Louisville is a city on the move...

JOIN THE MOMENTUM

With 1.5 million residents in the metro area, Louisville is a competitive, inclusive, global city. Louisville boasts the largest concentration of aging care headquarters in the nation as well as headquarters of some of the world’s largest restaurant and beverage operations. With a focus on IT support and coding, Louisville’s business services companies are rapidly growing. The city continues to lead the way in its long-standing strengths in advanced manufacturing and logistics.

Fortune 500 companies such as Kindred Healthcare, Yum!, and Humana are headquartered in Louisville, as are global headquarters for Brown-Forman Corp., UPS Airlines, Churchill Downs, Papa John’s, Atria SeniorLiving, ResCare, GE Appliances, and many more.

More than $11 billion of capital investment since 2014

63,000 jobs added to the economy since 2011

2,800+ new businesses created since 2011

Ranked a Top Metro and Top Economic Development Group by Site Selection magazine

In 2016, Louisville Forward announced 61 projects, 6,820 new jobs and $1.3 billion in investment
As an entrepreneur and small business owner I understand the needs of businesses large and small, which is why we’ve created Louisville Forward, an integrated approach to economic and community development. Louisville Forward combines business attraction, expansion and retention activities, and talent and workforce attraction, with all of the city’s real estate development, land use and planning and design functions to present a unified solution for job growth and quality of place. Our concierge staff is ready to assist your business from concept to construction and beyond.”

— Mayor Greg Fischer
“Louisville is a place for everyone, no matter where you’re from or who you love.”

— Mayor Greg Fischer

Human Rights Campaign perfect-100 score on Municipal Equality Index

11th largest LGBT population in the U.S.

Home to more than 160 international communities

One of the largest Cuban populations in the U.S.

137 languages spoken in our public schools

180,000 volunteer acts of compassion performed during Mayor Fischer’s Give a Day week
18,000+ acres of urban parkland

Home to 6,600-acre Jefferson Memorial Forest, the largest municipal urban forest in the U.S.

Parklands of Floyds Fork, the city’s outer ring of parks, boasts 4,000 acres, to enjoy hiking, biking, kayaking and family-focused adventure.

8,000 acres of city parks, including inner ring designed by Frederick Law Olmsted.

Louisville’s living room, Waterfront Park, represents an investment of more than $100 million in reclaiming our riverfront with award-winning design and home to many of Louisville’s iconic festivals.

About those festivals...

Kentucky Derby Festival
Forecastle
St. James Art Fair
Humana Festival of New American Plays
Idea Festival
Kentucky Bourbon Affair
Tailspin Ale Fest
Lebowski Fest

Best of both worlds - Professional and Division 1 NCAA sports

More NCAA post season events than any other city.
Whether you favor a stately Victorian (we’re home to the world’s biggest Victorian district), a hip “shotgun” house (we’re home to the world’s largest collection of that, too), a suburban house on five acres or modern downtown apartment living, you’ll have no trouble finding “home” here.

- Average home purchase price $160,000
- Average apartment rental rate $850
- Cost of living 10% below national average

The Downtown Louisville residential population is expanding quickly

- 27% increase in market-rate residential units by 2018
**Bourbonism**

noun

1. the act of enjoying Louisville’s unique local food and beverage scene

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In Louisville we treat Bourbon as a food group

One of Louisville’s oldest industries, bourbon combines all the best of Louisville. It is a cultural icon, a piece of our heritage, a major employer, a draw for tourism, and a popular Kentucky product.

Louisville has experienced nearly **$150 million** in investment in bourbon distilleries and experiences over the past several years.

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30% of all distilling jobs in the U.S. are located in Kentucky.

With local businesses like Cellar Door Chocolates, Bourbon Barrel Foods and Art Eatables, your Bourbon experience extends far beyond your cocktail menu.

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**World’s Best Food City**
National Geographic

**Best Destination Experience**
World Food Travel Association
Quality talent... Louisville’s got it!

44.7% of working age adults hold at least an associate degree

43% of degree holders have a degree in a STEM-related field

1,000+ job placements through training programs offered by the Kentucky Manufacturing Career Center.

98% job placement rate through KY FAME apprenticeship-style manufacturing training program.

Louisville region labor productivity is 50% higher than the national average.

Louisville area colleges and universities grant more than 16,000 degrees annually.

10th Best Large U.S. Metro for retaining baccalaureate graduates, with 63% retention rate. CityLab

It’s about more than degrees—Louisville is a national leader in IT credentialing with our groundbreaking Code Louisville program training hundreds of new developers to fuel growing IT workforce needs and filling a new pipeline for future talent development.

CODE LOUISVILLE
500 graduates trained; 70+ hiring companies

SOFTWARE GUILD
97.6% job placement rate, ranked #1 Best Coding Bootcamp by HackerRank

Approximately 570,000 students enrolled in Division 1 schools within a 250 mile radius of Louisville
Our business development efforts focus around our five strong business sectors:

- Advanced Manufacturing
- Business Services sector
- Food and Beverage
- Lifelong Wellness & Aging Care
- Logistics and e-Commerce

77%
Labor force participation rate (ages 25-64)
Louisville recognized as a great place to do business!

Dell named Louisville a Top 50 Global Future-Ready Economy

Area Development magazine ranked Louisville **NUMBER ONE** on its list of “Top 10 Southern Cities” and 22nd in the U.S. for the TOP 100 Leading Locations. Louisville ranked fifth for “Year-Over-Year Growth Cities.”

ZipRecruiter and Glassdoor place Louisville on their lists of top cities for **jobs**.

Forbes magazine named Louisville the **NUMBER ONE** city for manufacturing in the U.S.

**2016 Cost of Doing Business Index**

Louisville | 89

Scoring an 89 on Moody’s Analytics, Louisville’s competitive advantage makes it a great place to do business.

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<thead>
<tr>
<th>City</th>
<th>Score</th>
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<tr>
<td>Louisville</td>
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What can you expect from Louisville? A business partner

Louisville Forward provides concierge staff resources, community connection, business development support and financial incentives for small businesses and large corporations and will be your liaison to partner with the Kentucky Cabinet for Economic Development.

Primary incentives

**Kentucky Business Investment** (KBI) Program – Provides income tax credits and wage assessments to new and existing regional and national headquarters, manufacturing companies, non-retail service or technology-related and agribusiness companies that locate or expand operations in Kentucky.

**Kentucky Enterprise Initiative Act** (KEIA) – Provides a refund of Kentucky sales and use tax paid by approved companies for building and construction materials permanently incorporated as an improvement to real property. It also is available for Kentucky sales and use tax refunds for eligible equipment used for research and development and data processing. This incentive applies to new or expanded service or technology, manufacturing, or tourism attraction projects in Kentucky.

Area Development Magazine awarded Kentucky a **2017 Gold Shovel award** recognizing the Commonwealth’s success attracting corporate investments.
Creativity is in our DNA. Whether you want to sing it, build it, paint it, write it, code it, perform it or brew it, you can do it in Louisville.

One of 10 U.S. cities that has all five major performing arts groups — Louisville Ballet, Louisville Opera, Louisville Orchestra, Stage One, Actors Theatre

$326 million in economic activity generated by the arts and cultural sector in 2016
Louisville is teeming with creative energy that allows people to express themselves in a multitude of ways, from the Louisville mini Maker Faire to ReSurfaced to free monthly concerts at Metro Hall and Waterfront Park.

6,000,000 estimated annual attendance at arts and cultural venues

1,800 artists living and working in our community

1,700 creative businesses

472 arts and cultural establishments, both nonprofit and for-profit

78 museums
Louisville stokes the creative fires in every neighborhood with cultural fairs, block parties and weekend festivals. A new community arts plan, Imagine Greater Louisville 2020, charts our course for continued excellence and access for all arts, for all residents.

Family friendly city!

The Cultural Pass program for school kids grants them free admission to local museums and non-profits during the summer — giving 100,000 children new experiences and combatting summer learning loss.

Internationally acclaimed Louisville Orchestra was the first orchestra to create its own record label – First Edition Records.
Our city’s decades-long commitment to arts and culture has spurred:

- A world-class art museum
- An acclaimed performing arts center
- The oldest free Shakespeare Festival in the nation
The Bluegrass Economic Advancement (BEAM) is a regional initiative led by the cities of Louisville and Lexington to increase exports and foreign direct investment. Launched by the mayors of Louisville and Lexington, partners include local, state, and federal organizations and businesses working together to increase local firms’ access to foreign markets and connect with foreign companies investing in the U.S. BEAM is a member of the Brookings JP Morgan Global Cities Initiative, a select group of cities that has completed a rigorous analysis and planning process to maximize exports and FDI performance in the coming years.

Kentucky has had five straight years of record-breaking export growth, with exports totaling more than $29.2 billion in 2016.

Recent investments from China-based Haier, Australia-based Computershare, London-based Hogan Lovells, and Japan-based Beam Suntory illustrate the growth and diversity of foreign companies in our region’s key industry sectors.
Louisville leads the nation in local governments fostering a culture of data-driven innovation. Named Louisville’s first female Chief of Civic Innovation, Grace Simrall, a forward-thinking techie, views the city as a living laboratory filled with citizen scientists.

Louisville is a Google Fiber city! Innovation comes naturally when you have a Mayor who has been named “Most Innovative” Mayor in America by Politico.

Downtown and edge neighborhoods are being fostered with a mix of innovative, institutional, company and startup space, along with walkability, engaging public spaces and places to network.

Innovative home connection devices like Amazon Echo, smart LED lights and keyless entry are being tested in living labs at the CNET Smart Home and the Smart Apartment in downtown.

The Louisville region is prepared for the next generation of entrepreneurs and innovators with the EnterpriseCorp support network. Services include: capital access, talent acquisition, and peer-to-peer networking.

**Best Entrepreneurial Cities**
Entrepreneur.com

**Top Digital City**
Digital Communities

Accelerating a Smart City
Innovators, artists and entrepreneurs inspire each other at microfactories, makerspaces, accelerators, events and networks that create a forward-thinking environment and opportunities to engineer economic growth.

GE is partnering with Local Motors and the University of Louisville to create new products and foster new ideas at the FirstBuild microfactory. Its makers have generated more than 1,000 product ideas, including the Opal Nugget Ice Maker, Paragon Induction Cooktop and the GreenBean Maker Module.

Beverages come alive at the Flavorman & Moonshine University beverage campus, a 26,000 square-foot beverage innovation laboratory and educational distillery where anyone interested in creating their own beverage or starting their own distillery can come to get a successful start to their business.

Middle mile fiber is being installed throughout the city to support future investments in smart city technologies and increase support and access to high-speed connections.
University innovation

University of Louisville’s Micro/Nano Technology Center is home to a state-of-the-art 10,000 square-foot microfabrication cleanroom facility.

The Rapid Prototyping Center is one of the world’s premier facilities for Additive Manufacturing/3D printing with leading capabilities in laser and electron beam powdered processes.

With an eye to the future, Jefferson Community & Technical College is poised to build a $20 million Advanced Manufacturing and Information Technology Center. It will train more than 3,000 students and adults annually.
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