolds said the indoor and outdoor tracks should be completed before the end of 2020.

"This is really a catalyst for change," Reynolds said. "This is that magnet, that anchor that will bring other people into the community with disposable income that then leads to organic growth of other things."

Basketball is big business

Basketball always plays a huge role in the hoops-crazy Bluegrass state, of course, and this year Louisville had the nation's attention during the NCAA Tournament by virtue of playing host city for two major events during March Madness.

First, the No. 1-seeded University of Louisville women's team hosted Kansas State, Michigan and Robert Morris for the first and second rounds in the Yum! Center. Then the men took over, with Purdue,



Thousands of participants flock to Waterfront Park for the Hike, Bike & Paddle, a twice annual event held every Memorial Day and Labor Day. In addition to the 5K hike, 12.5-mile bike ride and a paddle on the Ohio River, the event features fitness demonstrations, vendor booths, health information and giveaways.



The Shelby County Fair and Horse Show is one of Kentucky's longest continually running county fairs.

Oregon, Tennessee and Virginia competing in the South Regional. The games attracted sellout crowds of more than 22,000 even though there were no local teams – UofL having being sent to an East Regional pod in Des Moines, Iowa, and the University of Kentucky men advancing to the Midwest Regional in Kansas City. Louisville Tourism officials estimated the economic impact of the men's and women's tournaments at \$20 million.

"Basketball is so meaningful to our community that to have all that rolled into one season is very special," said Karl Schmitt, president and CEO of the Louisville Sports Commission.

The Division I basketball tournaments are just one element on Louisville's busy annual sports calendar.

March also included the Ultra Ankle Bluegrass Volleyball Tournament that drew 10,000 athletes and fans at the Kentucky Exposition Center; the Cheer Derby Louisville Nationals; the National Archery in Schools Kentucky State Tournament with 700 teams competing; and the JamFest Louisville Nationals.

Events scheduled for the remainder of the year include massive girls tournaments in volleyball and basketball, and smaller tourneys in baseball, soccer, cross country, field hockey and lacrosse, to name a few. And fans can see Hoopfest, the National Veterans Wheelchair Games, and the Bluegrass World Series featuring baseball Hall of Famer Johnny Bench, plus numerous races including half marathons and 5Ks.

The Sports Commission partners with Louisville Tourism and the three Derby

City universities affiliated with the NCAA on several levels – UofL (Division I), Bellarmine (D-II) and Spalding (D-III).

Sports travel booming

Schmitt said the Sports Commission last year booked 140,000 room nights for future years and the events the organization helps attract and host generate an average of about \$40 million per year.

"The sports travel market segment is very healthy and growing, and Louisville has been an overachiever in exceeding national market growth," Schmitt said, adding that the city's popularity stems from its central location within 60% of the U.S. population, inexpensive hotel rooms, great restaurants, good sporting attractions and a reputation as an excellent host.

Besides its partnership with the Sports Commission, UofL benefits from strong relationships with local businesses for its athletics programs.

UPS this year committed \$5 million to the athletics department for establishment of the UPS Leadership Academy.

Also this year, the Cardinals' basketball practice and training facility on campus was renamed the Planet Fitness-Kueber Center in recognition of a \$3 million donation by leading Planet Fitness franchisees and Sun Tan City co-founders Rick and David Kueber. The money will upgrade the 11-year-old facility, which was previously named the Yum! Center.

A focus on recreation for everyone

As for outdoor recreational enthusiasts and fitness buffs, the crown jewel of Louisville area parks is The Parklands of Floyds Fork in the eastern and southeastern part of the city. Still being

developed, the \$120 million project includes four major parks linked by a park drive, a first-rate urban trail system and a water trail, all tracing Floyds Fork.

Another key feature in the development is the 100-mile Louisville Loop, a multirecreational, non-motorized path that will eventually encircle the city and link neighborhoods. As part of its development, 21st Century Parks has built 19 miles of the Loop, with Metro Louisville being responsible for construction and funding of the other 81 miles, more than 30 of which are already complete.

Another major outdoor recreation area is Bernheim Arboretum and Research Forest in Clermont, Ky., which is celebrating its 90th anniversary. At more than 16,000 acres, Bernheim is the largest privately held forest dedicated to conservation and education in the eastern U.S. Bernheim Forest contains over 40 miles of trails and attracts more than 270,000 visitors annually from the U.S. and abroad.

Three Southern Indiana counties offer smaller forests and two state parks less than an hour away from Louisville.

Once a largely undeveloped portion of the 15,000-acre Indiana Army Ammunition plant, Charlestown State Park is located 8 miles east of I-65, on State Road 62. With scenic vistas of the Fourteen Mile Creek valley and the Ohio River, the park has rugged hills and deep ravines.

Hikers will see Devonian fossil outcrops and areas of karst sinkhole topography.

Other recreational opportunities in the region include the 24,000-acre Harrison-Crawford State Forest near Corydon, Ind., and the 24,000-acre Clark State Forest that includes seven lakes and a shooting range. ●



Freeman Lake Park in Elizabethtown has a 170-acre lake for fishing, boat and kayak rentals, a pavilion, a playground and a tennis complex with 10 courts.



County Seat: Louisville
Greg Fischer, mayor
louisvilleky.gov

Estimated 2019 population:
770,517

No. of households:
309,888

Median household income:
\$52,237

Louisville Forward:

Mary Ellen Wiederwohl, chief
louisvilleforward.com

Metro Council: President David James, Jessica Green, Barbara Shanklin, Keisha Dorsey, Barbara Sexton Smith, Donna Purvis, Paula McCraney, Brandon Coan, Bill Hollander, Pat Mulvihill, Kevin Kramer, Rick Blackwell, Mark Fox, Cindi Fowler, Kevin Triplett, Scott Reed, Markus Winkler, Marilyn Parker, Anthony Piagentini, Stuart Benson, Nicole George, Robin Engel, James Peden, Madonna Flood, David Yates, Brent Ackerson



Greg
Fischer



Mary Ellen
Wiederwohl

The place that has it all

ONE of the "Top Cities to Visit in 2019" by TripAdvisor; a "Top 10 City Where Manufacturing Is Thriving," by *Forbes*; one of the "Top 5 Hip Cities," according to *Jetsetter*, and the list goes on. Louisville earns its national accolades the old-fashioned way: by government and civic organizations communicating and working together for the good of everyone. For the fifth year in a row, Louisville Forward was recognized by *Site Selection* magazine as a "Top Economic Development Group."

Last November, Mayor Greg Fischer announced that Louisville had once again been ranked a top digital city in the country by the Center for Digital Government. Third, in fact, just behind Los Angeles and San Diego. Last year, the city made improvements in disaster security and business continuity, replaced the city's primary work order and service request system, expanded WiFi hotspots and developed a plan to enhance residents' access to technology. The Digital Inclusion Plan is an effort to eliminate the digital and economic divides in the community. The program focuses on improving connectivity, teaching digital skills to those who particularly need to use the internet to secure jobs, and providing hardware to residents in typically underserved neighborhoods.

As just one example of booming business in Jefferson County, Piston Automotive announced in April an investment of \$1.5 million to expand its Louisville operation. The auto components supplier will install a new production line and create 50 more full-time jobs.

For visitors and locals, there's no shortage of attractions and events throughout the county, throughout the year. Tourist dollars have made possible close to 28,000 jobs in the hospitality industry.



Jefferson County is one of the top emerging markets in the United States. The metro area is progressive and affordable, full of diverse neighborhoods and housing options. Its job market is expanding rapidly.

BULLITT COUNTY, KY.

Sustainability, beauty and wildlife

BULLITT County Public Schools was one of five Kentucky organizations to receive the 2019 ENERGY STAR Award by the EPA and U.S. Department of Energy. Last year, the school system saved more than \$930,000 in energy costs.

Additionally, Bernheim Arboretum and Research Forest created a new staff position this year, director of conservation, as it celebrates its 90th anniversary. This spring, three "Forest Giants" were sculpted by Danish artist Thomas Danbo out of reclaimed wood and have "made for record-breaking attendance at the Forest here in Bullitt County," said Troy Beam, executive director of Shepherdsville/Bullitt County Tourism. Tourism generated \$96,657,551 in direct tourist spending and supported 1,732 jobs, according to the latest report in 2017. Top attractions include Knobs State Forest and wildlife management area, and the six stops on the Bullitt County Wine & Whiskey Trail (Jim Beam American Stillhouse, Four Roses Warehouse & Bottling and four wineries). Shepherdsville is the trailhead of the Kentucky Bourbon Trail tour.



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

Estimated 2019 population: 81,069

No. of households: 29,014

Median household income: \$59,917

Bullitt County Chamber of Commerce:

Anita Stump, executive director; bullittchamber.org

Bullitt County Economic Development Authority:

John Snider, executive director; gobullittky.com

Shepherdsville/Bullitt County Tourism:

Troy Beam, executive director; travelbullitt.org

Judge-Executive: Jerry Summers; bullittcountycf.com

CLARK COUNTY, IND.

New business, thriving culture

THE River Ridge Commerce Center along the Ohio River in Jeffersonville is getting a new tenant this summer, DENSO Products and Services Americas (DPAM), which is part of DENSO Corp., an automotive supplier with global headquarters in Japan and North American headquarters in Southfield, Mich. DPAM is investing \$9.5 million for the distribution facility in Clark County.

Jeffersonville's arts and cultural district started 2019 with a new name, NoCo, due to its location north of Court Avenue. NoCo is a 22-acre area of colorful creativity and artistic expression for the entire community. For outdoor enthusiasts, Clarksville is officially on the Lewis and Clark National Historic Trail, thanks to the trail's 1,200-mile extension, completed in March, as part of the John D. Dingell Jr. Conservation Management and Recreation Act.



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

Estimated 2019 population: 117,360

No. of households: 43,657

Median household income: \$52,834

One Southern Indiana Chamber & Economic Development:

Wendy Dant Chesser, president/CEO; lsi.org

River Hills Economic Development

District & Regional Planning Commission:

Jill Saegesser, executive director; riverhills.cc

Clark-Floyd Counties Convention & Tourism Bureau:

Jim Epperson, executive director; GoSoln.com

County Commissioners:

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

FLOYD COUNTY, IND.

Bicentennial celebration

At the 31st annual “ONE Awards” in April, local and regional businesses were recognized in six categories by One Southern Indiana. Sazerac Co., one of the largest distilling companies in the country, was honored for its economic development impact. With a \$66 million capital investment, Sazerac purchased and renovated the vacant General Mills Pillsbury Plant in New Albany and has started two production lines.

To celebrate Floyd County’s 200th anniversary in 2019, the Greenville Historic Preservation Commission organized bicentennial events in May, including a parade, the first in town for 30 years, and the dedication of a historical marker recognizing entrepreneur John Baptiste Ford, who is credited with building the first commercial plate glass operation in the U.S.



County Seat:

New Albany; Jeff Gahan, mayor; cityofnewalbany.com

Estimated 2019 population: 77,781

No. of households: 29,046

Median household income: \$59,451

One Southern Indiana Chamber & Economic Development:

Wendy Dant Chesser, president/CEO; isi.org

River Hills Economic Development District

& Regional Planning Commission:

Jill Saegesser, executive director; riverhills.cc

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

County Commissioners: Shawn Carruthers, John Schellenberger, Billy Stewart; floydcounty.in.gov

HARDIN COUNTY, KY.

Quality of life and corporate growth

In March, Gov. Matt Bevin announced that GossHall Systems will locate its corporate headquarters in Elizabethtown. The provider of “last-mile delivery” services has operations in Louisville and Lexington, and is investing \$775,000 in the construction of a 10,000-s.f. corporate office in Hardin County, with the expectation of creating 20 jobs. “GossHall Systems’ plans for a new corporate headquarters in Elizabethtown speaks to the city’s incredible quality of place and skilled workforce,” newly elected Mayor Jeff Gregory said in a press release. The Elizabethtown-Hardin County Industrial Foundation assisted in the site selection process.

Elizabethtown has two new hotels off I-65. The Hilton Garden Inn opened last fall on Commerce Drive and SpringHill Suites by Marriott opened in March on Executive Drive. Visitors and locals alike can take in a history museum, the Hardin County Veterans Tribute and outdoor activities at Freeman Lake and nature parks.



County Seat:

Elizabethtown; Jeff Gregory, mayor; elizabethtownky.org

Estimated 2019 population: 110,356

No. of households: 41,051

Median household income: \$51,923

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

Elizabethtown Hardin County Industrial Foundation:

Richard Games, president/COO; eifky.com

Elizabethtown Tourism and Convention Bureau:

Janna Clark, executive director; touretown.com

Judge-Executive: Harry L. Berry; hcky.org

HARRISON COUNTY, IND.

Historical and high tech

HARRISON County became a 1 Gigabyte Community in 2018 a year ahead of schedule, completing the high-speed internet fiber backbone project that features 550 miles of high-speed cable throughout the county.

Historic downtown Corydon has seen progress with Stellar Communities projects bringing in additional market-rate apartments, as well as businesses and dining options. Examples include the completion of the 45-unit Corydon School Senior Lofts and rehabilitation of the historic Emmett Beanblossom and JJ Bulleit buildings. At the Lanesville Business Park, eight miles east of Corydon, the J.C. Moag glass fabrication corporation will soon relocate there from Jeffersonville. New infrastructure will be in place with the Lanesville Connector Road project.

For outdoor adventurers, there’s the 3-mile Indian Creek Trail from downtown Corydon to the Hayswood Nature Reserve. For tourists who prefer virtual spelunking instead of visiting the 600 known caves in the county, the Harrison County Discover Center in Corydon offers cave-crawling simulations, along with other interactive galleries and exhibits.



County Seat:

Corydon; Eva North, town council president; townofcorydon.com

Estimated 2019 population: 40,350

No. of households: 14,693

Median household income: \$53,897

Harrison County Chamber of Commerce: Lisa Long, president; harrisonchamber.org

Harrison County Economic Development Corporation: Darrell Voelker, executive director; hcedindiana.org

Harrison County CVB: Jeremy Yackle, executive director; thisisindiana.org

County Commissioners: Charlie Crawford, Kenny Saulman, Jim Heitkemper; harrisoncounty.in.gov

HENRY COUNTY, KY.

Agricultural heritage

What do Kentucky and Vermont have in common? A college degree in sustainable agriculture, thanks to a partnership between the Wendell Berry Center in New Castle, Ky., and Sterling College in Craftsbury Common, Vt. The college itself focuses on environmental stewardship, a subject near and dear to the heart of Kentucky author Wendell Berry. Beginning with the fall semester of 2019, students in the “Wendell Berry Farming Program of Sterling College” B.A. curriculum will spend their junior and senior years in Henry County for an intensive farming and educational experience. In addition to classroom space at the Berry Center, coursework will take place on area farms as they learn about livestock herd management, livestock ecology and topics of sustainable agriculture.

The program is tuition-free, thanks to a \$2.5 million grant from New York-based NoVo Foundation over five years, along with a \$100,000 per year challenge match from the same organization.



County Seat:

New Castle; Bobby King, mayor; newcastleky.com

Estimated 2019 population: 16,106

No. of households: 6,104

Median household income: \$50,787

Henry County Chamber of Commerce:

Holly Kinderman, executive director; henrykychamber.com

Judge-Executive: John Logan Brent; henrycounty.ky.gov



Mayor:
Bill Dieruf
jeffersontownky.com
Estimated 2019 population:
27,997
No. of households:
11,153
Median household income:
\$66,556

The Chamber Jeffersontown:

John Cosby, president
jtowchamber.com

Jeffersontown Economic Development Authority:

Mike Kmetz, director



Bill
Dieruf



Mike
Kmetz

Jobs, corporations do the talking

A LONG I-64, between the inner I-264 and outer I-265 belts of Louisville and Jefferson County Metro, the independent city of Jeffersontown is all about jobs. Make that JOBS: Jeffersontown Occupation Business Savings. The program allows the city council to approve incentives equal to 50% of the occupational tax that a project generates, for a period of years. Five companies have taken advantage of the JOBS program in the last year: HB Molding, the Kleingers Group, KLM Mechanical Services, Mortenson Family Dental and Wilson Controls. There's also the Jeffersontown Projects to Improve Exteriors (PIE), a grant program for business property owners to improve the façade of their buildings and get reimbursed 25% for those expenditures, up to \$5,000.

As of May, the Jeffersontown Economic Development Authority, or JEDA, is seeking development proposals from the private sector for a JEDA-owned block off Gaslight Square District.

"We're hoping for a mixed use development, but will consider a boutique hotel, office or retail environment," said Mike Kmetz, director of JEDA. "We want the development community to assist us in determining the highest and best use for the property."

The light industrial vacancy rate in Jeffersontown is 1.8% (an unheard-of low) and companies employ an average of 20 people.

"With almost 1,800 registered businesses employing 38,000 people, we're very diverse," Kmetz said.

The analytics company Appriss is headquartered in town, as are Papa John's International, PharMerica Corp., Signature HealthCARE and Statewide Mortgage, among others.

With a variety of industry sectors in the city, a comfortable transportation network for employers and employees, and excellent quality of life factors, Jeffersontown provides "a thoughtful and innovative work environment," Kmetz said, "We bill ourselves as the largest diversified employment center in the Commonwealth of Kentucky."



Appriss recently expanded its headquarters and relocated in Jeffersontown. The company provides services to assist clients with safety, fraud risk and compliance issues and has been headquartered in Jeffersontown since its inception in 1994 as the VINE company.

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.

'Nu' construction

In March, Gov. Matt Bevin and executives from Nucor Corp. announced one of the state's largest single investments to date, \$1.35 billion for a steel mill in Meade County by Charlotte, N.C.-based Nucor. Nucor's 1.5 million-s.f. facility will start construction by the end of 2019 on 900 acres in the Buttermilk Falls Industrial Park in Brandenburg. With an anticipated opening of 2022, the steel plate manufacturing mill will create more than 400 full-time jobs at an average of \$45 an hour.

Monument Chemical opened a plant in Meade County in 1952. Headquartered in Indianapolis, the company developed the Monument Brandenburg Community Partnership Initiative grant last year to award an annual \$10,000 for a nonprofit program. The inaugural recipient was the Meade County Museum & Arts Council, which used the grant to install a roof on the amphitheater at Riverfront Park.

Visual art along the stone walls of Riverfront Park now have seven murals, each depicting an aspect of life in Meade County. Meade County Tourism commissioned Kentucky artist Kevin Tipton to create the murals.



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

Estimated 2019 population: 28,715

No. of households: 10,785

Median household income: \$53,732

Meade County Chamber of Commerce:

Carole Logsdon, executive director; meadekychamber.org

Meade County-Brandenburg Economic Development:
mcbeky.org

Meade County Tourism:

Carole Logsdon, executive director; visitmeadecounty.org

Judge-Executive: Gerry Lynn; meadeky.gov

NELSON COUNTY, KY.

Where the bourbon flows

BARDSTOWN is known as the "Bourbon Capital of the World" and is an official trailhead of the Kentucky Bourbon Trail experience. Last November, Heaven Hill Distillery announced a multi-year \$65 million investment to expand production and renovate its visitor center. Established in 1935 by the Shapira family, who still owns and operates the company today, Heaven Hill maintains over 1.5 million barrels aging in 57 warehouses throughout Nelson and Jefferson Counties.

The family-owned Preservation Distillery is Bardstown's first official craft bourbon operation, producing small-batch, pot-distilled bourbon. One of the newest distilleries is Lux Row Distillers, with the capacity to produce three million gallons a year with its 43-foot copper still and six barrel warehouses. Willett Distillery has been around since 1936; the oldest in the county is Barton 1792 Distillery, founded in 1879.

Tourists enjoy their bourbon with a bite at Bottle & Bond Kitchen and Bar, an on-site restaurant at the Bardstown Bourbon Co. distillery, located on a 100-acre working farm.



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

Estimated 2019 population: 45,851

No. of households: 17,324

Median household income: \$55,182

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

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

Judge-Executive: Dean Watts; nelsoncountyky.com

Bardstown-Nelson County Tourism & Convention Commission: Mike Mangeot, executive director; visitbardstown.com

OLDHAM COUNTY, KY.

Tourism and hospitality prowess

THERE'S so much to do in Oldham County and it is so close to Louisville, more hotel rooms are on the way to accommodate travelers. Holiday Inn Express & Suites is scheduled for a July opening on Commerce Parkway in La Grange. And the new owners of Best Western Ashbury Inn are in the process of renovating. The county passed a "short-term rental" ordinance for home hospitality requiring a permit and transient room tax just like hotels and B&Bs.

"By offering a one-payment option for all-things-Oldham when groups stay overnight in the county, Oldham Tourism develops complete group itineraries for groups of 20 or more with no additional up-charge for the service," said Kim Buckler Hydes, tourism director.

Group itineraries often include in-county transportation, bourbon tours, farm tours, shopping in La Grange and customized Underground Railroad activities at the Oldham County History Center.



County Seat:

La Grange; John Black, mayor; lagrangeky.net

Estimated 2019 population: 66,470

No. of households: 20,465

Median household income: \$92,237

Oldham Chamber & Economic Development:

David Bizianes, executive director; oldhamcountychamber.com

Judge-Executive: David Voegel; oldhamcountyky.gov

Oldham KY Tourism & Conventions:

Kim Buckler Hydes, executive director; touroldham.com

SCOTT COUNTY, IND.

Open for business

A half-hour north of Louisville is Scottsburg, Ind., home of the Mid-America Science Park. MASPark comprises three centers for business: incubation and acceleration, training and workforce development, and worldwide communications and conferences. The park is particularly suited for businesses involved with advanced manufacturing, green energy, life sciences, military applications and optical technologies. Last fall, MASPark coordinated tours for 360 high school students to learn about careers in manufacturing.

In Scott County, 10 miles northeast of Scottsburg's Main Street, the 740-acre Hardy Lake offers fishing and water skiing for residents and tourists. On land, there are two campgrounds and plenty of hiking trails, including Knobstone Trail.



County Seat:

Scottsburg; William Graham, mayor; cityofscottsburg.com

Estimated 2019 population: 23,878

No. of households: 8,892

Median household income: \$49,243

Greater Scott County Chamber of Commerce:

Kelly Dulaney, executive director; scottchamber.org

Scott County Economic Development Corporation:

Anita Walker, executive director; scottcountyin.com

River Hills Economic Development District & Regional Planning Commission:

Jill Saegesser, executive director; riverhills.cc

Scott County Visitors Commission: greatscottindiana.com

SHELBY COUNTY, KY.

World-class host

KNOWN as the “American Saddlebred Capital of the World,” Shelby County is home to world-class equestrian events. It also houses the Presidential Mint Julep Cup at Wakefield-Scearce Galleries in Shelbyville and was designed by the gallery’s co-founder during Franklin Roosevelt’s administration. Old Stone Inn & Tavern in Simpsonville is more than 200 years old and now has a new owner and executive chef, David Danielson, who is also the executive chef at Churchill Downs.

Bourbon has been a draw in the county since the 2016 opening of Jephtha Creed Distillery, followed by Bulleit Distilling Co. a year later. Bulleit’s 300-acre campus has a 52-foot still and four barrel houses, each capable of holding 55,000 barrels, and a new visitor center. To attract more groups and individual travelers, ShelbyKY Tourism spreads the word nationally and recently received two Traverse Awards from the Kentucky Travel Industry Association Board.



County Seat:

Shelbyville; David Eaton, mayor; shelbyvillekentucky.com

Estimated 2019 population: 48,518

Number of households: 16,369

Median household income: \$63,171

Shelby County Chamber of Commerce:

Belinda Nichols, president; shelbycountychamber.com

Judge-Executive: Dan Ison; shelbycountykentucky.com

ShelbyKY Tourism & Visitors Bureau:

Katie Fussenegger, executive director; visitshelbyky.com

SPENCER COUNTY, KY.

Escape to nature

IN 2019 the LG&E and KU Foundation awarded “Plant for the Planet” grants to 25 organizations statewide, including Friends of Taylorsville Lake State Park, a nonprofit group of volunteers who work tirelessly to protect the park and the natural wonders in and around the lake, like 24 miles of trails for hiking and horseback riding. The Friends planted 15 trees throughout the camping area of the park in the spring.

Taylorsville Lake is 18.5 miles long. The annual Taylorsville Lake Paddle Battle, hosted by Taylorsville-Spencer County Tourist, Recreation & Convention Commission, has grown exponentially since it began in 2015. Now an event in the Kentucky Waterman Series, the June weekend features chip timing for those racing in canoes, kayaks and standup paddleboards.



County Seat:

Taylorsville; Matthew Douglas, mayor; taylorsville.ky.gov

Estimated 2019 population: 18,794

No. of households: 6,678

Median household income: \$68,916

Spencer County-Taylorsville Chamber of Commerce:

Stacey Koon, president; spencercountychamber.com

Taylorsville-Spencer County Recreation, Tourist & Convention Commission:

Stacey Koon, chair; visittaylorsville.com

Judge-Executive: John Riley; spencercountyk.gov

TRIMBLE COUNTY, KY.

Cultural celebration

BEDFORD blooms in the fall, especially in September for the annual Trimble County Apple Festival. The weekend event is known far and wide, and takes place at Courthouse Square with artisans demonstrating their crafts, a quilt raffle, live music, vendors galore and apple pie. Held since 1991, the festival raises much-needed funds for local schools and nonprofit groups that exist for the betterment of the community. Bedford Rotary Club was among the grant recipients from the 2018 event, as were the Trimble County Elementary School’s art department, Trimble County Little League and Trimble County Public Library.

One of the smallest counties in Kentucky, Trimble County was formed out of portions of Gallatin, Henry and Oldham counties in 1836.



County Seat:

Bedford; Joe Robinson, mayor; trimblecountyky.gov

Estimated 2019 population: 8,515

No. of households: 3,603

Median household income: \$50,998

Judge-Executive: Todd Pollock; trimblecountyky.gov

Trimble County Apple Festival: trimbleapplefest.org

WASHINGTON COUNTY, IND.

High speed

LOCATED 35 miles northwest of Louisville and 100 miles from Indianapolis, Washington County, Ind., has something for everyone. Two venues in Salem bring in auto racing fans, Thunder Valley Raceway and Salem Speedway, which opened in 1947. Off-track and off the beaten path, nature lovers enjoy hiking at Knobstone Trail and Lake Salinda, and fishing at Delaney Creek Park and John Hay Lake.

For history buffs, attractions include Beck’s Mill Gristmill, Depot Railroad Museum, John Jay Center, Pioneer Village, Piper Flight Museum, Salem’s Carnegie Library and Stevens Memorial Museum. Washington County is 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 2019 population: 27,943

No. of households: 10,570

Median household income: \$46,861

Washington County Chamber of Commerce and Tourism:

Tara Kritzer, executive director; washingtoncountychamber.org

Washington County Economic Growth Partnership:

Sabrina Burdine, executive director; www.wcegp.org

River Hills Economic Development

District & Regional Planning Commission:

Jill Saegesser, executive director; riverhills.cc

County Commissioners:

Phillip Marshall, Todd Ewen, Rick Roberts; washingtoncounty.in.gov



KENTUCKY'S WORKFORCE IS CHANGING



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KET's new **In Demand** videos and resources explore Kentucky's five high-demand industries, highlighting education and experience needed to get these jobs, average pay, work environment, and projected number of job openings over a five-year period.

Advanced Manufacturing | **Business & IT**
Construction | **Healthcare** | **Transportation & Logistics**



 **Find out more at [KET.org/InDemand](https://ket.org/InDemand)**

KET's In Demand videos were developed in partnership with the Kentucky Department of Workforce Investment.

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WHERE LEARNING
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BULLITT COUNTY

Kentucky

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CONTACT US FOR MORE INFORMATION:

Bullitt County Economic Development Authority
502-543-1200 | gobullittky.com

Bullitt County Tourist & Convention Commission
502-543-1901 | travelbullitt.org