

LOUISVILLE

BOLD

**QUALITY
OF LIFE**

QUALITY OF LIFE

What makes your city attractive for executives and to attract new talent, and how will Amazon fit, or enhance, the local culture?

In response to RFP Question 8



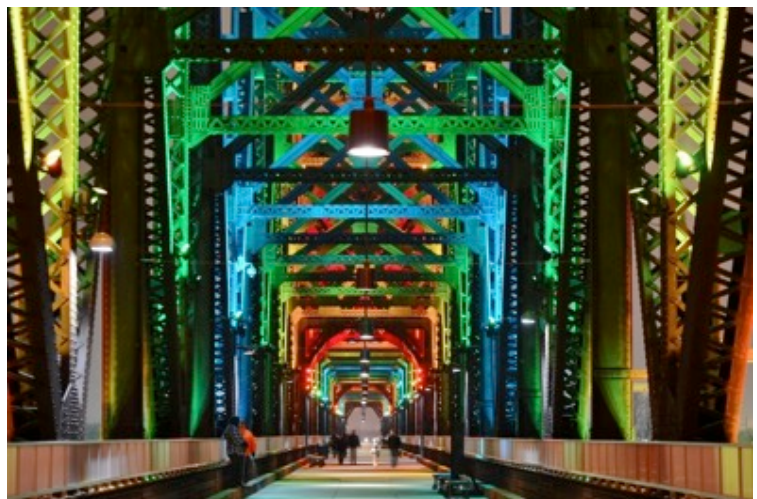
What Makes Louisville Unique

Louisville is at a crossroads – both geographically and metaphorically. Positioned between north and south, it draws on both cultures to offer a unique Midwestern and Southern blend of hospitality and industry. Its cultural heritage has given the world famous horse racing events and myriad bourbons. But less known is the high density of immigrant populations, with more than 180 languages spoken in public schools, the second largest Cuban population in the US, and consistent high marks for diversity and LGBTQ support.

Louisville shares the challenges of other American cities, but it also is at an intersection of opportunity and the tipping point for major growth. We have witnessed the effects of rapid, unplanned growth in other cities and have instead laid the groundwork for future, equitable growth that provides an opportunity for everyone to reach their full human potential in Louisville. A partnership with Amazon can be a joint venture in building a bolder, stronger model for American cities.

Section Contents:

- Cost Of Living
- Housing
- Global Louisville
- Sustain Louisville
- Parks & Recreation
- Arts, Music, Creativity
- Sports
- Food & Drink
- Quality of Life Initiatives
- Crime Data




COST OF LIVING



Louisville is Affordable

The living is easy in Louisville. You can own a home for less than \$200,000 – complete with a yard and garage, a short walk to a 300-acre park, and quality K-12 school options. Louisville's diverse network of safe and inclusive neighborhoods provides the backdrop for enjoying all the city has to offer.

Whether you favor a stately Victorian (we're home to the world's largest Victorian district), a hip "shotgun" house (we're home to the world's largest collection of those, too), a suburban house on five acres, or modern downtown apartment living, you'll have no trouble finding and affording "home" here. That's why **Glassdoor named us among top 10 cities where pay goes the furthest.**

- 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
- 

Examples of Cost of Living

- Season ticket (five shows) to Actors Theatre: \$140
- Season ticket (four shows) to the Louisville Ballet: \$140
- Season ticket (nine shows) to the Louisville Symphony: \$200
- Season ticket (five shows) to the Broadway Series at Kentucky Center: \$300
- Dog Park membership, access to eight secured parks: \$35
- Bourbon flight: \$15
- Triple-A Baseball game tickets: \$10
- USL league Louisville City soccer game ticket: \$15
- YUM! Center ticket: P!nk \$45; Mumford & Sons \$40
- Forecastle Festival Weekend Pass: \$150
- Mercury Ballroom night out, Todrick Hall: \$30
- Speed Art Museum: \$12 (Free on Sundays!)
- Waterfront Wednesday Concert Series: Free!
- Farm to table dinner for two: \$53













HOUSING



Neighborhoods

One of greater Louisville's most acclaimed assets is livability. The city's housing stock is decidedly varied and authentic. The patchwork of neighborhoods reflects diverse socioeconomic and cultural differences, extending to Louisville's housing and architecture.

HOUSING

Property	Location	Details	Property	Location	Details
	Downtown Louisville	Price: \$835/month		Norton Commons, Kentucky	Price: \$480,000
	Urban Core	Studio		Suburban	3 Bedrooms
	Multi-Family	1 Bath 620 SF		Single-Family	3 Baths 2,277 SF
	Irish Hill	Price: \$994/month		Oldham County, Kentucky	Price: \$350,000
	Downtown Edge	1 Bedroom		Suburban	4 Bedrooms
	Multi-Family	1 Bath 520 SF		Single-Family	3.5 Baths 3,200 SF
	Germantown	Price: \$209,900		Spencer County, Kentucky	Price: \$349,900
	Traditional Neighborhood	3 Bedrooms		Rural/Farm	2 Bedrooms
	Single-Family Shotgun	2 Baths 1,220 SF		Log Cabin	3 Baths 2,800 SF 18 acres
	Crescent Hill	Price: \$300,000		New Albany, Indiana	Price: \$435,000
	Traditional Neighborhood	3 Bedrooms		Historic Neighborhood	5 Bedrooms
	Single-Family Greek Revival	2 Baths 1,800 SF		Single-Family Italianate	3 Baths 5,700 SF
	Old Louisville	Price: \$695,000		Bullitt County, Kentucky	Price: \$249,900
	Historic Neighborhood	6 Bedrooms		Suburban	4 Bedrooms
	Single-Family Victorian Mansion	3 Baths 5,200 SF		Single-Family	3 Baths 1,800SF
	Highlands	Price: \$359,900		Clark County, Indiana	Price: \$389,900
	Traditional Neighborhood	3 Bedrooms		Suburban	4 Bedrooms
	Single-Family	2 Baths 2,800 SF		Single-Family	3.5 Baths 4,300 SF

A DAY IN THE LIFE



GLOBAL LOUISVILLE

"Louisville has emerged as one of the hottest urban centers for immigrants in recent years. Its foreign-born population raised an estimated 42 percent between 2009 and 2014, more than in any other jurisdiction with at least a half-million residents." – Mike Maciag, Governing Magazine, March 2016

Mayor Greg Fischer established the Office for Globalization when he took office in 2011. The Office works with the community to welcome immigrants and assist with access to services and resources to help them reach their full potential as residents of Louisville.



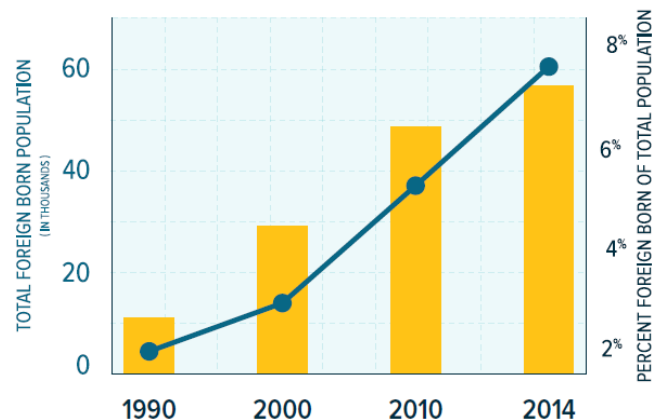
Projected Growth of Foreign Born Population

	JEFFERSON COUNTY 2015	LOUISVILLE MSA 2015	JEFFERSON COUNTY 2025	LOUISVILLE MSA 2025	JEFFERSON COUNTY 2040	LOUISVILLE MSA 2040
TOTAL POPULATION	763,323	1,279,335	856,500	1,559,000	1,000,400	2,000,800
FOREIGN BORN	51,393	63,687	90,400	114,000	172,000	212,000
FOREIGN BORN % OF TOTAL	6.7%	4.9%	10.4%	7.3%	17.2%	10.6%

In partnership with Greater Louisville Inc., Louisville Metro worked with the business community, local agencies serving immigrants, and education partners to create the **Global Louisville Action Plan**. It provides an overview of the immigrant community and establishes priorities and actions for assisting immigrants with integration and empowerment.

Louisville organizations have developed leadership programs for local communities, implemented training programs for healthcare and manufacturing workers, connected the network of services and programs to ease access for immigrants, and created a task force to build capacity to assist immigrant professionals in attaining employment matching their knowledge and experience.

JEFFERSON COUNTY FOREIGN-BORN POPULATION GROWTH CHART



SUSTAIN LOUISVILLE

Sustain Louisville

Louisville's commitment to sustainability is showcased within the city's comprehensive sustainability plan, Sustain Louisville. Mayor Greg Fischer formed the city's first Office of Sustainability in 2012 with a mission to promote environmental conservation, ensure the health, wellness and prosperity of our citizens, and create a culture of sustainability. Since that time, the Office has led many programs that have helped to improve air and water quality, increase the tree canopy, increase landfill diversion rates, and increase access to local food and nature.



We recognize the connection between healthy people and a healthy planet and our sustainability efforts embrace a "health in all policies" approach while encompassing the protection and enhancement of our natural environment.

We are fostering renewable energy options in the community by leveraging public private partnerships and grant opportunities. A renewable energy goal will be a part of our greenhouse gas emission reduction strategy and commitment to the Global Climate Action Plan.

100 Resilient Cities

Louisville was selected to participate in the Rockefeller Foundation's prestigious 100 Resilient Cities (100RC) network. The 100RC program consists of 100 cities from around the globe that share knowledge and leverage the planning tools, funding, and technical expertise of the Foundation's platform partners. This program will set the stage for Louisville to have a world class strategy to better manage the impacts of shocks – such as severe weather and infrastructure failure, and stresses – such as poverty and health equity issues. It will help us build and improve the city's capacity to respond to extreme weather events, poverty, and inequities.

PIONEERED BY THE
ROCKEFELLER FOUNDATION

100 RESILIENT CITIES



Green Heart

The Green Heart project is a pilot practice of 'vegetative medicine' that can be seen in Louisville's groundbreaking experiment testing the idea that **a greener neighborhood is a healthier neighborhood**. The project began with installation of a densely vegetated buffer of mature trees and shrubs between a busy road and a school. The "**biofilter**" was designed to block roadway pollutants and have a positive impact on the health of the people behind it. Staff and students at the school volunteered to provide blood and urine samples before the planting and then again after the planting to measure the health benefits of the biofilter. Air monitoring was conducted before and after installation. The study data showed that the biofilter had a positive health impact and successfully blocked roadway pollution.



Urban Heat Mitigation

Cities around the world are warming. To better understand Louisville's urban warming trends, a comprehensive **urban heat management study** was commissioned. The study is the ***first of its kind in the country*** and it identifies neighborhood level heat management solutions that can be implemented to help keep Louisville cool. The strategies focus on the use of cool materials on building roofs and pavement and greening efforts. The City offers the most robust residential and commercial **cool roof rebate program** in the country to incentivize best practices and help combat urban warming.



Landfill Diversion

The **wet-dry recycling and composting program** operates in Louisville's Central Business District. The groundbreaking program, developed out of the Bloomberg Philanthropies' Innovation Delivery Team, ***improved landfill diversion rates from 11% to 76%*** during the first nine months of the program. Diversion rates remain steady at 80%. The highest diversion rate achieved with the program is 91%. These results are seldom achieved in most communities. The program also is in place at the Louisville Zoo, Waterfront Park and the Youth Detention Center with program expansion planned.



SolSmart

Louisville was awarded Gold certification by SolSmart, a program funded by the U.S. Department of Energy's SunShot Initiative, for its commitment to adopting practices that make it faster and easier to use solar energy. This is the highest designation given by SolSmart, distinguishing Louisville as a ***national leader in advancing solar energy***.



Air Quality and Strategic Toxic Air Reduction

Air quality has improved greatly over the past 10 years in Louisville as the emissions of toxic air pollutants from local industry have been cut in half since the city implemented the ground-breaking Strategic Toxic Air Reduction regulatory program in 2005. A city plagued by some of the nation's worst air in the 1960s, '70s, and '80s, Louisville also has seen a major downward trend in ozone, particulate matter, sulfur dioxide, and other major air pollutants.



Electric Hybrid Transit

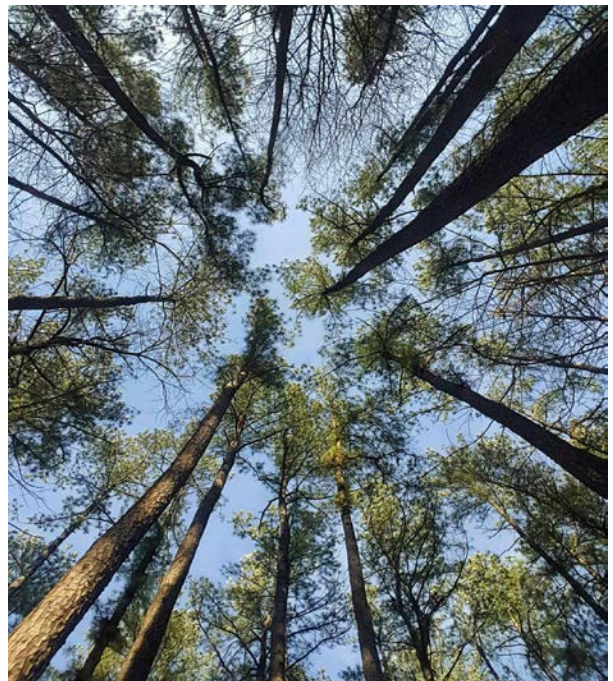
The Transit Authority of River City (TARC) operates 15 fully electric buses, one of the largest fleets in the country. The fleet also contains 11 hybrid-electric buses and 28 clean-diesel buses.

PARKS & RECREATION

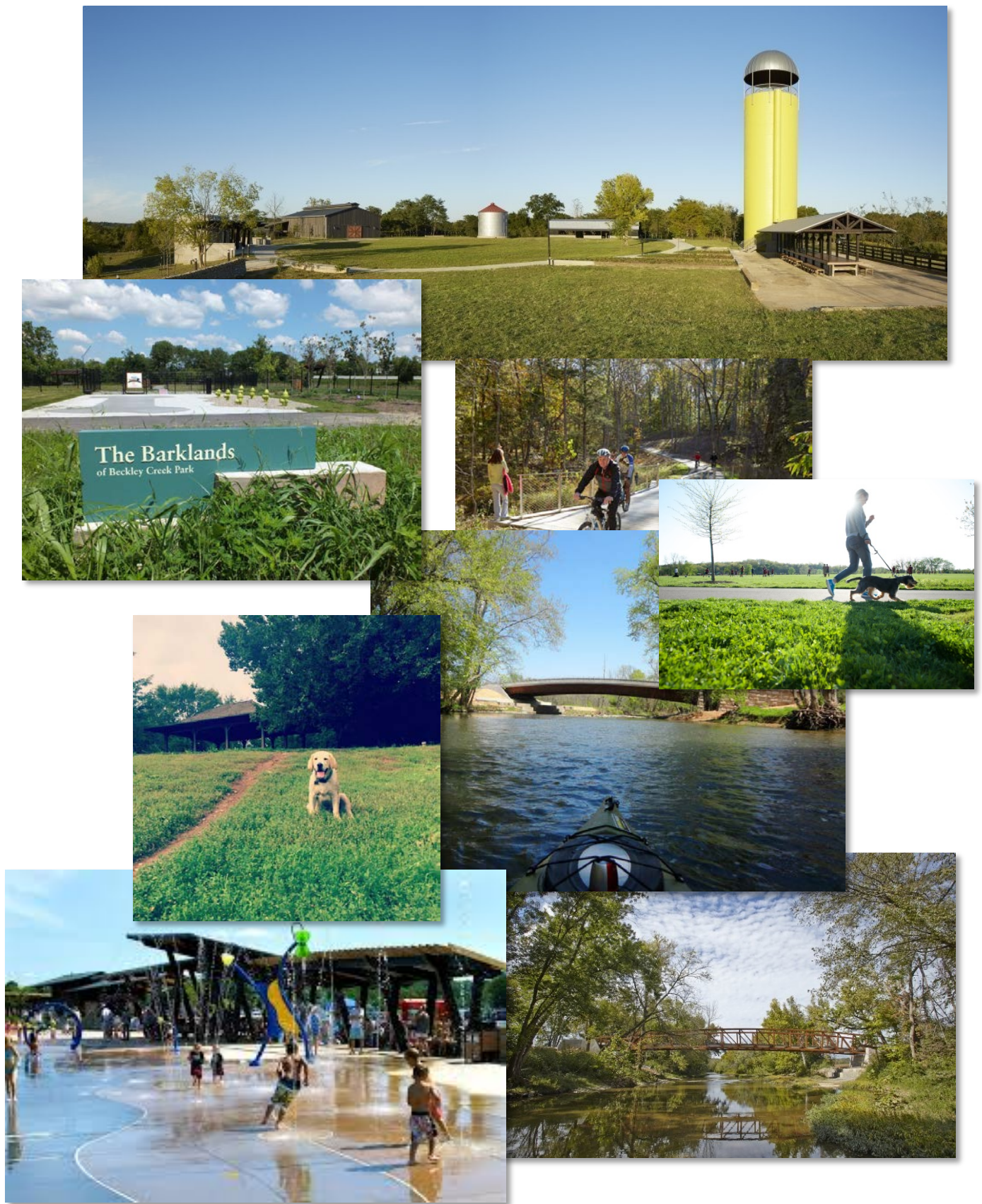
Louisville's history as a city that embraces our natural surroundings dates back more than a hundred years. At the turn of the 20th century, city leaders commissioned Frederick Law Olmsted to create a network of parks that remain the centerpiece of our more than **18,000 acres of urban parkland**, including the **6,600 acre Jefferson Memorial forest**, the largest municipal forest in the U.S., Louisville's love affair with the outdoors provides residents easy access to parks.

That passion for parks continues to fuel development in the 21st century with the **Parklands of Floyds Fork** project. As the largest private-park development in the U.S., these **4,000 acres of pristine and diverse countryside** are cultivated for the enjoyment of hiking, biking, kayaking and family-focused adventure.

Louisville's living room, Waterfront Park, represents an investment of more than \$100 million in **reclaiming our riverfront** with award-winning design and is home to many of Louisville's iconic festivals. This treasure is a testament to the city's multi-generational dedication to preserving green and open space, recognizing that proximity and access to parks and recreational opportunities is crucial for the **mind, body, and spirit**.



LOUISVILLE IS LIVABLE



LOUISVILLE **BOLD** QUALITY OF LIFE

ARTS, MUSIC, CREATIVITY

Together, Through the Arts, We Create a Stronger City



Whether you want to sing it, build it, paint it, write it, perform it, or brew it, you can do it in Louisville. We are an arts and cultural mecca as one of 10 U.S. cities that have all five major performing arts groups – Louisville Ballet, Louisville Opera, Louisville Orchestra, Stage One, and Actors Theatre – and where being a patron of the arts helps generate \$462.5 million annually in economic activity.

The arts are celebrated in Louisville and are a major driver in our high quality of life.

The numbers speak for themselves:

- 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 is teeming with creative energy that allows people to express their true selves in a multitude of ways, from the Louisville mini Maker Faire to activating underutilized urban spaces with our ReSurfaced events to free monthly concerts at Metro Hall and Waterfront Park.

Louisville has something for everybody and every hobby!

Louisville earned the designation of a **Top Festival City** from Travel and Leisure and for good reason! Festivals abound, such as the Kentucky Derby Festival, LebowskyFest, WorldFest, Forecastle Music Festival, Bourbon and Beyond, Kentucky Shakespeare Festival, IdeaFestival, the St. James Court Art Show, Red Bull Flugtag, the Humana Festival of New American Plays...the list goes on!

There's always an event for everybody and every appetite.

Rock out!

Music runs through the veins of Louisvillians. Producing acts like My Morning Jacket, Slint and Houndmouth, it's no wonder that **TIME Magazine** named Louisville one of America's Best Music Scenes. Regardless of your musical tastes, we have the right band, songwriter, and venue for you.

As a regular stop on national tours, Louisville's modern downtown arena is the perfect venue for acts like Lady Gaga, Billy Joel, and Justin Timberlake. Our boutique venues like the Mercury Ballroom and the Kentucky Center for the Performing Arts attract performers such as Todrick Hall, Straight No Chaser, Idina Menzel, and the Eli Young Band.

If music festivals are more your style, we have those too. Named by Rolling Stone as a **"Must-See Music Festival,"** the three-day Forecastle Festival attracts nationally known headliners like Beck, Avett Brothers, Jack Black, Wilco, and more, playing to more than 35,000 fans on Waterfront Park.

Because of the enthusiastic reception of music festivals in the Louisville region, more festivals are coming. And they don't just bring music. Louder Than Life and Bourbon & Beyond are two recent additions to the festival scene, pairing the ultimate bourbon and food experience with great music. The first annual Bourbon & Beyond festival recently showcased Stevie Nicks, Steve Miller Band, and Eddie Vedder, promising something for everyone.



SPORTS

Take Me Out to the Ballgame!

Sports fans can rejoice year-round for the myriad professional and college sports options, in some of the finest facilities and conferences in the country.

As the home of the bat manufacturer, **Louisville Slugger**, Louisville's centuries-old love affair with baseball is alive and well with our Cincinnati Reds AAA-affiliate **Louisville Bats**. Played in one of the league's finest (and award-winning) stadiums just next to Waterfront Park, a night out at the ballgame is the quintessential casual evening...and even better on Dog Night Out when bringing your four-legged friend is encouraged!

Division I, II, and III collegiate sports are well-represented in Louisville, with the University of Louisville Cardinals and Bellarmine Knights – both of whom regularly see tournament and bowl play for their teams. Whether you're a football, baseball, or swimming/diving fan, these teams provide endless opportunities for cheering on our home teams.

Our thoroughbreds provide the backdrop for one of the world's largest – and fastest – sporting events, the **Kentucky Derby at historic Churchill Downs**. Now with Night Racing events, people can enjoy horse racing day or night, spring or fall.

Purple smoke means only one thing, and that's **Louisville City FC – our USL soccer team**. The team is currently #1 in the USL Eastern Conference, and has broken its own attendance records year over year. A brand-new, \$200 million, state of the art, 35-acre complex anchored by a soccer stadium was just announced, which will be located in the city's historic Butchertown neighborhood, just steps from downtown and Waterfront Park. GO CITY!

Louisville Metro is currently working with the Louisville Urban League to develop a \$30 million state-of-the-art multi-sports facility anchored by an **indoor track and field facility** in the historic Russell neighborhood. The facility will be designed to host a variety of sporting events potentially sponsored by local and regional public and private schools, colleges and universities, the National College Athletics Association and USA Track and Field, and similar events, and also will feature retail space and related amenities. The project is expected to be completed and open for events in 2020.



FOOD & DRINK

Bour.bon.ism: noun 1. the act of enjoying Louisville's unique local food and beverage scene

Eat, Drink, Repeat

Lots of cities talk about their culinary scene, but how many have been named the **World's Best Food City** by National Geographic? Just one. Louisville is home to Iron Chefs, Top Chefs, Food Network stars, James Beard nominated chefs and restaurants, more independent restaurants per capita than any city outside the Big Apple, and a bubbling craft beer scene. And the perfect nightcap is right at hand with the world's best collection of bourbon and bourbon bars along our Urban Bourbon Trail.

The best part? A farm to table meal will set a couple back about \$50. More relaxed options set you back only about \$10 to \$15! Need a pick-me-up at one of our dozens of local coffee shops? Sure. How about \$3 for a cold-brew?

Bourbon is more than a drink in Louisville. It's part of the culture, tradition and heritage of the community – it's even a food group! Beyond distilleries and bars, you'll see bourbon infused in everything from handmade candies to furniture to artwork.

The cocktail and culinary experience that makes up our Urban Bourbon Trail continues to grow with 34 stops, each well-stocked with at least 50 bourbons and some as many as 150.

All are serving the Old-Fashioned, created in Louisville and recently designated the city's official cocktail.



QUALITY OF LIFE INITIATIVES

International Model City of Compassion

"Louisville is a place for everybody. No matter where you're from or who you love." – Mayor Greg Fischer

In 2011, Louisville Mayor Greg Fischer signed a resolution committing to the Compassionate Louisville campaign – making Louisville an international compassionate city, alongside Seattle. Louisville's compassion agenda comes to life throughout the year, with events like WorldFest, a celebration of immigrants and cultures from all over the world. Our compassionate residents and companies are most visible on our annual Give a Day, a record-setting event that contributes more than 180,000 acts of compassion and volunteerism for our community.



#InclusiveLou

"Folks know they can be themselves in Louisville and raise their diverse families in a community that reflects and respects them." – Chris Hartman, Director, Fairness Campaign

Louisville proudly supports all of our LGBTQ residents, from passing one of the first Fairness Ordinances in the south in 1999 to being the first city in the Commonwealth to extend domestic partner benefits to city employees. And on the historic day that marriage equality became the law of the land, Louisville's Mayor officially witnessed the first marriage certificate issued in Kentucky.



Louisville understands the difference between tolerance and inclusion. It's also why the Human Rights Campaign has twice awarded Louisville the high honor of a **perfect-100 score on the Municipal Equality Index**, one of the few cities in the United States with such a score.

The University of Louisville also has been a leader in the inclusion space, becoming the first university in the country to offer a minor in LGBT studies and launching the very first medical school curriculum to educate our medical professionals about some of the unique health needs of the LGBTQ family. These and other advancements have landed UofL as a top 25 university for LGBT inclusion.

Multiple corporate citizens continue to be named to top-Human Rights Campaign distinctions and Louisville is recognized by Orbitz as a top gay-travel destination. Louisville strives to be a welcoming and loving city for all residents, placing us in the top-tier of LGBT communities with the 11th largest percentage LGBT population in America (according to Gallup).

Office of Civic Innovation

Louisville fosters a culture of data-driven innovation led by the **“Most Innovative Mayor in America,”** so named by Politico. Mayor Fischer brought his entrepreneurial experience and business sense when he assumed the office and has created new programs and policies around data. Named **“Best Entrepreneurial City”** by Entrepreneur.com and **“Top Digital City”** by Digital Communities, Louisville is on the cutting edge. Mayor Fischer named the country’s first municipal Civic Innovation Officer in 2011, and the city’s Office of Civic Innovation continues to lead on important technology issues facing city leaders and citizens.

Louisville is a Google Fiber City and is separately investing city bonds in building middle mile infrastructure to provide underserved neighborhoods with greater and more affordable access to high speed internet. Digital inclusion is critical to building a city of the future.

Greater Louisville's Enterprise Corp

The region's Enterprise Corp works with high-tech, start-up companies to support their growth. Programs like MentorLou, LaunchIT, and Enterprise Angels connect high-tech entrepreneurs with coaching opportunities for funding, marketing and customer engagement.

Destination: Louisville

Amazon’s visitors will love exploring Louisville and discovering what sets us apart. We do things our own way, with our own special brand of local hospitality, which is why Travel and Leisure named us **“One of the Friendliest Cities in America”** and the Huffington Post says we are one of **“10 Up-and-Coming U.S. Cities to Visit.”**

Thanks to historic Churchill Downs, unique neighborhoods, the Urban Bourbon Experience, and a renowned culinary scene, we were named **a best destination experience by the World Food Travel Association.**

Getting here is easy! We are within a day’s drive of more than half of the U.S. population, and thanks to our growing hotel inventory, Louisville remains an affordable destination that’s just a quick road trip away.

Louisville’s hotel landscape:

- 18,750 hotel rooms currently in inventory
- 2,399 additional rooms under development, including major brands Omni and Marriott
- 2,357 rooms planned for 2019 opening

In total, Louisville will have more than 23,000 hotel rooms available for visiting Amazonians to experience our Southern hospitality.



CRIME DATA

Mayor's Violence Reduction Plan

Mayor Fischer created the Office of Safe and Healthy Neighborhoods in 2014 to reduce violence and to help the community work together to address underlying issues of violence and crime. In 2017, Fischer unveiled a violence reduction plan focused on redoubled efforts by the Louisville Metro Police Department's community-oriented policy, a new mobile division specifically designated for addressing crime "hot spots" and several outreach efforts. The violence reduction plan focuses on identifying and alleviating many of the root causes of violence, including economic and educational challenges as well as historic, systemic barriers to success for people in the neighborhoods most plagued by violent crime. The strategy focuses on six pillars, including Enforcement, Intervention, Prevention, Community Mobilization, Organizational Change and Development, and Re-Entry, all of which have distinct programs and support resources.

Louisville-Jefferson Metro Crime statistics

The Louisville Metro Police Department (LMPD) includes almost 1,300 sworn officers from a total force over 1,600. LMPD is hiring 28 additional officers this fiscal year, bringing the total number of recruits to the maximum annual capacity of 150. In addition, two new squads of detectives have been added to the Narcotics Division.

The city also provides a Second Chance Program to reduce jail recidivism by ensuring that people arrested while battling mental health issues, including substance abuse, get the support necessary for more stable lives after release.

Downtown/Central Business District *(crime rate per 100,000)*

	2016	2017 to date
Property	1,140	850
Violent	122	78

Louisville-Jefferson County Metro *(crime rate per 100,000)*

	2016	2017 to date
Property	4,602.6	3,133.6
Violent	639.3	448.9

Source: FBI Crime Report