

Live. Work.
Create.
Innovate.

Louisville... your next home.

Wherever you want to be, Louisville is the place that gets you there.



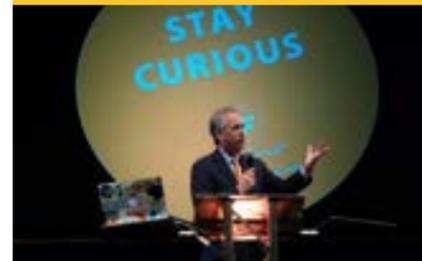
LIVE

WORK

CREATE

With a business-friendly environment and unique quality of place, Louisville is your new home base, whether you're looking for:

- **a proven record** — Louisville recently earned a Top 10 ranking of top tier metro areas from Site Selection Magazine for economic development and job creation due to business investments and company expansions and locations in 2014.
- **a city rated in the top 10 cities nationwide for being "small-business friendly"** — Thumbtack.com
- **a location where it's easy to recruit and retain a quality workforce** — named Most Livable City in America (large city category) by the U.S. Conference of Mayors.
- **a logistics hub** — our central location and UPS Worldport hub mean that the next stop for Louisville products can be anywhere in the world, overnight.
- **low business costs** — in 2013, Forbes listed Kentucky among the 10 lowest cost-of-doing-business states.
- **reliable and abundant utilities** — with competitive rates, our gas & electric and water companies provide excellent reliability and high quality.



INNOVATE

Live. Work.
Create.
Innovate.

Louisville is a city on the move — a gateway to a great future for you and your company.

Our staff at Louisville Forward is here to assist you with your needs — whether you are looking for business assistance, site development or permitting needs — we offer concierge service to implement your business from concept through construction.

You can do it all here...

Live,
Work,
Create,
Innovate.

Louisville is the place to be.

Sincerely,

Greg Fischer
Mayor



Amelia Gandara Louisville, filled with people that bring me joy. #Entrepreneurs #Bourbon Lovers #Makers. That's why I #loveLouisville.

Louisville tops a lot of lists. Livable cities, best family cities, entrepreneurial cities, biking cities.



But ask Louisvillians about the things that make this place special, and they won't pull out a list. They'll show you around.

Maybe they'll start on Main Street, a museum and entertainment district that is the heart of downtown.

Or maybe they'll show off their favorite neighborhoods. With housing costs 13 percent below the national average, (and cost-of-living 6 percent below the national average) home ownership is well within reach. Employees recruited to Louisville are pleasantly surprised by what they can afford and aspire to. Whether you favor a stately Victorian (we're home to the world's biggest Victorian district), a hip "shotgun" house (we have the world's largest collection of that, too), a suburban house on five acres or a modern downtown condo, you'll have no trouble finding "home" here.



Housing costs 13%

below national average

Cost of living 6% below national average



Bourbon is a local food group.

Kentucky's signature spirit is drawing people from around the world to experience the bars and restaurants of the Urban Bourbon Trail in Louisville and the Kentucky Bourbon Trail, both of which celebrate our special role in bourbon's history. 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. Forbes says we're in the midst of a "billion dollar bourbon boom."

Come enjoy some of the native spirit.



Hungry? Thanks to our growing commitment to local food and local farmers, several Louisville neighborhoods have become walkable dining destinations for foodies – those from down the block and those around the world. Our restaurant scene includes a diverse roster of nationally lauded top chefs like Edward Lee, Kathy Cary, and Anthony Llamas.

Conde Nast Traveler recently named Louisville's Mint Julep Tours the second-best guided drinking tour in the U.S.



"billion dollar bourbon boom."

– Forbes





Walk, run, hike, bike or paddle through one of our acclaimed parks!

Louisville is home to some of the best park systems in the country, including:

- Waterfront Park, the award-winning reclaimed riverfront that connects paths and playgrounds with the Ohio River.
- Our world-class Olmsted Park system, consisting of 14,000 acres and designed by legendary landscape architect Frederick Law Olmsted (creator of New York's Central Park).
- Largest urban forest in the U.S., the 6,200-acre Jefferson Memorial Forest.
- And the massive new Parklands of Floyds Fork project. At more than 4,000 acres, it's the largest and most ambitious public parks project in the country.



Our neighborhoods have long histories with deep heritage and an inclusive culture. More than 90 languages are spoken in Louisville. Residents from around the world who now call Louisville home have strengthened our cultural diversity and helped power our local economy. Louisville is a truly global city.

About 50% of Louisville's population growth in recent years has been through international migration.



Deandre Parker What I have always loved about Louisville since moving here is the strong sense of community and the compassion residents have for others. People from here are always willing to lend a helping hand to anyone who needs it. Louisville is a place where hard work still pays off. Louisville is a city where you can make yourself into anything you want to be!

You may have heard of the world's greatest horse race, the Kentucky Derby.

It is both the nation's longest-running sporting event and the fastest two minutes in sports.

Louisville also has hosted:

- Breeders' Cup
- PGA and Ryder Cup
- More NCAA post season events than any other city
- Ironman
- World Cyclocross and USA BMX Championship

And we're also home to a new professional baseball team and new professional soccer team.



Give A Day Week of Service 150,000 acts of compassion



If you're visiting in the spring, someone may invite you to participate in the Mayor's Give A Day Week of Service, in which we log more than 150,000 volunteers or acts of compassion. Named an International Model City of Compassion, we humbly call ourselves the most compassionate city on earth.

About those lists...

Most Livable Large City 2012 (U.S. Conference of Mayors)

Top 8 Awesome Foodie Getaways around the World (Zagat)

Top 5 most-stable housing markets in U.S. (Zillow.com)

Top 20 Economic development "regions to watch" (New Geography)

10 Best Large Metro Areas for Homeownership (NerdWallet.com)

10 best states for food and drink (Thrillist)

10 best cities for families (Parenting)

10 Best Bike Friendly Cities (USA Today)

Manufacturing "Boom Towns" (Forbes (two years running))

Ranked #4 on State Entrepreneurial Index (University of Nebraska)

Top 10 concert arenas – KFC Yum! Center (Rolling Stone)

Top cities for creative young people (Policy Mic)

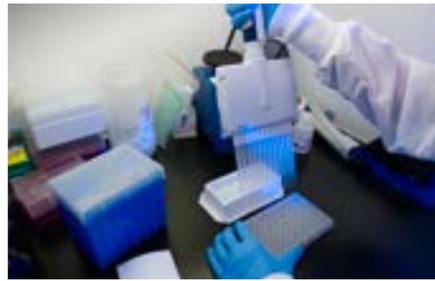
8th "greatest city ever" (Outdoor Magazine)

As the hometown of Muhammad Ali, Louisville knows something about punching above its weight.



With 1.4 million residents in the metro area, Louisville is a competitive, ambitious, global city – one that leads the way in logistics (as home to UPS WorldPort) and is a hub of advanced manufacturing.

Within a day's drive of two-thirds of the U.S. population, it's a strategic location for thousands of companies, from the headquarters of international companies to local startups. Fortune 500 companies such as Yum! Brands Inc. and Humana are headquartered in Louisville, as are global headquarters for Brown-Forman Corp., UPS Airlines, CaféPress, Papa John's, Hillerich & Bradsby (makers of Louisville Slugger), Atria Senior Living,



Kindred Healthcare, GE Appliances & Lighting, ResCare and many more.

Smaller fast-growing companies like Blackstone Media, Interapt, Comfy Cow, Qualcomm and QSR Automations also are located here.

Other major companies with significant operations in Louisville include Ford Motor Company, Chase, Johnson & Johnson, D. D. Williamson and Eaton Corporation.

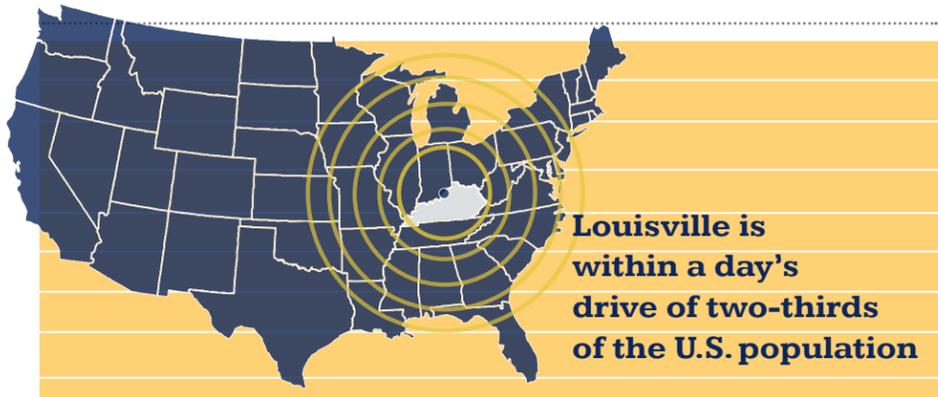
In 2014, a survey by the Ewing Marion Kauffman Foundation and Thumbtack.com ranked Louisville the **fifth friendliest city in the country for small businesses**. And another Forbes report listed us as one of the top five cities that are rapidly gaining college



graduates. That's not just an accident. Louisville actively works to improve its workforce through the 55,000 Degrees program. The number of college graduates in Louisville has reached a record high, and we are ahead of the national average.

Our business development efforts focus around our five strong business sectors:

- **Advanced Manufacturing** (Forbes has called us a manufacturing "boomtown" two years in a row)
- **Logistics and eCommerce** – if you can develop it or build it, we can help make sure it gets to where it's going on time.
- Largest concentration of **Lifelong Wellness and Aging Care** companies in the nation
- **Business Services** sector that includes back office operations to high-end consulting
- **Food and Beverage** – we are home to companies from the world's largest restaurant headquarters to a vibrant locally-owned restaurant scene



Workforce Development

Louisville has a readily available workforce. The metropolitan area has added more than 8,500 jobs since 2013, and 22,000 more people are working in Louisville than in 2009. When working with a business, the city partners with its workforce partner, KentuckianaWorks, to determine specific needs and help to identify potential employees and any training needs. Solutions may include:

- Funding to support customized training and on-the-job training.

• Connections to industry sector-focused training and employment programs such as the Kentucky Manufacturing Career Center which provides stackable credentials endorsed by the National Association of Manufacturers, and Code Louisville, an innovative program to train and place software coders.

• Referrals to "pipeline" career programs at Jefferson County Public Schools in engineering, manufacturing, health care, information technology and business.



Humana.

BROWN-FORMAN



SIEMENS



Cost of Doing Business Index	
Louisville	85
Memphis	85
Indianapolis	87
Nashville	90
Dallas	94
Cincinnati	95
Chicago	99
New York City	160

2012 Cost of Doing Business Index
Louisville 85

This index compares Louisville's average business cost with that of the U.S., considering office rents and labor, energy and tax costs.

Source: Moody's Analytics, 2014 Edition, North American Business Cost Review

WORK

What can you expect from Louisville?

A business partner.

Indatus creates and manages cloud-based, enterprise voice and data communication solutions that are easy to use and that make our customers more efficient.

“When we started investigating locations for our new corporate headquarters, we were hard pressed to find a better location than downtown Louisville. Louisville’s central business district, Main Street corridor and surrounding areas are alive with energy and a really cool vibe. Being a part of that energy makes it easier to find and attract new talent. There also is a public-private cooperative spirit that exists in Louisville that allows CEOs and business owners to be engaged with public officials to create a business friendly environment that fosters growth. Louisville has been great for Indatus!”

David Durik, CEO



Texas Roadhouse, Inc.

owns and operates more than 440 restaurants in 49 states and 4 foreign countries. The company, which was founded in Louisville in 1993, is famous for hand-cut steaks, made-from-scratch sides, fresh-baked bread, and its lively atmosphere. In 2014, Texas Roadhouse was named one of Employee’s Choice Best Places to work by Glassdoor.

“We are proud to call Louisville home. The people and the community leaders are very supportive of businesses, which is one of many reasons Louisville is such a great place to live and work.”

Scott Colosi, President



Business Partners:

What can you expect from Louisville? Partnership! Louisville Forward, the city’s economic development agency, combines economic development, real estate development and quality of place to help companies do business in a vibrant city. The city provides staff resources, support, and financial incentives for small and large companies and will be your liaison to the Kentucky Cabinet for Economic Development. We work with local utilities, development authorities and regulatory agencies to make sure that Louisville’s services and hospitality are readily available and easy to access.

Louisville Water Company

Louisville Water is nationally recognized for its innovation in water treatment — and it consistently garners the title of “best-tasting tap water in America.” We call it “Louisville Pure Tap” and the Louisville Water Company delivers 115 million gallons of it every day to Louisville and surrounding communities. With the Ohio River as our source, it’s abundant and affordable.

LG&E/KU

With electric rates that are among the lowest in the nation, excellent reliability, and outstanding customer service, there’s no question that LG&E and KU can help make Kentucky the best possible place to build, expand or relocate your business. LG&E and KU have been recognized six times by Site Selection Magazine as being among the top 10 U.S. utilities for supporting economic growth within their service areas.



Haleh Karimi

It’s people, beautiful horse farms, famous bourbon distilleries, talented and hardworking capital resource (HQs for YUM, UPS, BF, Papa John’s to just name a few!).



Named a Top 20 “City with Economic Momentum” NewGeography.com

A “Best Entrepreneurial City” Entrepreneur.com

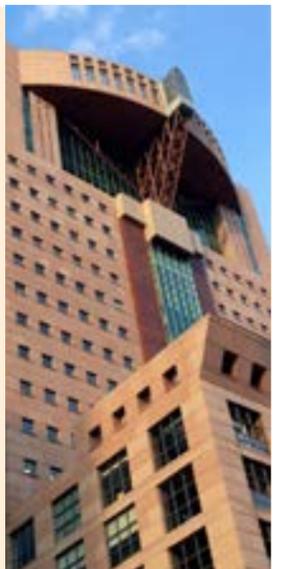
Louisville Metro works with other partners who promote and support economic development, from land assembly and strategic development to providing the infrastructure that gets your business’ goods to and from your suppliers or customers.

- Louisville Renaissance Zone Corporation
- Jefferson Riverport International
- Louisville International Airport
- Air Pollution Control District

Louisville Metro connects economic development prospects with the 23 local and regional colleges and universities, which can tailor workforce readiness, research, development and curriculum solutions for individual business needs. University-supported research and new intellectual property coming out of University of Louisville, and new data analytics programs at Bellarmine University are examples of how our educational pipeline feeds our workforce demands and needs.

“Humana is proud that we’ve been able to grow in the city where our founders created a health care company 53 years ago that helps people achieve their best health. In recent years, Humana’s associate population in Louisville has tripled from 4,000 to more than 12,000. We could not have achieved this growth here without a community that provides a highly skilled workforce and everything we need to thrive as one of Louisville’s leading corporate citizens. Our associates love living in Louisville. And throughout Humana’s history, Louisville has supported us by making this city and region a wonderful place to live, work and play.”

Bruce Broussard, President and CEO, Humana



Humana



Kimberly Cissell

We have a great cultural scene with the Fund for the Arts, all the museums and festivals. Not to mention a killer music scene. Our food scene is growing and changing and just amazing! Always something new to try!

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.

A grammy-nominated band records its new album in an old church.

Robots and 3-D printers come to life in a warehouse “hackerspace.”

Gourmet soy sauce brews in old bourbon barrels.

Musicians perform lunchtime concerts at Metro Hall, the seat of government.

An acclaimed downtown hotel features one of the world’s best collections of modern art on its walls.

Actors perform locally-written plays in an internationally acclaimed, packed theater.

Developers team with artists to revitalize an urban neighborhood.

And a tech startup tinkers with its billion-dollar dream.

Today, Louisville is committed to stoking the creative fires via a public commitment to arts in every neighborhood, direct support for artistic and cultural groups, and an open-door policy at the Mayor’s Office for anyone with a good idea. The city also has Cultural Passes for school kids that grant them free admission to local museums and non-profits during the summer – exposing 50,000 children to new experiences combatting summer learning loss.

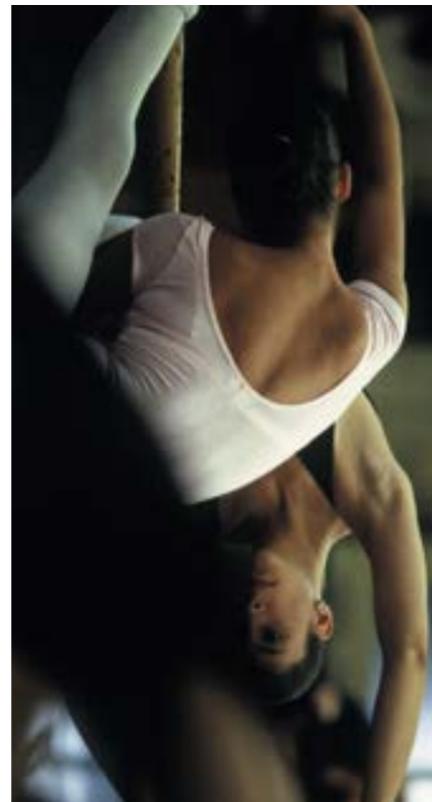


Our city’s decades-long commitment to arts and culture has spurred:

- a world-class art museum,**
- an acclaimed performing arts center,**
- the oldest free Shakespeare Festival in the nation.**

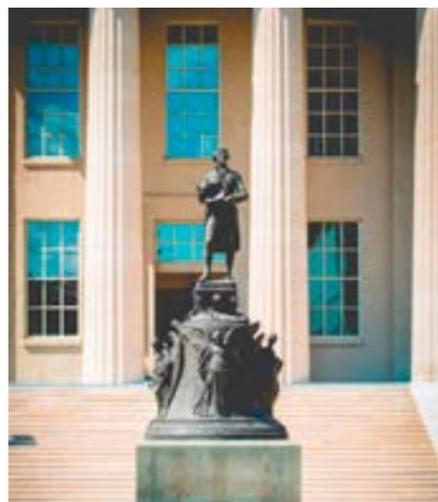
Louisville is one of only 10 U.S. cities that has all five major performing arts groups:

- Louisville Ballet**
- Louisville Opera**
- Louisville Orchestra**
- Stage One**
- Actors Theatre**



Being an artist in America doesn’t have to mean living in a shoebox on a coast with nothing but the pennies you make at your day job to support an artistic endeavor.

– Mic.com





Across the country, surface parking and large vacant lots have greatly weakened our urban fabric, and these underutilized spaces pose challenges for creating vibrant places and connected communities, whether in a downtown or in neighborhoods. Thus was born ReSurfaced, a local initiative by City Collaborative, to create pop-up plazas that vitalize these vacant and underutilized spaces by creating low-cost investments to activate the space. The first one created a six week long pop-up beer garden, outdoor cafe and event space in Fall 2014, and demonstrated the economic potential and benefit of activating these spaces.

CREATE

Louisville is a city that celebrates its art and the arts

With its many festivals and fairs, and concerts, shows and venues that are growing by the month, artists, creators, performers and admirers have a place to do it all. From the Louisville mini Maker Faire – a weekend festival dedicated to designing, demonstrating and creating – to the world-renowned Humana Festival of New Plays, Louisville is teeming with creative energy that allows people to express themselves in a multitude of ways.

IDEAS Louisville, the city's first contemporary art chamber of commerce, connects people and places through a wide variety of networking events centered around creativity and collaboration. IDEAS Louisville supports artists in improving the built environment and is creating a new paradigm in art commerce highlighting new strengths by joining art and business.

ReSurfaced, a pop-up plaza imagined and created by City Collaborative (see inset), brought people together to celebrate our community's creativity.

Waterfront Wednesdays, another favorite community gathering, is a partnership of Waterfront Development Corporation and public radio which brings national and local alternative music in a free, happy-hour setting to Louisville's waterfront.

Live/work spaces are growing in popularity, allowing people to create in their own spaces for a living, and more and more, the built environment does make a difference as people decide where to live and work based on the vibrant street life and outdoor activities and amenities that are readily available.

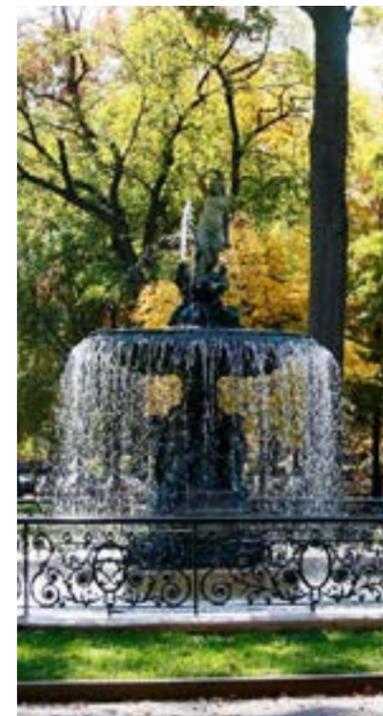
With hometown music heroes such as My Morning Jacket, Slint and Houndmouth, music has taken front stage in Louisville with new music venues and more concerts and music festivals than ever. The city has even joined the fun with the monthly Mayor's Music & Art Series, bringing in local and regional acts open to the public.



Music Director Teddy Abrams, Louisville Orchestra, photo by Frankie Steele

City of Festivals

Just check one of Louisville's event websites and you will see that you are never with a shortage of things to do.



Monthly gallery hops in NuLu and Frankfort Avenue
Art and craft fairs, from Cherokee Art Fair to Locust Grove Antiques Market to the nationally competitive St. James Art Fair

Neighborhood festivals, from the Highlands Fest to NuLu Festival to Crescent Hill Art & Music Festival

Bourbon and craft beer festivals, including Kentucky Bourbon Affair, Four Roses Bourbon Louisville Blues, Brews & BBQ Festival and Tailspin Ale Fest

Music festivals - from Abbey Road on the River to Kentucky Reggae Festival to Forecastle Festival

And nationally-recognized Idea Festival, Lebowski Fest, Festival of Faiths and Kentucky Derby Festival

INNOVATE

**third best city
for young
entrepreneurs**

— Under30CEO

**one of the
nation's ten
best cities
for creative
people**

— Arts.Mic

**Kentucky is
listed as a
state of
innovation,
because it
was in the
top five for
increasing
start-up
activity.**

— Fast Company

Courtesy of U of L Conn Center, A. Marsh

What does it mean to be an innovative city?



General Electric partnered with the University of Louisville and others to create FirstBuild, dedicated to designing, engineering, building, and selling the next generation of major home appliances and more.

GE is partnering with coders, hackers, artists, scientists, engineers and dreamers to create new products and foster new ideas in this micro factory where products can be printed in 3-D. Ideas and new concepts that might normally take years to bring to fruition can be imagined and created at FirstBuild in weeks.

FirstBuild is a collaborative environment that has the potential to change the way manufacturing and innovation occur.

We know that the goal of innovation is not just to be splashy and fun — that's just a byproduct. The real measure of innovation is a rapidly **improving standard of living** for all our residents and **expanding markets and opportunities** for our local businesses.

Business Cluster Innovation – Innovation exists in our five business clusters where advances in next-generation technology become the leading edge of those clusters, giving businesses a competitive advantage and a strong foothold in their industries. Innovation takes many forms, and ranges anywhere from research and development of a new drug, to new types of food packaging, to cloud-based communications and office technologies, to “Bourbonism,” a world-leading bourbon- and local food-based tourism experience that will bring more visitors to Louisville and feed the growing bourbon interest internationally.

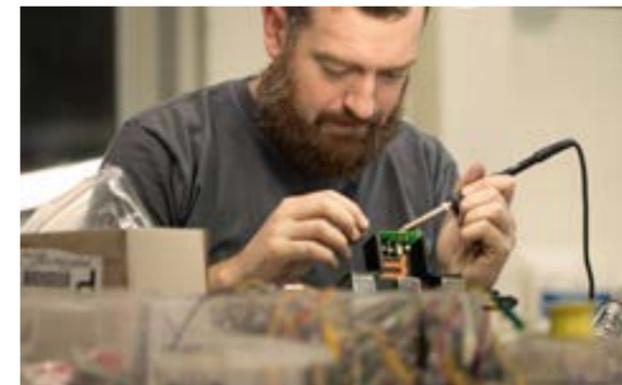
The Bluegrass Economic Advancement Movement – Louisville has worked with the Brookings Institution to create the BEAM Economic Development Region – an initiative that unites 22 counties that link and surround Louisville and Lexington, Kentucky, as an innovative approach to making it easier for local companies to export and to ensuring that the region surpasses the technical training needs of our employers.

Louisville is home to 5 accelerators, 5 co-working hubs and more than 20 networking partners.

In fact, Louisville's own mayor, Greg Fischer — first a businessman and entrepreneur — was one of the co-founders of Louisville's first business accelerator, bCatalyst, and has been bringing a business-accelerator type approach to both the internal workings of city government and to creating a spirit of innovation throughout the entire city.

Local government has joined the cause in utilizing advances in technology to be more transparent in the sharing of its data, and is pushing the effort to train and employ more coders in the community. The entrepreneurial spirit continues to thrive and grow, and has spawned its own ecosystem within Louisville's maker and entrepreneurial community.

Louisville has the roots of any innovation... makerspaces and makerfares, a rapid prototyping center at University of Louisville, GE's FirstBuild Microfactory and more.



INNOVATE



Distilled Spirits Epicenter

An artisan distillery and education center, the Distilled Spirits Epicenter is where tradition meets innovation when time-honored craftsmanship and cutting-edge technology combine to create the optimal conditions for small-batch distilling. Made up of Moonshine University, where visitors from around the world come to study the methods used to derive, hone and layer flavors, to the fully-equipped Grease Monkey Distillery, available to test formulations and create prototype batches, to the highly-flexible bottling line called Challenge Bottling. With a 24,000 square foot beverage innovation laboratory, anyone interested in distilling as a business or passionate hobby can hone their distilling skills.

Louisville Metro's goal of fostering a culture of lifelong learning, creativity and innovation comes to life in our city's maker community. From micro-factories to civic accelerators and co-working spaces, to coding hackathons, Louisville has a vibrant ecosystem of hubs where people can create, nucleate and innovate ideas and products.

Innovators, artists and entrepreneurs inspire each other when they gather. Various sites and programs offer structured times and places, as well as the necessary support to be successful:

Micro-factories – FirstBuild, Institute for Product Realization

Makerspaces – LVL-1 Hackerspace, Louisville Hardware, Louisville Flying Machines, Kentucky Museum of Art + Craft, Mellwood Arts Center

Accelerators – XLerateHealth/Nucleus, iHub, InnovateLTC, Velocity, The Park, Nucleus Launchit

Networks – Venture Connectors, Vogt Awards, Village Capital, Enterprise Angels

Entrepreneurs have been gaining well-deserved recognition in Louisville the past few years, for their business acumen, innovations and power of harnessing investors to take their ideas to the next level.

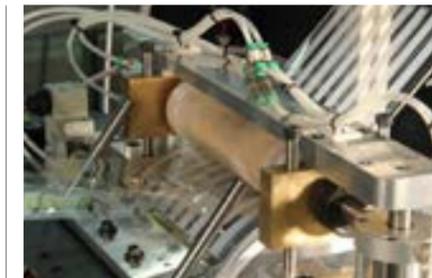


In addition to the angel and venture funds available to local start-ups, Louisville became the 9th **Kiva Zip** city in 2014, adding a new loan option for entrepreneurs, which comes with matching funds by local institutions. Where traditional loans may be difficult for a start-up to get, Kiva Zip encourages and stokes Louisville's entrepreneurial spirit.

Louisville also has an extensive ecosystem of community resources to assist small businesses start, grow and succeed, from an entrepreneur to a retailer to a service provider.

The state's leading research university, the **University of Louisville**, is a center of excellence around innovation, with leading research and development taking place on several fronts.

The Conn Center for Renewable Energy Research – promotes partnerships among the state's colleges and universities, private industries and



non-profit organizations to actively pursue federally and privately funded research and development resources that are dedicated to renewable energy solutions.

Rapid Prototyping Center – one of the best equipped facilities for Additive Manufacturing/3D printing with world-leading capabilities in laser and electron beam powder bed processes for metals, plastics and ceramics; ultrasonic additive sheet lamination; plus many ancillary processes and techniques.

Nucleus – the organizing entity for the Nucleus Life Sciences and Innovation Center, Nucleus provides business management and consulting services to support entrepreneurs engaged in health-related innovation and research.

Micro/Nano Technology Center – the only microfabrication cleanroom facility in the entire state of Kentucky,



it also serves as an appropriate setting for technology transfer of information and projects related to microfabrication.

Institute for Product Realization – an anchor of the coming Belknap Engineering and Applied Sciences Research Park, the Institute for Product Realization will include a co-creation hub, research and education space and a launch pad for emerging private companies. It also will have a micro-factory for the construction of innovative new products.

Cardiovascular Innovation Institute – this research center, created by the partnership of the University of Louisville and Jewish Hospital & St. Mary's Healthcare, researches and develops ventricular-assist devices, artificial hearts and more to help combat heart disease and heart failure.



Louisville Forward combines economic development, real estate and quality of place solutions, through its two departments of Economic Development and Develop Louisville, to help companies do business in a vibrant city.



FOR MORE INFORMATION:

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