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2017 | YEAR IN REVIEW



LOUISVILLE DOWNTOWN PARTNERSHIP

## LOUISVILLE DOWNTOWN PARTNERSHIP | ANNUAL REPORT

### FROM THE EXECUTIVE DIRECTOR

#### DOWNTOWN STAKEHOLDER,

It truly is an exciting period of transformation for Downtown Louisville. In fact, 2017 may be remembered as “the year of the crane” with 44 development projects announced or underway within the Central Business District, representing \$1.6 billion in investment.

While many projects were completed within the last 12 months, Downtown Louisville began 2018 with \$1.78 billion in investment and 60 development projects announced or underway, all slated to be completed by the end of 2019. I am happy to report that Downtown Louisville’s revitalization momentum remains strong and the city’s future has never been brighter.

The Louisville Downtown Partnership (LDP) works collaboratively every single day with a wide array of partners to serve Downtown and to advance Downtown’s interests. We provide a critical role in helping the current Downtown community experience maximum effectiveness and add to the operational efficiency within the urban core. We also help plan for the future and as a result, our fingerprints are on every aspect of Downtown’s vitality and growth.

“ **AS A LONG-TIME LOUISVILLE RESIDENT, I’M ENCOURAGED BY THE REVITALIZATION EFFORTS TAKING HOLD DOWNTOWN. LDP’S LONG-TERM VISION AND ONGOING STRATEGIC DEVELOPMENT EFFORTS HAVE PLAYED A KEY ROLE IN CREATING MOMENTUM IN DOWNTOWN LOUISVILLE.**

**PAUL COSTEL**  
2017 LDDC BOARD CHAIR

Along with the Board of Directors of the Louisville Downtown Development Corporation (LDDC) and the Louisville Downtown

Management District (LDMD), we believe the economic engine of any great city starts with a strong Downtown. Our objective is to operate within the heart of the city and its edge neighborhoods, but LDP’s positive impact and reach goes far beyond Downtown to include the entire Louisville Metro region.

“ **THE LOUISVILLE DOWNTOWN MANAGEMENT DISTRICT IS PROUD OF OUR 27-YEAR HISTORY OF ENHANCING THE STREET LEVEL EXPERIENCE FOR ALL THOSE WHO LIVE, WORK, AND PLAY DOWNTOWN. WE LOOK FORWARD TO OUR CONTINUED EVOLUTION TO SUPPORT THE NEW WAVE OF UNPRECEDENTED GROWTH IN THE CBD.**

**MARIAH GRATZ**  
2017 LDMD BOARD CHAIR

This “Transformation in Progress”

annual report highlights major accomplishments of 2017. For more information about LDP, and to take a closer look at ongoing Downtown news and activity, I invite you to visit our website: [louisvilledowntown.org](http://louisvilledowntown.org)

*Rebecca Matheny*

Rebecca Matheny





# TRANSFORMATION | IN PROGRESS

## OUR MISSION

Louisville Downtown Partnership's mission is to take the long view on Downtown success, through strengthening commerce, providing high-quality placemaking, improving visitor, resident, and workforce experiences, and to stimulate high-quality development and vitality in Louisville's Downtown.

## OUR VISION

Louisville Downtown Partnership's vision is to collaboratively develop Downtown Louisville into the economic catalyst for all of Louisville and be a vibrant and dynamic urban core recognized for growth, innovation, and as an engaging destination.

## OUR LEGACY | FOUNDED 2013

Louisville Downtown Partnership was formed in 2013 and is comprised of two long-standing organizations.

The Louisville Downtown Management District (LDMD), Kentucky's first Business Improvement District (or BID), was established on August 27, 1991 to promote the economic, residential and cultural vitality of the core of Downtown. LDMD's mission has been to promote Downtown's quality of life by creating a safer, cleaner and more enjoyable environment by providing services that are designed to enhance the physical environment of the Downtown, including improvements for better security, maintenance, cleanliness, and marketing.

The Louisville Downtown Development Corporation (LDDC) is a private, non-profit 501(c)(3) organization dedicated to the long-term economic health of Downtown Louisville and represents the community's civic and business leadership. For the past 22 years, LDDC has played a crucial role in bringing together both the public and private sectors as partners in Downtown Louisville's redevelopment and long-term planning, with LDDC serving as the lead entity in the development and implementation of the Downtown Master Plan.

(1921)  
MAP OF CENTRAL DISTRICT  
-OF-  
LOUISVILLE, KY. VOL. I  
-1940-  
SANBORN MAP CO.  
SCALE 260 FT. TO AN INCH



## TRANSFORMATION IN PROGRESS

# Shaping tomorrow's city, today.

Louisville Downtown Partnership (LDP) provides guidance and support for developers and investors in all business sectors, ultimately elevating the local, regional, national, and international appeal of Downtown Louisville.

We are indispensable collaborators with all relevant economic development agencies, including Louisville Forward and Greater Louisville, Inc. LDP strategically impacts all facets of long-term urban planning by providing data and research, overseeing the Downtown Master Plan, and by conducting vital connectivity studies.

Through our affiliated loan funds, LDP also provides access to necessary "gap funding" for development projects that meet strict Fund criteria and are deemed beneficial to the long-term growth of Downtown Louisville.

2017 | YEAR OF THE CRANE!



## BRIDGING THE GAP 2017

### DOWNTOWN COMMERCIAL LOAN FUND

(DCLF) is an economic development gap fund designed to stimulate commercial development in Downtown Louisville.

111 Whiskey Row	\$1,000,000
Rabbit Hole Spirits	\$680,000
Solid Light, Inc	\$672,000
Guthrie Coke Building	\$50,000

**DCLF 2017 LOAN TOTAL = \$2,402,000**

### DOWNTOWN HOUSING ASSISTANCE FUND

(DHA) is an economic development gap fund designed to stimulate residential development in Downtown Louisville.

111 Whiskey Row	\$400,000
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**DHA 2017 LOAN TOTAL = \$400,000**

Downtown is  
the heart of  
any vibrant,  
growing city  
and the most  
dynamic place  
for businesses.



### 14 CRANES DOWNTOWN IN 2017

TO NAVIGATE CRANE AND EQUIPMENT OBSTACLES, 45 TRAFFIC ALERTS WERE SENT TO CURRENT DOWNTOWN STAKEHOLDERS PROVIDING CRITICAL INFORMATION ABOUT CONSTRUCTION AND EVENT ROAD CLOSURES. LDP'S CONSTRUCTION MAP ALSO ASSISTED LOUISVILLE METRO WITH LOGISTICS SURROUNDING CURRENT AND PENDING CONSTRUCTION PERMITS. LDP'S GOAL IS TO HELP DOWNTOWN RUN AS EFFICIENTLY AS POSSIBLE DURING THIS VERY ACTIVE PERIOD OF DEVELOPMENT.



## 2017 | A YEAR OF ECONOMIC DEVELOPMENT GROWTH



### DOWNTOWN LOUISVILLE INVESTMENT

44

PROJECTS UNDERWAY OR ANNOUNCED IN 2017  
**ECONOMIC VALUE = \$1,611,660,000**

PROJECTS UNDERWAY {21} \$909,200,000  
PROJECTS ANNOUNCED {23} \$702,460,000  
TOTAL 2017 PROJECTS {44} \$1,611,660,000

2017 PUBLIC INVESTMENT {4} PROJECTS  
\$879,400,000

2017 PRIVATE INVESTMENT {20} PROJECTS  
\$117,710,000



DEVELOPMENT PROJECTS  
COMPLETED DURING 2017

24

\$997,110,000  
**2017**

### 2017 GENERAL OFFICE SPACE IN THE CENTRAL BUSINESS DISTRICT

12,562,087 SQ FT

TOTAL LEASABLE SPACE 8,677,843 SQ FT } 2017 GENERAL VACANCY RATE 15.3%  
AVAILABLE LEASABLE SPACE 1,330,102 SQ FT

TOTAL LEASABLE CLASS 'A' OFFICE SPACE 3,739,771 SQ FT } 2017 CLASS 'A' VACANCY RATE 14.0%  
AVAILABLE LEASABLE CLASS 'A' OFFICE SPACE 525,092 SQ FT

OFFICE SPACE ADDED IN  
THE CBD DURING 2017

157,845 SQ FT **2017**

### 2017 RETAIL SPACE IN THE CENTRAL BUSINESS DISTRICT

1,634,304 SQ FT

TOTAL RETAIL SPACE 1,634,304 SQ FT } 2017 RETAIL VACANCY RATE 29.9%  
AVAILABLE RETAIL SPACE 488,303 SQ FT

RETAIL SPACE ADDED IN  
THE CBD DURING 2017

34,044 **2017**

### TOTAL NUMBER OF DOWNTOWN RETAILERS IN 2017



364

### DOWNTOWN RETAILERS

{187} SHOPS & SERVICES  
{153} RESTAURANTS & CAFÉS  
{24} BARS & NIGHTSPOTS

### 2017 RETAIL OPENINGS INCLUDING 11 NEW RESTAURANTS

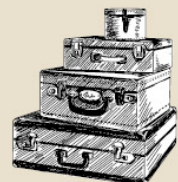
20 **2017**

### TOTAL NUMBER OF HOTEL ROOMS DOWNTOWN IN 2017

4,941

### DOWNTOWN LODGING

{4,941} ROOMS  
{20} HOTELS





## DOWNTOWN GENERATORS

VISITS TO 29  
DOWNTOWN  
ACTIVITY  
GENERATORS

11,070,277



VISITS TO  
THE 5 BOURBON  
ATTRACTIONS

278,360

DOWNTOWN LOUISVILLE OFFERS 12 MUSEUMS, 18 GALLERIES, 16 PERFORMANCE HALLS WITH 16 PERFORMING ARTS GROUPS, SPORTS STADIUMS AND PARKS THAT APPEAL TO LOCALS AND TOURISTS ALIKE. BOURBON INDUSTRY TOURISM, aka BOURBONISM®, CONTINUES TO GROW WITH THREE MORE BOURBON ATTRACTIONS ON THE WAY.

DOWNTOWN  
RESIDENTIAL  
TOTAL UNITS

5,623\*

RESIDENTIAL UNITS  
ADDED IN 3 NEW  
COMMUNITIES IN 2017

48

2017

TOTAL MARKET RATE 2,762 UNITS  
RENTAL 2,322 UNITS  
CONDOMINIUM 440 UNITS  
TOTAL RESIDENTIAL 5,623 UNITS

RESIDENTIAL  
OCCUPANCY RATE  
86.1%

2017 DOWNTOWN  
POPULATION

8,505

2017 CENTRAL  
BUSINESS DISTRICT  
EMPLOYEE POPULATION

65,335

NEW CENTRAL  
BUSINESS DISTRICT  
EMPLOYEES IN 2017

2,040 2017

DOWNTOWN  
STUDENT  
ENROLLMENT  
DURING 2017

13,684



## 27 NATIONAL "BEST-OF LISTS" IN 2017

LOUISVILLE WAS FEATURED ON 27 NATIONAL "BEST-OF LISTS" IN 2017, INCLUDING *TRAVEL & LEISURE*'S "AMERICA'S FAVORITE CITIES OVERALL" AND "AMERICA'S MOST UNDERRATED CITIES."

FIGURES AS OF 12.31.2017

\*Beecher Terrace has been excluded from the total residential unit calculation due to the implementation of the Russell Choice neighborhood initiative.



## DOWNTOWN PLANNING INITIATIVES

We are experts at urban design, placemaking, community building, and core economic development. LDP works in tandem with Louisville Metro, Greater Louisville Inc., Waterfront Development Corporation, our Boards of Directors, Downtown stakeholders, developers, and investors to guide the development and subsequent execution of the Downtown Master Plan.

In 2017, LDP project managed the Whiskey Row infrastructure redevelopment and spearheaded streetscape plans for NuLu/East Market Street and South Fourth Street.

In collaboration with other Downtown partners, LDP planned and launched the Bourbon District, a unique walkable experience highlighting Downtown's rich bourbon heritage and the city's current bourbon tourism boom.

The South Fourth Street District Association was launched in 2017. The grassroots organization was established with volunteer committees using The Main Street Approach.

LDP also dynamically approached ways to effectively recruit and retain retailers to sustain the growth of South Fourth Street and adjoining areas.

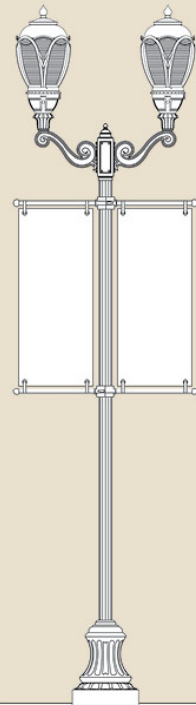
LDP also contributed to a Downtown mobility study that was conducted to prioritize:

- Transit projects
- Two-way street conversions
- Complete Streets enhancements
- Intersection improvements
- Americans with Disabilities Act improvements
- Bus, pedestrian, vehicular, and bike connectivity
- Age and ability/inclusive design

“Less is more  
only when more  
is too much.”

-FRANK LLOYD WRIGHT

LDP LED THE DEVELOPMENT OF THE SOUTH FOURTH STREET STREETScape PLAN WHICH WILL REALIGN THE STREET, ADD PARKING, IMPROVE THE TREE CANOPY, ENHANCE LIGHTING, AND IMPROVE THE OVERALL PEDESTRIAN EXPERIENCE.





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## TAKING THE LONG VIEW ON DOWNTOWN SUCCESS



### 2017 IN PROGRESS



AFTER MORE THAN THREE YEARS OF CONSTRUCTION, THOUSANDS OF PEOPLE WALKED THE ABRAHAM LINCOLN BRIDGE ON DECEMBER 5, 2016. IT OPENED TO TWO-WAY TRAFFIC BY THE END OF 2016, WITH THE TOTAL PROJECT REACHING FINAL COMPLETION IN MAY 2017.



“

“Every great city has a vibrant Downtown, and Louisville is no exception. We can thank LDP for making our Central Business District clean, safe and exciting for residents and visitors alike. That helps GLI succeed in its talent and business recruitment work.”

”

-KENT OYLER,  
PRESIDENT AND CEO  
GREATER LOUISVILLE INC.



FOR THE 11TH CONSECUTIVE YEAR, THE 14-MEMBER DOWNTOWN AMBASSADOR TEAM PASSED OUT THOUSANDS OF BOXES OF VALENTINE'S DAY SWEETHEARTS®. THE TRADITION BEGAN AS A WAY FOR LDP TO THANK THE PEOPLE WHO WORK, LIVE, AND VISIT DOWNTOWN, AND WHO ULTIMATELY HELP MAKE THE CITY THE DYNAMIC CORE OF THE ENTIRE LOUISVILLE COMMUNITY.



ON APRIL 25TH, THE FIRST PHASE OF THE BOURBON DISTRICT WAS UNVEILED ON MAIN STREET IN FRONT OF THE KENTUCKY CENTER FOR THE PERFORMING ARTS. THE PROJECT HIGHLIGHTS DOWNTOWN LOUISVILLE'S RICH BOURBON HISTORY, CURRENT INDUSTRY BOOM, AND ENHANCES VISITORS' BOURBONISM® EXPERIENCE.



COMPLETE WITH BEER AND GOAT RACING ON THE STREET, NULU HELD ITS 2ND ANNUAL BOCK FEST EVENT ON MARCH 24TH. SITUATED ALONG EAST MARKET STREET, THE NULU DISTRICT CONTINUES TO THRIVE AND IS HOME TO A NUMBER OF POPULAR FESTIVALS AND EVENTS. A STREETScape PROJECT ON THE HORIZON WILL FURTHER ENHANCE THE DISTRICT.





## LOUISVILLE DOWNTOWN PARTNERSHIP



OFTEN REFERRED TO AS THE FRONT DOOR TO DOWNTOWN, LDP IS PROUD TO SPONSOR NUMEROUS COMMUNITY EVENTS AT WATERFRONT PARK. THE ANNUAL FOURTH OF JULY CELEBRATION INCLUDES FAMILY FUN AND ENTERTAINMENT, AS WELL AS A SPECTACULAR FIREWORKS DISPLAY.



ON MAY 10TH, LDP UNVEILED ITS ALLEY GALLERY PROGRAM WHICH TRANSFORMS ALLEY AND BACK-OF-THE-BUILDING METAL DOORS INTO AN OUTDOOR GALLERY FEATURING THE WORK OF LOCAL ARTISTS. THE PROGRAM REJUVENATES FORGOTTEN PLACES THROUGHOUT DOWNTOWN AND SHOWCASES HIDDEN TREASURES CREATED BY LOCAL ARTISTS.



ON JULY 14TH, LDP UNVEILED AN INNOVATIVE DOWNTOWN CONSTRUCTION MAP AND ANNOUNCED THE FIRST-EVER CONSTRUCTION NAVIGATOR. THIS COMMUNICATION INITIATIVE IS DESIGNED TO HELP STAKEHOLDERS NAVIGATE BUSY CITY STREETS DURING THIS PERIOD OF DOWNTOWN REVITALIZATION.



# { Highlights of 2017~

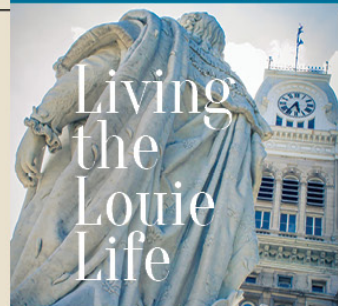


LDP INITIATED THE FORMATION OF THE SOUTH FOURTH STREET DISTRICT ASSOCIATION, WHICH WILL BRING RESIDENTS AND BUSINESSES TOGETHER TO DEVELOP A UNIFIED FOCUS ON THE DISTRICT'S BRANDING, STREET APPEARANCE, SPECIAL EVENTS, AND TO ADVOCATE ON BEHALF OF THE DISTRICT FOR STREETScape AND OTHER ENHANCEMENTS.



A "CRANE ON MAIN" WAS REQUIRED FOR THE OLD FORESTER DISTILLERY PROJECT THE SAME WEEKEND OF DULUTH TRADING COMPANY'S® OPENING. LDP WORKED WITH WHISKEY ROW BARS AND RESTAURANTS TO DEVELOP A COCKTAIL COMPETITION THAT HAD ESTABLISHMENTS DESIGNING OLD FORESTER COCKTAILS WITH FUN, CONSTRUCTION-THEMED NAMES. BALLOTS WERE TURNED IN AT DULUTH TRADING COMPANY® ASSURING A SUCCESSFUL OPENING.

## Downtown Living Tour



THE 16TH ANNUAL DOWNTOWN LIVING TOUR WAS HELD ON SUNDAY, OCTOBER 1ST. STARTING AT SLUGGER FIELD WITH FREE SHUTTLE TRANSPORTATION, THE TOUR SHOWCASED MULTIPLE RESIDENTIAL PROPERTIES INCLUDING CONDOS, APARTMENTS, AND LOFTS.





THE 2017 CORNERSTONE AWARDS EVENT WAS HELD ON OCTOBER 11TH ON THE BROWN HOTEL ROOFTOP. THE ANNUAL AWARDS WERE GIVEN TO 13 SIGNIFICANT DOWNTOWN DEVELOPMENT PROJECTS COMPLETED IN 2016, REPRESENTING NEARLY \$100 MILLION INVESTED IN DOWNTOWN LOUISVILLE.



THE BUSINESS IMPROVEMENT DISTRICT EXPANDED IN LATE 2017 TO INCLUDE AREAS SOUTH OF YORK STREET AND EAST OF FLOYD STREET.



ON NOVEMBER 10TH, LDP HOSTED A LAUNCH PARTY AT FOURTH STREET LIVE! FEATURING THE WORLD PREMIERE OF THE #IgoDOWNTOWN MUSIC VIDEO SHOWCASING LOCAL MUSICIANS AND NUMEROUS CAMEOS OF NOTABLE LOUISVILLIANS. THE UPBEAT VIDEO, FILMED ON LOCATIONS THROUGHOUT THE DOWNTOWN AREA, GAINED WIDESPREAD EXPOSURE ON TRADITIONAL AND SOCIAL MEDIA.

## LDP POSITIVELY IMPACTS DOWNTOWN BUSINESSES, RESIDENTS, AND VISITORS.

AS DOWNTOWN TRANSFORMS, LDP'S ROLE IS TO MAINTAIN A VIBRANT, HIGH-QUALITY ENVIRONMENT FOR CURRENT STAKEHOLDERS, WHILE KEEPING AN EYE TOWARD THE FUTURE. OLD AND NEW BEST PRACTICES COME TOGETHER AND ADAPT IN ORDER TO MEET THE NEEDS OF A THRIVING URBAN COMMUNITY.

## 2017 | BID SERVICES ENHANCE THE CORE OF DOWNTOWN

In addition to annual property taxes, Downtown property owners pay a special assessment on parcels located within the Business Improvement District (BID) to fund the Louisville Downtown Management District (LDMD). LDMD's mission is to promote Downtown's quality of life by creating a safer, cleaner, and more enjoyable environment. Services enhance the physical environment of Downtown which include improvements for better security, maintenance, cleanliness, and marketing.

For the last 12 years, LDP, along with many generous community partners, has funded the Downtown Beautification Program. New trees, planted tree wells, flower pots, juniper bushes, and daffodil bulbs have added color and vibrancy to Downtown Louisville's public spaces.

### BEAUTIFICATION

JUNIPER EVERGREEN BUSHES PLANTED {1,000}  
TREE WELLS, WITH PLANTS, MAINTAINED {75}  
FLOWER POTS MAINTAINED {175}

25,000 DAFFODIL  
BULBS PLANTED IN  
2017 IN THE CENTRAL  
BUSINESS DISTRICT

### DOWNTOWN AMBASSADORS

The 14-member hospitality-trained Ambassador Team improves Downtown's physical environment by providing extra cleanliness, as well as security and maintenance services which creates a positive Downtown experience.

POUNDS OF TRASH REMOVED	282,938
HOSPITALITY ASSISTANCE PROVIDED	65,919
MAPS/PUBLICATIONS DISTRIBUTED	89,906
SAFETY ESCORT ASSISTANCE	1,261
POLE BANNERS HUNG	1,027
GRAFFITI TAGS REMOVED	839
ASSISTED STRANDED MOTORISTS	150

7 days a week,  
starting at 7am.

“

Last week, I attended the Kentucky Bar Association Convention in Downtown Louisville and I had the privilege of running into George and Brittany who were diligently working to keep the great city of Louisville pristine! George and Brittany were working hard and I appreciate their commitment to keeping Downtown Louisville beautiful. They are a delight and I wanted you to know! Keep up the good work!”

Best, Alison L. G.

”





## LOUISVILLEDOWNTOWN.ORG

WEBSITE TRAFFIC  
STATISTICS AND  
ANALYTICS

46,668

UNIQUE SITE VISITS

SINCE WEBSITE  
REDESIGN LAUNCH  
IN APRIL 2017

ALEXA RANKING POINTS RAISED  
SINCE WEBSITE LAUNCH

300,000 POINTS

{FROM MAY 2017}

WEB VISITORS FROM  
THE LOUISVILLE AREA

47.5



22,167 VISITS

WEB VISITORS FROM  
OUTSIDE LOUISVILLE

52.5



24,501 VISITS

'LOUISVILLE TRAFFIC'	{3,600}	REACH VOLUME / MONTHLY
'DOWNTOWN DEVELOPMENT INFORMATION'	{2,400}	REACH VOLUME / MONTHLY
'DOWNTOWN EVENTS'	{3,800}	REACH VOLUME / MONTHLY

KEYWORD INCREASE  
DOUBLES IN 10  
MONTHS

LouisvilleDowntown.org keyword ranking  
more than doubled with an increase from  
49 in May 2017 to 128 by year's end.

# #IgoDOWNTOWN

## LDP SOCIAL MEDIA REACH

YOU TUBE VIEWS OF  
#IgoDOWNTOWN  
VIDEO IN 2017

21,436

TWITTER  
FOLLOWERS  
IN 2017

21,217

TOTAL ENGAGEMENTS 20,867

FACEBOOK FANS	{4,882}	844,617 IMPRESSIONS 18,019 LIKES RECEIVED
INSTAGRAM FOLLOWERS	{4,102}	



## 2018-19 | DOWNTOWN FUTURE INITIATIVES



FUTURE INITIATIVE CALCULATIONS ARE BASED ON CURRENT DEVELOPMENT PROJECTS PLANNED OR UNDER CONSTRUCTION.

### DIGITAL KIOSKS

LDP will plan the installation of a digital kiosk pilot program, with plans to expand the kiosks to other Downtown districts, including: Medical District, Museum Row, Main Street, and Market Street.

GENERAL OFFICE  
SPACE IN THE CENTRAL  
BUSINESS DISTRICT

2.4% INCREASE  
NEW SPACE } 308,449 SQ FT

### SOUTH FOURTH STREET STREETScape ENHANCEMENT

The 600 block streetscape project will realign South Fourth Street between Broadway and Chestnut Street. The design will add parking, improve the tree canopy, enhance lighting, and improve the overall pedestrian experience.

RETAIL SPACE IN  
THE CENTRAL  
BUSINESS DISTRICT

8.1% INCREASE  
NEW SPACE } 144,142 SQ FT



### SOCCER STADIUM CONNECTIVITY

Recognizing the economic impact to Downtown, LDP will be partnering with Metro Government to investigate ways to connect the new soccer stadium to Downtown.

EMPLOYMENT IN THE  
CENTRAL BUSINESS  
DISTRICT

2.1% INCREASE  
NEW JOBS } 1,380

### WASHINGTON STREET MASTER PLAN

To stimulate vibrancy, LDP will develop a master plan that will include pedestrian amenities, lighting changes, and other improvements to add to the commercial and tourism corridor between the KFC YUM! Center and Louisville Slugger Field.





## NULU ECONOMIC DEVELOPMENT

LDP will implement a transformative street redesign that emphasizes pedestrian safety, neighborhood authenticity, transit options, and a new approach to bicycle infrastructure.

DOWNTOWN  
HOTELS

33.3% INCREASE  
NEW HOTELS } 10

DOWNTOWN  
HOTEL ROOMS

26.3% INCREASE  
NEW HOTEL ROOMS } 1759

## PLACEMAKING

LDP will continue the strong tradition of creating vibrant places that welcomes visitors, Downtown professionals and residents; and that reflect our urban core as the inclusive heart of the community.

DOWNTOWN  
POPULATION

15.3% INCREASE  
NEW RESIDENTS } 1,536

DOWNTOWN  
RESIDENTIAL  
UNITS

18.6% INCREASE  
NEW APARTMENTS } 1,288

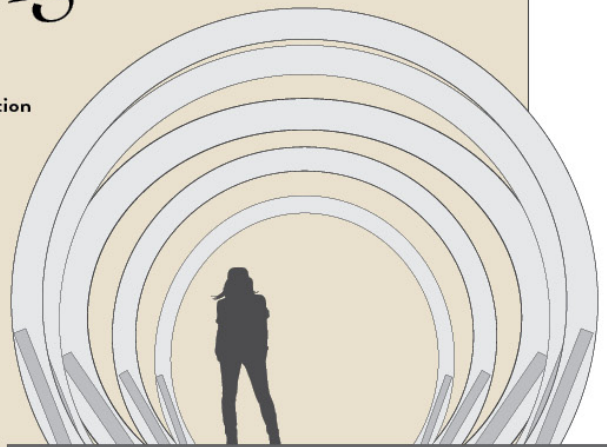
## BOURBON DISTRICT

LDP will develop wayfinding elements, complete the installation of "The Barrel" at 4th & Main Streets, and create additional destination signs as distilleries open their doors. With the activation of the district, LDP will also implement a responsibility initiative.

ACTIVITY  
GENERATORS

14.3% INCREASE  
NEW DESTINATIONS } 5

# A Bright Horizon



*The iconic Barrel will function as a gathering space for visitors to the Bourbon District. It will be a new and exciting showpiece to celebrate the bourbon renaissance in Downtown Louisville.*

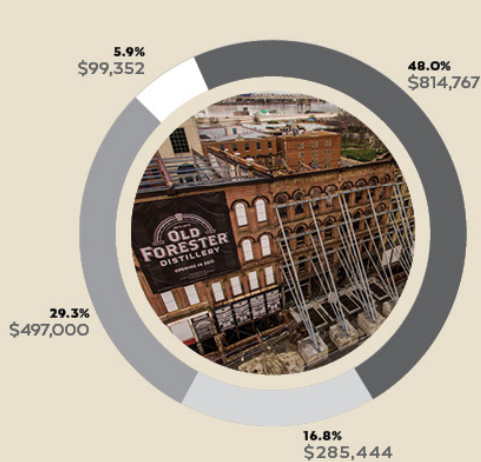
COURTESY OF SOLID LIGHT, INC.



## 2017 | LDDC FINANCIAL REPORT

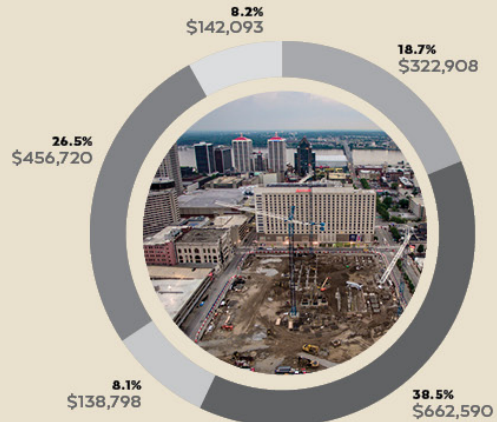


### LOUISVILLE DOWNTOWN DEVELOPMENT CORPORATION



**2017 TOTAL REVENUE = \$1,696,563**

Lease Assessments	\$814,767	48.0%
Contracts for Services	\$497,000	29.3%
Contributions	\$285,444	16.8%
Other Income	\$99,352	5.9%



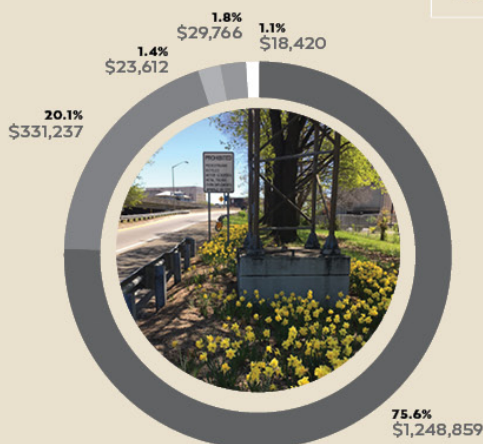
**2017 TOTAL EXPENSES = \$1,723,109**

Support Services	\$662,590	38.5%
General and Administrative	\$456,720	26.5%
Economic Development	\$322,908	18.7%
Other Non-Operating Expenses	\$142,093	8.2%
Marketing, Communications, Events	\$138,798	8.1%



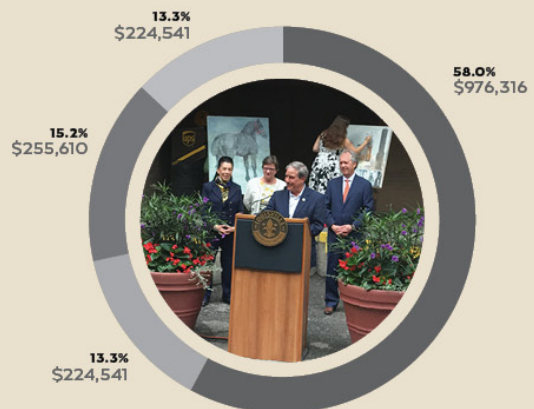
## 2017 | LDMD FINANCIAL REPORT

### LOUISVILLE DOWNTOWN MANAGEMENT DISTRICT



**2017 TOTAL REVENUE = \$1,651,894**

Property Assessments	\$1,248,859	75.6%
Contracts for Services	\$331,237	20.1%
Sponsorships	\$29,766	1.8%
Other Income	\$23,612	1.4%
Incremental Income	\$18,420	1.1%



**2017 TOTAL EXPENSES = \$1,684,163**

Safe and Clean Operations	\$976,316	58.0%
Marketing, Communications, Events	\$255,610	15.2%
Economic Development	\$227,696	13.5%
General and Administrative	\$224,541	13.3%



## 2017 | BOARDS OF DIRECTORS



### LOUISVILLE DOWNTOWN DEVELOPMENT CORPORATION

<b>PAUL T. COSTEL</b>	<b>JP Morgan Chase, LDDC Board Chair</b>
James R. Allen	Hilliard Lyons
Matthew Ayers	Norton Healthcare
Kim Baker*	The Kentucky Center
Christen Boone	Fund for the Arts
Laura Lee Brown	21c Museum Hotels
Carolle Jones Clay	Republic Bank
Drew Eckman*	Young Professionals Assoc. of Louisville
Linda Edwards*	Kentucky International Convention Center
Mayor Greg Fischer*	Louisville Metro Government
Lance Gilbert	Net Results Group
C. Edward Glasscock	Frost Brown Todd
Mariah Gratz*	Weyland Ventures
Dennis Heishman	Old National Bank
Augusta Holland	Haystack Partners
Nolan Kapp*	Allston Advisory Group
David Kareem*	Waterfront Development Corporation
Nana Lampton	American Life Insurance / Hardscuffle, Inc.
Allan Latts	Heaven Hill Brands
Tori M. McClure	Spalding University
Jeff McKenzie	Bingham Greenebaum Doll
Tim Mulloy	Mulloy Commercial Real Estate
Tom Noland	Humana Inc.
Kent Oyler*	Greater Louisville, Inc.
Dennis Petrullo*	YUM! Center
Henry Potter	Potter & Associates Architects
Charlie Powell	KentuckyOne Health Physicians Enterprise
Matthew Ricketts	NTS Development
Barbara Sexton-Smith*	Louisville Metro Council
Scott Shoenberger	The Al J. Schneider Company
Kevin Smith	Beam Suntory
George Stinson	Marketplace Restaurant
William Summers V	Republic Bank
Paul W. Thompson	LG&E and KU Energy
James Welch	Brown-Forman
Mary Ellen Wiederwohl*	Louisville Forward
Karen Williams*	Louisville Convention & Visitors Bureau
Harold Workman	

### LOUISVILLE DOWNTOWN MANAGEMENT DISTRICT\*\*

<b>MARIAH GRATZ</b>	<b>Weyland Ventures, LDMD Board Chair</b>
Jecorey Arthur	1200 LLC
Belinda Baser	Domino Partners
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Randy Childress	Stock Yards Bank
Paul Ford	Riverside Parking
John Ford	Riverside Parking
Robbin Hansen	Humana Inc.
Ed Hartless	4th Street Live
Ken Haskins	CBRE
Lt. Ron Heady*	Louisville Metro Police Department
David James*	Louisville Metro Government
Donald Lassere	Muhammad Ali Center
Rebecca Matheny*	Louisville Downtown Partnership
Steve Michael	Hudson Holdings
Stan Moore	Heartland
Shane Moseley	Cauttrel Agency
Cash Moter	Joseph and Joseph Architects
Penny Peavler	Frazier History Museum
Michael Sadofsky	Republic Bank
Barbara Sexton-Smith*	Louisville Metro Government
Walter Shannon	E&S Gallery
Denise Simon	LG&E and KU Energy
Eric Spears	The Kentucky Center
Corky Taylor	Kentucky Peerless Distilling Co.
Robbie Valentine	YUM! Center
Brad Walker	The Brown Hotel
Lee Weyland	Weyland Ventures
Mary Ellen Wiederwohl*	Louisville Forward
Julius Wilkerson	Big City Styles
Scott Wright	Kindred Healthcare, Inc.

\* Ex Officio Board Members

\*\* Pending Metro Council Approval

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TO THE FOLLOWING  
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“ Louisville is fortunate to have a thriving Downtown that serves as not only the economic engine for our entire city, but as an arts, culture and tourism center that attracts millions of visitors every year. We greatly appreciate the work that the Downtown Partnership and its staff does every day to keep that momentum rolling.”

- MAYOR GREG FISCHER

LOUISVILLE DOWNTOWN PARTNERSHIP



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