

# LOUISVILLE

## **BOLD**

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AMAZON HQ2 RFP  
OCTOBER 19, 2017

CONFIDENTIAL



# WELCOME HOME AMAZON!

The city of Louisville and the Commonwealth of Kentucky, in partnership with the state of Indiana and our greater Louisville private and public sector regional partners, are pleased to submit our response to Amazon's Request for Proposal to locate its new and second North American headquarters in Louisville.

Enclosed in this kit you will find our detailed RFP response document and three relevant short videos that are easily viewed on the enclosed video player. In addition, we have provided access to all of this information at

More than two hundred years ago, one of the most famous and successful partnerships in American history began on the banks of the Ohio River where the great city of Louisville now sits. It is from here that Lewis and Clark set out on the boldest exploring venture ever. It also is from here that Amazon can begin an equally if not more successful partnership to accomplish a new kind of exploration – one that will positively impact the lives of millions and millions of people – here in greater Louisville, across the country, and around the world for generations to come.

Welcome home.

# TABLE OF CONTENTS

<b>VISION</b>	<b>4</b>
Our Vision .....	4
Louisville, the facts .....	5
Louisville – a bold business climate .....	6
Respondent Details .....	7
<b>REAL ESTATE &amp; TRANSPORTATION</b>	<b>9</b>
Real Estate Vision .....	11
.....	13
.....	14
.....	25
Transportation and Connectivity (including Airlift) .....	29
Highway Infrastructure .....	34
Multi-Modal Options .....	35
Fiber and Cell Connectivity .....	37
Sustainability and Energy Efficiency .....	41
Additional Considerations .....	42
<b>INCENTIVE PROGRAM</b>	<b>43</b>
.....	45
.....	49
.....	53
<b>TALENT</b>	<b>70</b>
Labor Pool and Talent Profile .....	72
Talent Attraction and Retention .....	77
Software Engineers and Talent Innovation Initiatives .....	79
Civic Initiatives for Innovation .....	81
.....	84
.....	96
.....	99
<b>QUALITY OF LIFE</b>	<b>101</b>
Cost of Living .....	103
Housing Costs and Options .....	104
Global Louisville .....	107
Parks and Recreation .....	110
Arts, Music and Creativity .....	112
Sports .....	114
Food and Drink .....	115
Quality of Life Initiatives .....	116
Crime Data .....	118

## LETTERS OF ENDORSEMENT

# LOUISVILLE – OUR VISION

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Louisville is a bold city and a bold choice for Amazon's future.

We are a city born from the spirit of exploration.

Louisville is THE place to live, work, create and innovate.

Swinging for the fences? Invented here.

We believe that the homestretch is just the beginning.

Just like our hometown hero Muhammad Ali, Louisville is the Greatest Of All Time.

We are a city on the rise, gathering momentum every day as more people discover the opportunity that comes with living in Louisville.

The vision we set forth in our proposal distinctively leverages proximity to the river that runs through us. Our real estate solutions present Amazon with the canvas to paint another masterpiece. We offer unprecedented collaboration with university and public administration partnerships, as well as strong incentives and easy transit. Access to our talented, diverse and motivated workforce further defines our vision.

Bolstering the business rationale to locate in Louisville is a quality of life second to none for every Amazonian. This includes our affordable, attractive, and accessible housing in culturally rich neighborhoods paired with some of the country's finest culinary experiences. In addition, great sports, fine arts, music, parks, and recreation thrive here.

Perhaps most importantly, our vision for Amazon is rooted in our belief that Louisville can uniquely, rapidly, and effectively scale with Amazon's growth trajectory.

We may not be the obvious choice for Amazon, but we are the bold choice.

Experience and wisdom has taught us the bold choice often delivers the greatest returns.



# LOUISVILLE: THE FACTS

Louisville

- Located on the Ohio River
- Eastern Standard Time zone



Louisville  
Combined Statistical Area

- 15 counties in a two-state region
- Population of 1.5 million



# LOUISVILLE – A BOLD BUSINESS CLIMATE



- Louisville scores an attractive **89** on Moody's Analytics 2016 **Cost of Doing Business Index**
- Indiana ranks **2<sup>nd</sup>** and Kentucky ranks **3<sup>rd</sup>** in the nation for the Cost of Doing Business on CNBC's list of America's Top States for Business 2017
- Dell named Louisville a **TOP 50** Global Future-Ready Economy
- Kentucky Governor, Indiana Governor, and Louisville Mayor all are **first-time** elected officials with extensive business backgrounds
- Ranking high marks in financial stability, education, health, safety, economy and infrastructure, Louisville was named a **top "Best Run City"** by WalletHub
- Louisville's economic momentum, sound management, and budgetary flexibility earn the city **positive credit ratings** from 'Big Three' agencies (Fitch Ratings, Inc., Moody's Investors Service, and Standard and Poor's)
- Kentucky has ranked **1<sup>st</sup> or 2<sup>nd</sup>** in the U.S. for three consecutive years in Site Selection magazine's Governor's Cup competition by number of projects per capita. Kentucky ranked seventh in the U.S. by total number of projects
- Site Selection magazine ranks Indiana **10<sup>th</sup>** and Kentucky **14<sup>th</sup>** in its State Business Tax Climate Rankings
- Louisville Forward, the city of Louisville's economic development organization, has been recognized as a Top U.S. Economic Development Group for 2014, 2015 and 2016 by Site Selection magazine, the latter year in partnership with Greater Louisville Inc. (GLI), the regional economic development organization
- Tax Foundation ranks Indiana **8<sup>th</sup>** in its State Business Tax Climate Index
- Area Development magazine named Indiana and Kentucky in its **"Top 20 States for Doing Business"**
- Area Development magazine named Louisville **#1** on its list of "Top 10 Southern Cities" for doing business
- 86 businesses from Indiana and Kentucky ranked among **'fastest-growing'** businesses by Inc. magazine

# RESPONDENT DETAILS



Louisville Forward and GLI are pleased to present this proposal on behalf of the bi-state partners.

All correspondence shall be directed to:

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Louisville Forward

[www.louisvilleky.gov/louisvilleforward](http://www.louisvilleky.gov/louisvilleforward)

Louisville Forward is the local economic development organization for Louisville Metro Government. Louisville Forward offers 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, regulatory agencies, land use, planning and design functions to present a unified solution for job growth and quality of place.

Louisville Metro Government

[www.louisvilleky.gov/mayor](http://www.louisvilleky.gov/mayor)

Louisville Metro became a merged city-county government with a strong Mayor structure in 2003. Covering 399 square miles of Jefferson County, Kentucky, Louisville Metro is the economic center of the region with two-thirds of the area population and three-quarters of the region's jobs.

Greater Louisville Inc. (GLI)

[www.greaterlouisville.com](http://www.greaterlouisville.com)

GLI is the Metro Chamber of Commerce and serves as the regional economic development organization representing the 15 county CSA.



