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GREATER LOUISVILLE NOW

2023-2024

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ON THE COVER



“The Greetings from Louisville mural is a part of the Greetings Tour, a nationwide project led by artist duo Victor Ving and Lisa Beggs. Since 2015, they have been traveling in an RV, creating interactive postcard murals in collaboration with communities and local artists. These murals serve as landmarks that not only enhance the local culture but also attract tourism to support small businesses. You can follow their journey on social media @greetingstour. (@greetingstour photo)

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LOUISVILLE
MUHAMMAD ALI
INTERNATIONAL AIRPORT

The Lane Report

Kentucky's Business News Source Since 1985



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Regional Boom Is Just Getting Started

Greater Louisville's quality of place is paying off in a workforce that ignites investment

GREATER Louisville is proof that if you keep taking the right steps, you indeed end up where you want to be. Quality of life, quality of place and low cost of living are making the region a magnet for quality workforce—and for billions of dollars in investment and thousands of top-paying jobs.

Those jobs are in some of the world's key emerging industries. And others are in the region's established business clusters that are strong, high-demand economic sectors with a bright future: advanced manufacturing; logistics and e-commerce; healthcare and aging innovation; business support services; and food and beverage.

Greater Louisville and Kentucky are building a global brand and major U.S. and East Asian corporations are staking their futures on the power of the state's economic engine. In an ever-better-connected world where skilled workers can live anywhere, they are choosing to sink roots in areas offering a diverse taste of genuine Americana.

That's Greater Louisville.

Ford Motor Co. and one of South Korea's booming industrial conglomerates, SK Group, are creating a \$5.8 billion, 5 million-s.f. electric-vehicle battery production facility on I-65 in Hardin County that in two years will employ 5,000 region residents who will have six-figure jobs for decades. Several thousand others will join them at new operations now also under construction in Kentucky that will supply the components, services and materials needed to manufacture 80 gigawatts a year of EV horsepower.

Minutes up I-65 at UPS Worldport at the Muhammad Ali

International Airport, the seventh-largest U.S. airline ships freight to every point on the continent and globe, oftentimes overnight. At 5.2 million s.f., Worldport is the largest fully automated package handling facility on Earth, serving the high-tech, retail and healthcare sectors. Life science is the latest specialty logistics subsector that UPS has developed new processes for and there are dozens more at Worldport, where thousands of employees bring a complex small city to life every night.

Life science is a natural fit for the region's healthcare and technology expertise. Three major health-provider systems are headquartered in Louisville, including the academic medical center of the University of Louisville School of Medicine. Engineers at UofL, a major research institution, are go-to resources when industry is seeking solutions at the intersection of nanotechnology and additive manufacturing.

Innovation and success in the latest business, tech, research and customer services all are built ultimately on place. Greater Louisville is America's crossroads, physically and culturally.

Literally born from logistics at the Falls of the Ohio—where an emerging American shipping industry had to portage passengers and products—Louisville is within a day's delivery of two-thirds of the U.S. market.

It is where Midwest meets South, where coastal high cost meets affordability. It is where urban demand for innovation meets rural can-do. Greater Louisville and its leaders are focused now on investing the region's rising income and wealth into the next steps to health and the American dream. ■

The Lane Report corrects all significant errors that are brought to the editors' attention.

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Born for Business

Founded in 1904, Stock Yards Bank & Trust has evolved from a small bank to a nationally recognized regional bank known for exceptional service. Our focus has always been building a comfortable relationship for our customers that can only be given by a *trusted partner*.



Louisville Tourism photo

Loving Life in Louisville

The annual Derby Festival miniMarathon and Marathon is Kentucky's largest road race, attracting up to 12,000 runners to Louisville every spring. The 2023 race marked the event's 50th running.



With its affordable cost of living, unique neighborhoods, a vibrant arts community, abundant recreational and sports venues, and a world-renowned food scene, the Greater Louisville area has something for everyone



Kentucky is known worldwide for its bourbon and the Greater Louisville area is home to over a dozen bourbon distilleries, where you can learn all about your favorite libation.

Right: The University of Louisville women's basketball team has made it to the Elite Eight of the NCAA tournament for five consecutive seasons and was part of the Final Four in 2022.

Below: The Louisville community is very supportive of the arts and outdoor concerts and events take place throughout the city all summer long.



Louisville Tourism photo

UofL photo



Louisville Tourism photo



Clark-Floyd Counties Convention Tourism Bureau photo

Above: Parlour Pizza is a popular place to gather and enjoy artisanal pizza and craft beer.

Left: The Old Louisville district boasts the largest contiguous collection of Victorian mansions in the United States.

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UofL photo



Above: The University of Louisville football team will kick off the 2023 season with a new coach, Jeff Brohm, who returns to coach at his alma mater. Brohm played quarterback for UofL from 1989-1993.

Below: Louisville's downtown Bourbon District features distilleries, tasting rooms, tours and bourbon-related attractions, all within walking distance of one another.



Louisville Tourism photo



Louisville Tourism photo



Louisville Tourism photo

Above: The Cherokee Triangle Art Fair is held each spring in Louisville's historic Cherokee Triangle neighborhood. The fair features more than 200 artists booths as well as food and entertainment.

Left: The Louisville Hike, Bike and Paddle is a bi-annual event that is part of the city's healthy hometown movement, which encourages residents to get outside and be active.



Louisville Tourism photo



Louisville Tourism photo

Above: The Kentucky Science Center features a special hands-on area for children.

Left: Waterfront Wednesdays are synonymous with summer fun, with free concerts held from April through September on the Big Four Lawn along the banks of the Ohio River.

Below: Kayaking down the Ohio River is part of Louisville's bi-annual Hike, Bike and Paddle event.



Louisville Tourism photo



Louisville Tourism photo

Above: Schimpff's Confectionery in Jeffersonville, Ind., is one of the oldest continuously operating, family-owned candy businesses in the nation.

Right: The Louisville area is filled with some of the world's most famous distilleries, all of which are unique and offer their own special charm.

Louisville Tourism photo





Louisville Tourism photo

Great Growth Momentum

Louisville Metro Mayor Craig Greenberg discusses his administration's priorities for making the city more livable as the region becomes the car battery capital of the world

CRAIG Greenberg was elected Louisville Metro mayor in November 2022. He is an attorney who worked with the Frost Brown Todd law firm and co-founder and former president/CEO of 21c Museum Hotels. At the time of this interview, he had recently introduced his first budget to the Louisville Metro Council, proposing \$1.1 billion in spending for fiscal 2024.

Louisville is the state's economic engine. Its commercial activity generates income, wealth and public revenue that all of Kentucky relies upon. How is the engine running right now?

It is running well and we're excited because it's just getting stronger. We have a lot of really positive things going on right now, great momentum. I think if folks look back on where we are today compared to where we are in several years, it's going to just be nothing short of amazing. We've



got great momentum in several industries in particular. The bourbon—and really the entire beverage —industry in Louisville is growing. Obviously, we have a lot of bourbon companies and other distilleries that are based here, but we also have several really exciting nonalcoholic beverage companies located here, including Phocus and Congo brands, which have incredible products and great growth trajectories right now.

Look at what's going on in the healthcare industry. Between our hospitals, our healthcare services and our aging industry, there is so much going on in those businesses. We're investing in that particular area of downtown called the LouMed district. It's going to be our world-class center of medical education innovation. It's a partnership with existing healthcare companies along with educational institutions and the city.

Gov. Beshear is leading an amazing effort on electronic batteries. With the Glendale (BlueOval SK Innovation) site being under construction right now, the opportunity to

develop Louisville and the surrounding counties as the car battery capital of the world is in progress.

In logistics, we're working closely with UPS and have been for several decades. With UPS and companies affiliated with UPS, there's no better place in the world to be located than Louisville.

We also have a great quality of life here with an amazing park system and a relatively affordable cost of living here in Louisville. We are attracting people who can now live anywhere in the country but choose to live in Louisville. We are just getting started.

There have been shifts in responsibility for local economic development between Louisville Metro and Greater Louisville Inc. (the Metro Chamber of Commerce) the past decade or so. What will be the division of responsibility and structure of cooperation in your administration? What is your vision?

We just announced that Pat Mulloy is going to be our new deputy mayor for economic development. Pat brings amazing experience from the private sector, where he started companies, led existing companies, public companies, private companies, small companies, large companies, nonprofit experience, government experience. He is well positioned to lead our city's economic development initiatives moving forward.



Pat Mulloy, Deputy Mayor for Economic Development

We as a city plan to work closely with GLI and other organizations alongside of the Cabinet for Economic Development of the state to ensure that



Kentucky Dept. of Tourism photo

Churchill Downs is home to the famed Kentucky Derby.

Kentucky's positive growth continues and that we continue to be a preferred place where businesses want to locate, where they want to grow, where they want to reinvest, where they want to create good-paying career-path jobs. We know that Louisville and our region has a lot to offer.

Do you foresee that the city will be the predominant entity for economic development in Jefferson County and GLI will operate more on the regional level?

We're focused on the details of the expanded agreement with GLI right now and we think it's very important that there be clear responsibilities under that contract so that the business community and the community at large understands who's responsible for what. We will closely partner with each other once we have that contract in place, which will happen after the metro council approves our proposed budget.

Development of the BlueOval SK Battery Park in Hardin County and ongoing growth in bourbon have been primary influencers of the region's economy. Are there other influential trends people should be watching?

Our new entertainment production industry is growing in Louisville, thanks to the state's relatively new state tax credit. There's a lot of activity going on in the entertainment and production industry right here in Louisville, and we continue to support that. We've had some movies filmed here in Louisville recently. We have music videos that are being filmed here. Our administration is supporting the Louisville Film Commission and working with the state on many of these initiatives, and we hope to redevelop the former Louisville Gardens into a world-class production studio. This is an industry that is just starting to take hold here in Louisville and throughout Kentucky and we're going to invest heavily in it to help facilitate its growth.

UPS operates its WorldPort air hub out of Louisville, making it easy for businesses to ship things in and out of the area.



UPS photo

How do you see Louisville’s relationship with its neighboring counties and with the state?

My approach since before I was even elected has always been to focus on building relationships and working together, whether it’s on improving public safety or economic development.

What were your key takeaways regarding the elements of successful urban economic development from your time running 21c Museum Hotels, which is based in Louisville and has developed facilities in multiple cities?

Just like most things, success happens as a result of a strong team. I am fortunate that with the Louisville Metro government, we have an incredibly strong team of leaders and we have an incredibly strong team of 5,000 dedicated public service professionals who are working every day to make Louisville a safer, stronger and healthier city. One of my most important jobs as mayor is to identify leaders and then empower them to be successful and ensure they have the resources they need to achieve our mutual goals.

Do you foresee any major transportation infrastructure initiatives in the near future?

We need to improve our public transportation system. We’re working with TARC (Transit Authority of River City) to do that and making our roads ‘complete streets’ so they’re not just there for cars to get from Point A to Point B in the fastest time possible, but so that they’re safe for pedestrians or cyclists. Also, that there are trees, that there’s shade, that there’s a place to hang out in the urban environment. It’s particularly important to create neighborhoods and to make it safe for residents and visitors and workers in the downtown environment.



Louisville Tourism photo

Bourbon has become such a significant part of the Louisville region’s tourism industry that it has now become known as “Bourbonism.”

You are urging redevelopment of portions of the city, such as near downtown, and have experience yourself doing this. What type of projects do you foresee for Louisville or want to encourage?

We want more people to live in Louisville. We want more restaurants and other retail services here. We want more green space. We want to continue to support more distilleries locating in Louisville. And we want downtown Louisville to be the most vibrant, authentic, unique, clean and green neighborhood in the entire city.

We just recently issued a request for proposal for three significant pieces of property in downtown Louisville that the city owns. We are looking for partners who can create vibrant mixed-use projects on these properties to keep the positive trajectory of downtown moving forward.

We have to be realistic about the way that the world has changed after the pandemic. With the challenge of fewer people coming into the office every day, we need to focus on residential people, on people living here, on people coming here to eat out, or coming to see bourbon distilleries. Our tourism industry is incredibly strong downtown. Our hotels are packed on the weekends. We are now focused on supporting all of that, but also doing things so that people are here Monday through Thursday as well.



TARC photo

A recent survey of U.S. mayors found housing is the top concern, but developers can only do financially viable projects. How do you want to see the city approach the task of increasing the amount of affordable and workforce housing?

We’re doing a lot. We are using every federal resource that we have to support the development of new affordable housing projects. We are encouraging our development community and the private sector and nonprofit community to really focus on this across our entire city. There’s not just any one part of the city that needs affordable housing. People need to live near good-paying career-path jobs across our entire city. This is something we are very focused on. We’re also working on how we can convert our vacant and abandoned lots into new homes that people own. It’s not just about rental affordable rental housing; it’s about affordable home ownership. ■

Mayor Craig Greenberg says the city is working to expand and improve Louisville’s public transportation system.



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Greater Louisville Is More Competitive Than Ever

RANKED a top destination to visit in 2023 by the *New York Times*, a top five metro for economic development by *Site Selection* magazine, and a top place to live by the *U.S. News & World Report*, Greater Louisville has had no

that make the cost of living and doing business more competitive than ever, and create a robust pipeline of highly skilled talent, all of which make Greater Louisville the ideal place for any innovative and growth-oriented company to plant roots.

continue to lean into regionalism and embrace collaboration to grow a cohesive region.

Whether a company is looking for several hundred acres for a new manufacturing plant or thousands of square feet of urban office space, Greater Louisville has something to offer. With a centralized location in the heart of the U.S., locating in Greater Louisville puts you within a two-day drive of the entire country. Plus, we are the home of UPS Worldport, allowing companies to ship to 80% of the world in under 48 hours.

Our newly launched website has created a one-stop-shop to tell the region's story. The new website, greaterlouisvillepartnership.com, gives site selectors, consultants and prospective businesses access to detailed data and information about the region, including:

- Incentives and tax credits
- Demographic information
- Property locator
- Industry clusters
- Profiles on all counties (coming soon!)

Policies with an impact

For many years, GLI has advocated for pro-business policies, including specific legislation to create a more competitive tax structure for the commonwealth. In 2022, the Kentucky General Assembly passed legislation to incrementally lower and eventually eliminate the state's personal income tax. Earlier this year, the first reduction took place, which lowered the income tax from 5% to 4.5%; another half-percent reduction will occur in 2024. This puts Greater Louisville more in line with peer markets that have already

shortage of national and international accolades as a great place to live, work and visit in recent years.

But more important than carving out a place in prestigious rankings, Louisville's economy is budding with potential and showing no signs of slowing down. That is thanks in part to a long-term strategy that continues to create momentum in regional economic development, advance forward-thinking policies

Regionalism leads to new opportunities

In 2016, Greater Louisville Inc. (GLI) brought together the 15 counties that make up Greater Louisville to create and market one, centralized regional economy. Since then, the Greater Louisville Partnership has launched a unified brand and vision for economic growth that sells each county's unique assets within a regional framework. Counties



lowered or eliminated income tax and moves the state closer to a consumption-based tax model. Additional efforts are underway to modernize other components of the tax structure to stimulate future growth.

The availability of pre-zoned and prepared parcels of land has set the region apart from competitors in recent years. Due to the explosive growth of the economy, demand is currently outpacing supply of these 'shovel-ready' plots. During last year's state legislative session, GLI successfully advocated for expansion of Kentucky's Product Development Initiative (PDI), which allocates funding to county partners to create more develop-ready parcels of land. The state is in the process of allocating this funding and several Greater Louisville counties are prepared to benefit from the program.

Talent in abundance

Kentucky continues to post the lowest unemployment numbers in the state's history and Greater Louisville's workforce participation rate remains above the national average. The region has experienced steady population growth over the past decade and GLI's nationally recognized talent attraction initiative, Live in Lou, is accelerating that growth by bringing more skilled talent to the region to fill open positions and create a pipeline for future jobs.

The initiative utilizes paid and organic digital content to showcase the region's quality-of-life assets like our affordable cost of living, unique neighborhoods and world-renowned food scene. Not only does Live in Lou utilize paid media to target demographics in high-demand jobs across the U.S., but it also offers an array of resources to help employers sell the region when



GLI photo

Florida-based supermarket Publix chose Louisville for its first store in Kentucky. Publix broke ground on the project in the Terra Crossing Shopping Center in June 2022 and expects the store to open in the fourth quarter of 2023.

they are recruiting talent from out of market.

The future has never been brighter in Greater Louisville. We have the opportunities, resources and leadership needed to help any business grow and thrive. ■

Greater Louisville is More Competitive Than Ever!

Greater Louisville has been ranked a top destination to visit in 2023 by the New York Times, a top five Metro for economic development by Site Selection Magazine, and a top place to live by the U.S. News & World Report.

We offer a centralized location in the heart of the U.S that puts you within a two-day drive of the entire country, and gives you access to UPS Worldport, where you can ship to 80% of the world in under 48 hours.

Visit GreaterLouisvillePartnership.com to access detailed data and information about the region, including:

- Incentives and tax credits
- Demographic information
- Property locator
- Industry clusters



Just 90 Seconds Away



Louisville Tourism photo

doesn't mean they're a great business. We recognize that and partnered with the Indiana Small Business Development Center to identify, coach and provide microloans to our smaller businesses.

Greater Louisville Inc. has had a focus on regional economic development for years and now has a new website to push awareness and share information. Tell us about the impact this is likely to create.

When we sell Southern Indiana as the place to locate a business, we are best known for a city we are not in, in a state we're not a part of. So, we have to recognize that we have advantages of being able to sell the assets Louisville provides. I don't have to build my own zoo; we don't have to create our own international sport activity—we piggyback on the Louisville Zoo, the Kentucky Derby and the Kentucky Derby festival. It makes sense to do that. It's like we're a family that is fortunate we have a bunch of different family members who are part of our region.

We work within the Southern Indiana communities to make sure our local neighbors are close regional partners. We get to think more broadly into the bi-state area. We have what we think are the true benefits of being a part of the state of Indiana, which has been economically attractive to businesses for a number of years, but have a foot in two good boats. We get to talk about the benefits of being in Indiana, and we're 90 seconds away from all of the amenities a city the size of Louisville has to offer.

Greater Louisville Inc. and Louisville Forward are great partners. We have a cooperative relationship; we will share pertinent information and work on promoting our assets together. Secondly, we have an anti-competitive relationship. You'll never find One Southern Indiana

Great river crossings make Southern Indiana and its mega sites an active partner

ONE Southern Indiana President/CEO Wendy Dant Chesser discusses the cooperative relationships that benefit Greater Louisville businesses on both sides of the Ohio River.

Sites ready for economic prospects to jump on and work with are in very high demand. How does your area stand with regard to having property that is build-ready?

We are fortunate to have a couple of extremely large megasites at the River Ridge Commerce Center industrial park, several thousand acres that is buildable. We know site identification is an ongoing task, and the Indiana General Assembly (in May 2023) put a site acquisition fund in place that will help. It will

help identify and gain access to sites so utilities can be run and it can be a shovel-ready site.

What are One Southern Indiana's current initiatives?

Primary is business retention and expansion of existing business. No. 2 would be the continuation of our business attraction services and marketing for business attraction. Maybe thirdly—and this is an important focus since the early days of the pandemic—is small-business services. We recognize that small businesses may be a great pizza maker but that



Wendy Dant Chesser, President/CEO, One Southern Indiana

knocking on doors in Louisville saying, 'Move your company to Indiana.' We take it a step further: If a company is considering a move from one side of the river to the other, we let the company know we will only incentivize on the growth that comes from that—you can't just move employees from one side to the other.

We share information with our regional partners so they're not blindsided if a company is considering a move. Sometimes there are good reasons to move. Say a company is in a facility that is "landlocked" and can't grow anymore. Well, it's much better for the region if they relocate to a larger site in Indiana than if they move to Nashville. We're trying to grow the region. Businesses will make a decision on which state makes sense to them, but we all get to benefit. A business location on one side of the river is positive for businesses on all sides of the river.

Thankfully we have lots of river crossings now for workforce, which is our most regional asset. We also then can benefit companies by suppliers throughout the region; customers, vendors, you name it. Business alliances can be formed and the state line doesn't get in the way of those opportunities.

Economic developers say there is a very full pipeline of projects

we don't necessarily know about publicly yet. Are you sensing that?

In 2022, One Southern Indiana logged 114 projects (expressing interest). We got eight of them, which is great. But 114 projects for our organization was good. Our main goal is diversification now. If you look at payroll in our region, manufacturing is far and away our strongest. However, we are excited about continued diversification both within manufacturing and across

“ A business location on one side of the river is positive for businesses on all sides of the river. ”

different skill sets and sectors. Of the eight projects announced, four were product manufacturers, one for services, two being healthcare-related and then bourbon. Indiana's incentive process is very favorable to manufacturing.

How is the Indiana side of the river doing at meeting housing needs?

The state of Indiana recognized in 2015 that it wanted to support regions that were building quality-of-place assets, the things that help a community attract people. We have a

project that just received \$37 million from the Indiana legislature called Origin Park, which is a 600-acre park right at the Falls of the Ohio, truly a regional benefit. The state recently used a lot of federal ARP (American Rescue Plan) funds granted to the state to then regrant those to regions to build quality-of-place assets. The intention of that is talent attraction. Quality of place could be different housing options in the mix and the regions around Indiana included housing as a portion of their plan. We did. Our five-county region received a \$50 million allocation. Those funds are being used to not only support specific housing developments but also to include infrastructure that supports housing. If can't you can't flush your toilet you don't have a very good place to live.

Not only has the state recognized that those type of things are done regionally, this past session they allocated another \$500 million to continue the program. The expectation is that state dollars would be no more than 20% of total projects, so it's leveraging not only local but more importantly private-sector dollars. Those are the things that are going to help us with our economic stability as much as anything, balancing the needs of individuals with the needs of business and making sure that the interdependency of talent and business is connected. ■



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Just Getting Started

Regional cooperation leverages diverse assets at the heart of Kentucky's accelerating economy

BY MARK GREEN

GREATER Louisville, the economic engine of Kentucky, is undergoing infusions of modern technology, investment and ideas that are creating growth like never before. It's further good news for a state already on its best economic and fiscal run ever.

The 15-county region is adding billions in diverse investment and thousands of jobs that are surging incomes and growing wealth, permanently.

In May, *Site Selection* magazine again bestowed Greater Louisville Inc. (GLI) with its Mac Conway Award as one of the top economic development organizations in the country. In 2022, the 15-county region reported \$2.5 billion in capital investment and more than 4,600 new jobs. The majority of both funding and jobs—\$2.1 billion in investment and 3,696 jobs—will be in Louisville-Jefferson County.

Regionwide, there is a rising buzz about the largest project in state history. The \$5.8 billion BlueOval SK



Louisville Tourism photo

Colorful hot air balloons light up the night sky during BalloonFest, one of the Derby Festival's signature events.

Priming for an economic surge

Louisville Metro has a new administration headed by Mayor Craig Greenberg, elected in 2022, who brings the expertise of successful private-sector urban redevelopment in 10 cities. That began in 2007 when five former warehouses in Louisville returned to life as the 21c Museum Hotel, a new concept that relaunched downtown's West Main Street.

The city and region continue to build off Greater Louisville's five key industries: advanced manufacturing; business services; healthcare and aging innovation; logistics and e-commerce; and food and beverages. Regional leaders are savvy to the post-COVID marketplace's changing conditions, where workers like to live in an inviting urban environment but go into the traditional workplace less often.

Greater Louisville is the state's financial capital and the business, industrial and financial engine that powers Kentucky's economy.

Louisville's Stock Yards Bank is the state's largest, having acquired two others since 2021. The acquisitions have added revenue to keep up with the financial sector's two key cost items—new technology and regulatory expense—said CEO James Hillebrand. That, in turn, lets the bank keep its customer focus on convenient and effective service.

This engine “is running well and we're excited because it's just getting stronger,” Greenberg said. “If folks look back on where we are today compared to where we are in several years, it's going to just be nothing short of amazing. We have a lot of really positive things going on.”

Greenberg points to the Louisville healthcare industry that is investing another couple of billion dollars of growth and investment in hospitals, healthcare services and its maturing aging-care sector.

“We're investing in that particular area of downtown called the LouMed district. It's going to be our world-class center of medical education innovation.”

The EV industry-related construction taking place in Hardin County—as well as in Bowling Green and Western Kentucky—presents the opportunity to develop Louisville and the surrounding counties as the car battery capital of the world.

Supply chains in multiple industries are reshoring to the U.S., and with its massive logistics muscle, low cost of living and doing business, and proven workforce quality, Greater Louisville is an obvious choice for site selectors.

Battery Park is under construction south of Louisville on I-65 in Hardin County, with massive steel structures outlining what will be twin electric-vehicle battery manufacturing plants. They will be capable of producing 80 gigawatt hours of Ford vehicle batteries annually beginning in 2025. The plant will have 5,000 employees in 5 million s.f. of space.

Kentucky is three years into its best economic growth run ever. Total 2021-22 private-sector new-location and expansion announcements were \$21.7 billion, including the EV battery plant that is Ford Motor Co.'s largest investment in its storied history. Another \$2 billion in associated industrial projects by suppliers has followed, with more to come. Greater Louisville is attracting the most action.

The Hardin County area is seeing a surge of housing projects, as the area prepares for an influx of new residents who will be coming to work at the new BlueOval SK Innovation electric-vehicle battery plant. The plant will employ a workforce of 5,000 people.



In today's environment, quality of place and quality of life intersect with the speed-to-market needs of decision-makers, who must bring plans to life quickly to satisfy customers across the state, nation and world. Louisville is evolving its regional economic development cooperation to meet the business sector's demand for workforce and build-ready sites that let business decision-makers get into operation quickly.

Tools for better regional cooperation

In May, GLI launched a new website that brings regional economic development information together to serve all 15 counties of its membership. GLI President/CEO Sarah Davasher-Wisdom describes the GreaterLouisvillePartnership.com site as a one-stop shop for site selectors. The website features fact sheets, maps, property locators with individual links, and contact info for all counties.

Information gathered for the website project is about to turn into a national marketing campaign on the opportunity available at an important stage of U.S. and global

GREATER LOUISVILLE'S 5 KEY INDUSTRIES



ADVANCED MANUFACTURING



BUSINESS SERVICES

economic transformation, Davasher-Wisdom said.

GLI is also helping Ford, SK and their major construction contractors find talent and suppliers, she said.

"We as a city plan to work closely with GLI and other organizations alongside of the Cabinet for Economic Development of the state to ensure that Kentucky's positive growth continues," Greenberg said, "and that we continue to be a preferred place where businesses want to locate, where they want to grow, where they

want to reinvest, where they want to create good-paying career-path jobs. We know that Louisville and our region has a lot to offer."

Greenberg said that in his experience, having the right team in place is the key to urban economic development. In May, Greenberg appointed Pat Mulloy as Louisville Metro's first deputy mayor for economic development. Mulloy is the former president and CEO of Atria Senior Living and his Cabinet for Economic Development portfolio



Louisville Tourism photo



HEALTHCARE & AGING INNOVATIONS



LOGISTICS & E-COMMERCE



FOOD & BEVERAGE

includes the Department of Economic Development, the Office of Housing and Community Development, Codes and Regulations and the proposed Office of Planning, combining the offices of Advanced Planning and Planning and Design Services.

Elizabethtown is preparing for growth
 Elizabethtown—which is situated 35 to 40 minutes south of Muhammed Ali International Airport and at the nexus of I-65, the Bluegrass Parkway and the Western Kentucky

Parkway—has long had a basic pitch to site selectors, said Rick Games, president and chief operating officer of the Elizabethtown/Hardin County Industrial Foundation.
 “Location, location, location,” Games explained.



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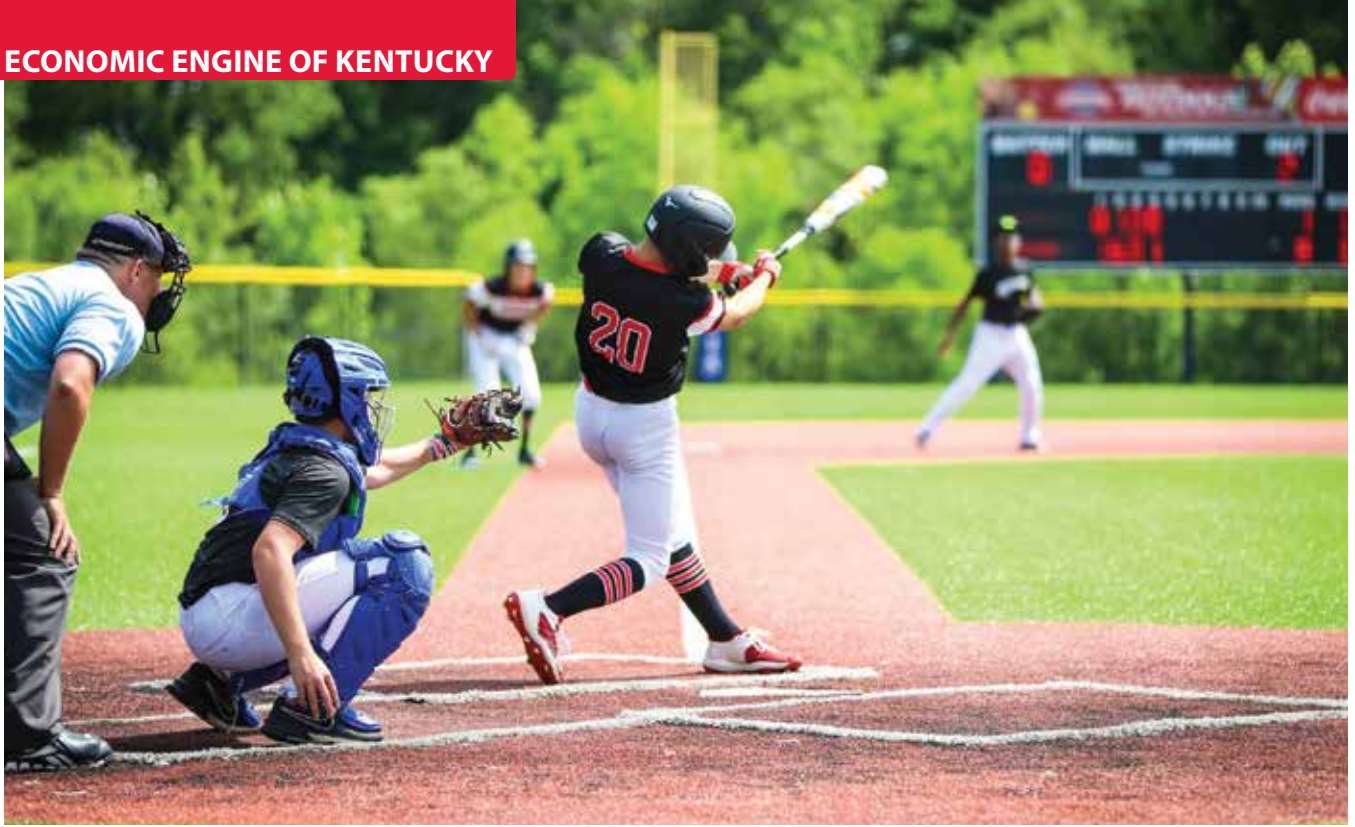


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Elizabethtown Sports Park photo



The Elizabethtown Sports Park draws some 100,000 people per year who come to participate in or watch baseball, softball, soccer, football and lacrosse.

As a frequent highway traveler for decades, Games thinks I-65 likely is the nation’s busiest.

“I-65 from the Ohio River to the Tennessee line is the best section of I-65 in the country: six lanes all the way. Our neighbors to the north and to the south have not kept up.”

When considering transportation, the addition of more nonstop destinations from the Louisville airport is also significant, whether to Los Angeles or to Pittsburg, Games said.

Davasher-Wisdom and Greenberg note that Louisville is taking its required steps toward providing infrastructure for Amtrak’s proposed renewal of passenger rail service to the city in the next few years.

“We have great transportation access in Kentucky,” said Davasher-

Wisdom. “We’re blessed to have UPS in Louisville, which drives a lot of business that we see along the (I-65) corridor; they locate for that.”

Meanwhile, Elizabethtown has spent the past 15 years improving its quality-of-life assets.

Several multiuse projects are underway around town, including in the traditional courthouse square. The center square courthouse itself is being converted into a 25-room boutique hotel with a restaurant on the top floor. A former car dealership site is being developed into 275 living units, retail commercial and downtown parking.

The 150-acre Elizabethtown Sports Park attracts 100,000-plus visitors a year to its 12 lighted, synthetic-turf ball diamonds; 12 soccer/lacrosse fields; a pair of championship fields; event pavilions and support facilities. The main industrial park has 10,000 employees.

“All of those things are driving the commercial and industrial sector because obviously, the quality-of-life things are important pieces when companies are looking to locate,” Games said.

Hardin County is seeing a surge of retail and housing projects, and the Elizabethtown city government

BlueOval SK photo



Construction on the 5 million-s.f. BlueOval SK Innovation electric-vehicle battery plant in Glendale is currently underway. The \$5.8 billion project, which is the largest economic development project in Kentucky’s history, is slated to be operational by 2025 and will employ 5,000 people.

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Bardstown Tourism photo



With the BlueOval SK Innovation EV battery plant being built only 35 miles away in Glendale, Bardstown is drawing interest from people interested in living in the picturesque community that has garnered attention as one of the nation's prettiest.

has added a business development manager to help guide new development through the process of finding and acquiring property and navigating the permitting process.

"We're getting a lot of calls from companies in other states, housing developers and commercial developers who are really looking to locate in this market," Games said.

Ford and SK Innovation—part of the SK Group, the second largest of South Korea's industrial "chaebols" behind Samsung—are busy recruiting and will be training the 5,000 EV

battery manufacturing workers they will need for skills and jobs that do not currently exist, Games said. He expects the workforce footprint for these well-paying positions to cover 12 to 15 counties in the Greater Louisville region and beyond.

This is why regionalism is the current watchword in economic development, said Kim Huston, president of the Nelson County Economic Development Authority.

What two decades ago was a buzzword today is reality. Counties and communities that in the past may have been siloed now truly work together.

"I don't have everything that a company needs (in Nelson County), but I sure hope prospects stay within the region," Huston said. The BlueOvalSK Battery Park "is a perfect

example of a true regional project. All these counties around are going to benefit from it."

Picturesque Bardstown has been known for its bourbon distillery cluster for decades. The multibillion-dollar EV battery plant 35 miles away in Glendale is generating a stream of scouting trips for housing in Nelson County by management who "want to live in a community like ours and have no problem driving back and forth," Huston said, adding that some of the thousands of non-management EV workers who end up deciding to move closer to the battery park will opt for Nelson County also.

"We're all going to have the residual effect," she said. "This is going to have such an effect on an entire region of Kentucky. We've never experienced anything this big and this grand in scope. Everyone is going to be affected—for most positively—so that's exciting."

LOUMED: World-class healthcare destination

One of the newest and most ambitious plans in the region is to stand up the Louisville Medical &

UofL photo



UofL Health, along with Norton Healthcare, the University of Louisville Health Sciences Center and Jefferson Community and Technical College, are the four anchor institutions for the newly formed Louisville Medical and Education District. The goal is to revitalize the 22-block area in the heart of downtown and build LOUMED into a world-class medical and education district through urban planning and design.

GLI photo



Rapper Jack Harlow, a Louisville native and resident, accepts the GLI Thomas Edison Award in February 2023. The award is presented to individuals who have demonstrated extraordinary achievement and commitment to their community. Harlow has filmed a number of music videos in his hometown.

Education District, or LOUMED for short, the city's downtown home to four interconnected institutions: The UofL Health Sciences Center and UofL Health are anchor institutions for the project, along with Jefferson Community and Technical College and Norton Healthcare.

Together, LOUMED provides essential jobs, healthcare and education services for Louisville, the commonwealth and beyond. It comprises 22 city blocks across 250 acres, 9.6 million s.f. of occupied space in the heart of downtown, attracts over 1.5 million visitors per year worldwide and employs over 16,000 individuals with total salaries surpassing \$1 billion annually.

LOUMED last fall announced its development strategy, taking its first step towards revitalizing and shaping the vital district known as the heartbeat of Louisville.

To make LOUMED a world-class destination, its partners launched their effort by conducting an in-depth economic impact report and forming a nine-person board representing each partner.

LOUMED's goal of building the medical and education district of tomorrow takes world-class urban planners and designers who have success in revitalizing complex urban districts. City Visions Associates and Gamble Associates have joined the LOUMED team and have proven successes at Rochester's Destination Medical Center, Boston's Longwood

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Medical Area and the Buffalo Niagara Medical Campus.

“The Louisville Medical and Education District deserves a high-quality public realm commensurate with its high-quality of care, research and education,” said David Gamble, principal of Gamble Associates.

The strategic plan is designed to improve both the realities and perceptions of public safety; easier and more welcoming access to LOUMED; improved ease of circulation within the campus, both for pedestrians and vehicles; and a greener campus with areas for employees, patients and visitors to relax. The LOUMED partners are also in discussions with Block by Block to provide security and maintenance services within the LOUMED campus.

Entertainment production gains traction

Meanwhile, Greenberg is enthused about the increasing number of movies, music videos and other productions taking place in the city and nearby region.

Actor Orlando Bloom and his wife, singer Katy Perry, spent months in the area recently while he was filming “Red Right Hand” with Andie MacDowell. In early 2023, Ethan Hawke directed numerous shoots around the region for “Wildcat,” a movie about writer Flannery O’Connor that stars Steve Zahn, Laura Linney and Maya Hawke. Louisville rapper Jack Harlow was nominated for three 2023 Grammys and just launched a philanthropic foundation to reinvest, uplift and support organizations aiming to better Louisville.

“Our administration is supporting the Louisville Film Commission and working with the state on many of these initiatives,” Greenberg said. “We hope to redevelop the former Louisville Gardens into a world-class production studio. This is an industry that is just starting to take hold here in Louisville and throughout Kentucky, and we’re going to invest heavily in it to help facilitate its growth.”

That quality-of-life nugget dovetails with ongoing growth in the region’s hospitality sector.

“We had record visitors and hotel occupancy for the Derby,” Davasher-Wisdom reports, “and this could be a very busy summer for tourism. That’s great for our retailers, our restaurants and all of our attractions.”

Strong visitor numbers are important because people who visit steadily turn eventually into new residents who move to the region, she explained. “These things all tie together.”

Louisville Downtown Partnership (LDP), a nonprofit whose aim is quality development by making downtown a welcoming neighborhood for everyone, is updating some of its steering principles to reflect the changing desire toward urban living and remote work, said Executive Director Rebecca Fleischaker.

The job now is creating an environment that is exciting and attractive to investors, developers, businesses, tourists and residents, Fleischaker said. Some of this includes beautification programming, but it also includes straight-up fun.

LDP has initiated Food Truck Wednesdays, pickleball and wiffleball leagues run by the YMCA that use an undeveloped lot on West Main Street, and a Night Market on the second Thursday of the month. The Greenberg administration wants downtown streets to be more than a mode for vehicles to get from Point A to Point B; it wants them to be pedestrian and bicyclist-friendly with trees and shade and space for a pop-up vendor.

Growing tech with great intention

TechFirst is another regional economic development effort whose strategies present Greater Louisville as the choice area for tech-enabled, -supporting and -focused innovative businesses. Regional economic developers and chambers are collaborating to build a network of 200-plus top tech leaders as subject-matter experts while growing a best practices-sharing ecosystem. This will attract and retain business and talent as it grows development strategies and public policy.



TechFirst is creating active relationships with the region’s education and training-sector members to ensure a robust learning community with a flowing pipeline of diverse, well-skilled talent. The quality-of-life efforts by Live In Lou will nurture this talent ecosystem. And multiple innovation hub districts around Greater Louisville are helping generate a density of tech talent that can support entrepreneurship, especially in business support services.

Across the region, TechFirst aims toward a recognized authentic culture that is as inclusive as it is innovation-focused, one that embraces smart city tech and data handling that can help identify social needs and contribute to solutions. TechFirst envisions fiber connectivity to all homes and business and systemic monitoring of air and noise pollution, flooding and autonomous vehicle support.

GLI is in the first of four years of structured support for TechFirst development. Meanwhile, there is vigorous activity in the nonprofit tech community.

Technology Association of Louisville Kentucky (TALK), an independent, employer-led area tech council, will be 10 years old in 2024. The organization works to create job-growth opportunities, job training, STEAM (science, technology, engineering, arts and mathematics) curricula and drive public policy.

TALK has a mailing list of 3,500 across Greater Louisville who are tech focused. An active member of the Tech



Councils of North America (TECNA), TALK partnered in 2023 with others at the national level, including the Cyber Readiness Institute, TechGirlz, and Code.org. TALK worked with local and state public school leaders to embed Cyber.org’s curricula for cybersecurity in high schools across the state in 2017, touching more than 3,000 students to date.

TALK advocates for legislation, most recently for action on federal data privacy and reinstating the research and development tax credit. At the state level, TALK is advocating more STEM (science, technology, engineering and math) education legislation and funding, including teacher training, alongside Code.org and other tech organizations.

TALK has a diverse list of programming and offers TechGirlz coursework virtually to middle schoolers across the country, skateboard build programs in the region, classes at the downtown magnet J. Graham Brown School, and has tech-ed offerings lined up in West Louisville at the Shawnee Park Community Center.

The TALK Cyber Security Summit for area professionals is in its seventh year. Its fifth Techfest Louisville is scheduled for Aug. 24-25 at the University of Louisville Trager Institute and The Thrive Center, presenting area business and tech professionals the opportunity to understand trends in healthcare IT, cybersecurity, broadband and 5G, emerging tech/artificial intelligence, blockchain and more. Area tech companies sponsor most events at no cost to attendees. ■



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UofL photo

Education is evolving to fulfill students' goals and to prepare them for life and work challenges

BY SHANNON CLINTON

AT all levels, schools in the 15-county Greater Louisville region are working with intention to create ever-evolving and optimal learning environments for students. New programs, facilities, initiatives and goals are setting the pace.

Along with business and government partners, these learning

institutions are working to create an environment where students not only emerge work-ready but prepared to navigate life's challenges.

As the 2022-23 year wrapped up, we asked administrators in some of this region's schools to outline the year's achievements and new developments, and what lies ahead.

University of Louisville

University of Louisville Interim Provost Gerry Bradley said the university continues putting into effect interventions to increase student success and retention, particularly in the wake of COVID-19, which caused some incoming students to be less academically prepared for the rigors of university programming.

Last year was one of the highest years for enrollment at UofL. And first-time application deposits—a key indicator of fall enrollment—are

Colleges and universities across the Louisville area are continually assessing their programs so that they are graduating students who are prepared for jobs in the real world. May 2023 ceremonies at the University of Louisville saw 3,650 degrees and certificates awarded.

promising for 2023-24, with about 196 more students as of mid-May, up 6%.

There's also an emphasis on removing educational barriers for Pell-eligible, first-generation and minoritized students, all of which are enrollment categories experiencing increases, Bradley said.

Meanwhile, academic support and mental health services support are also being developed to help all students thrive.

As a designated R1 research institution, UofL is only one of 146 universities in the nation with that classification. It also holds

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Elizabethtown Community and Technical College offers a wide range of hands-on technology programs that provide students with the skills needed in today's world. ECTC is building a training center in Glendale that will support the skills needed by workers at the new \$5.8 billion BlueOval SK electric-vehicle battery plant. The plant, currently under construction in Glendale, will need 5,000 employees.

the Carnegie Community Engaged designation for its work with community partners, including those in West Louisville. UofL is only one of 79 American institutions to hold both designations, he said.

UofL is also committing millions in matching funds to the Bucks for Brains program matching public funds, with private donations for endowed new faculty positions that can result in new research advances in cybersecurity, energy, health and other areas.

The U.S. Department of Commerce recently awarded UofL \$13 million to launch a new statewide manufacturing resource center called the Kentucky Manufacturing Extension Partnership. Part of the UofL Office of Research and Innovation, the center will provide

research, business development, access to talent and other support that is expected to generate \$150-\$200 million in annual long-term economic growth statewide.

Another way in which the university supports innovation and the development of regional startup companies is through its annual Entrepreneurship Summit. The university is also part of a collaborative with nine other research universities that has received \$15 million from the National Science Foundation to participate in the new NSF Mid-South Innovation Corps Hub. The Innovation Corps Hub will help translate academic research for the marketplace and foster entrepreneurship training for science and engineering researchers.

UofL is leading on the cybersecurity front as well. The university was recently chosen as the only university in the state by the U.S. Department of Defense to help shore up the nation's cyberdefense capabilities with further military research and building talent pipelines.

The university received \$106 in state appropriations for deferred maintenance projects, as well as \$75

million for construction of a new engineering building and \$8 million approved for library expansion. Its medical school will receive \$10 million and another \$8 million was approved to provide a modern vivarium for a variety of research efforts. Another \$2.5 million was earmarked for student housing upgrades.

New programs at UofL this year include a franchise management graduate certificate, a bachelor's program in computer science, a sales undergraduate certificate, a construction operations undergraduate certificate and coming up next year, a business of healthcare graduate certificate. A three-year strategic plan was also approved, centering around student success and retention.

Jefferson County Public Schools

The Jefferson County Public School system has about 96,000 students and more than 17,000 total employees.

Approximately 60% of students are nonwhite and 13,000 are ECE (Exceptional Child Education) students. The fastest-growing segment of the student population is English language learners, with 17,000 students representing more than 130 different languages.

JCPS Communications Manager Mark Hebert said beginning this school year, the funding formula for all JCPS schools will be based on a student "needs index," which considers factors like poverty, the number of students with disabilities and English language learners.

Hebert said a record-high 72% of 2022 graduates were postsecondary ready, meaning they're prepared for careers, college or certificate-bearing technical education.

JCPS's Academies of Louisville program provides high school students an opportunity to graduate with industry credentials, certificates, credit hours or work experience in fields like healthcare, finance, culinary, education, STEM, IT and skilled trades. Last year alone, more than 16,000 students graduated from the Academies, Hebert said.

As for new construction, JCPS opened two new schools in 2022,

with plans to open two more in the coming school year. In fact, there are plans to open a total of 23 new schools in the next 10 years as part of the district's Future State plan.

In summer 2022, more than 10,000 students were enrolled in summer programming and district officials expect about the same number this summer, Hebert said.

The district is also proud of its commitment to technology access for its students.

"We are one of the first large, urban school districts in the country to make devices and internet access available to every student," Hebert said.

Another source of pride is that all the district's high schools have graduation rates above 80%— the first time the school system has achieved that milestone. The overall graduation rate of 85.6% is also an all-time high, he said.

And starting in the 2023-24



academic year, all students will have the opportunity to attend a school close to home for the first time since the 1970s.

Louisville Collegiate School

Founded in 1915, co-ed independent day school LCS is divided into Lower (K-4th), Middle (5-8th) and Upper (9-12th) schools, each with its own administrator and core faculty.

Jefferson County Public Schools have implemented a portfolio of policies to expose students to a wide variety of real-world work skills regularly while they are acquiring academic knowledge.

According to its website, 100% of students who graduate from the private school attend college, and 27% of students identify as a person of color.

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U.S. News & World Report lists LCS enrollment at 568 with a student/teacher ratio of 6:1.

Earlier this year, the Middle School robotics team attended the World Robotics Competition in Houston.

Jefferson Community and Technical College

Jefferson Community and Technical College system has 2,052 students enrolled at campuses in Jefferson, Shelby, Carroll, Bullitt, Gallatin, Henry, Oldham, Owen, Spencer and Trimble counties.

JCTC’s website shows in fall 2022, there were 12,052 students enrolled. Of those, 38% (4,580) are high school dual-credit students, more than 200 are veterans, and 406 are taking an English Language Learner course. In all, there are more than 75 countries and more than 40 languages represented among students.

Thirty-eight percent of the students

are under age 17; 37% are age 18-24; and 25% are over 25.

JCTC offers over 50 programs, ranging from aviation maintenance technology to cosmetology to medical information technology.

A Workforce Solutions Team connects the Greater Louisville community to resources JCTC provides to strengthen skills of the existing workforce and support community development initiatives regarding workforce development.

Archdiocese of Louisville

The Archdiocese of Louisville oversees 48 elementary and high schools across seven counties, with 39 schools in Jefferson County.

Enrollment for the most recent school year was 18,343 for pre-kindergarten through 12th grade, the second consecutive year in which enrollment has increased.

Highlights from this year include receiving awards and accolades

that include a Catholic Education Foundation Innovation Award bestowed on five elementary school teachers for their innovation and creation in learning toward student achievement.

In addition, St. Athanasius School and St. James School in Elizabethtown received the Purple Star Designation, honoring schools showing a major commitment to serving military-connected students and families. Ascension Elementary School received the U.S. Department of Education Green Ribbon Award for its demonstrated commitment to environmental education.

Mary Beth Bowling, the superintendent of schools for the archdiocese, said STEAM (science, technology, engineering, arts and math) and STEM (science, technology, engineering and math) programs are being implemented in many schools. Holy Cross High School recently sought STEM accreditation with



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“Presentation Academy has started a Pathways program to explore career opportunities,” Bowling said. “Many schools are also implementing the ‘Step-by-Step’ stewardship program, which partners elementary grade levels with various community agencies to develop their capacity to understand the need for service at all levels, from K-8 and into high school.”

A new preschool building was in the final phase of construction in mid-May at St. Bernard School, and a playground designed to support disabled students was recently completed at Holy Trinity School. A new Parish Center at John Paul and St. Agnes are complete, and St. James in Louisville underwent a gym renovation.

Presentation Academy photo



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Surgical technology is one of the many programs offered at Sullivan University, helping to meet the ongoing demand for healthcare workers.

In addition to new teachers hired, nine new principals will join the system in the coming academic year.

“As far as next year, we are always about improving the student experience,” Bowling said, adding that a robust professional learning program seeks to support teachers in their work, with several academic, art and athletic camps offered for students.

Bellarmino University

Bellarmino University is an independent, private liberal arts institution with 179 full-time faculty, 88% of whom hold a Ph.D. or the highest degree in their respective fields. The student/faculty ratio is 12:1, with an average class size of 20.

Its roughly 3,100 students hail from 43 states and 26 countries and can pursue undergraduate programs in arts and sciences, business, education, communication, environmental studies, nursing and health sciences. Earlier this year, Bellarmino announced that its new Doctor of Nursing Practice – Nurse Anesthesia program has been fully accredited and is now accepting applicants.

With diplomas in hand, 98% of Bellarmino graduates either accept a job or continue their education within six months, with 74% opting to stay in Louisville and 95% working in their chosen fields of interest.

A new strategic initiative unveiled this spring, Bellarmino Forward, focuses on fostering career-ready graduates who are prepared for life; community engagement; a commitment to be equitable and inclusive; and offering the best return on investment regionally through small class sizes, student-support offerings and other means of learning and engaging.

Bellarmino Forward is also strengthening academic programs



Sullivan University photo

in high-demand career fields and expanding workforce development and community engagement partnerships, including those with Norton Healthcare, Jefferson County Public Schools and Louisville Catholic Schools.

Elizabethtown Community and Technical College

With about 6,500 in-person and online students as of fall 2022, Elizabethtown Community and Technical College is just one component of the Lincoln Trail region working to foster great partnerships and great people working toward a great future, says ECTC President/CEO Juston Pate.

Graduation percentages, retention and success rates are climbing, as the college has awarded more credits in

the past two years than ever before, he said, with about half transferring and the remainder entering technical programs channeling directly into the workforce.

Following the announcement that BlueOval SK would locate its \$5.8 billion battery manufacturing facilities for Ford Motor Co. in nearby Glendale, a groundbreaking was held in April for the ECTC BlueOval SK Training Center in Glendale. The training center will support battery knowledge, roles and skills, training employees in SK On’s proprietary technical, quality and manufacturing processes in virtual-reality labs, an industrial maintenance lab, work-simulation lab and ergonomics techniques classrooms.

BlueOval SK Battery Park will employ 5,000 workers, who will need this vital training.

“To me, it’s the ultimate example of what happens when industry, education and government work together to solve an issue,” Pate said. “We have such a tremendous opportunity with the investment provided through the BlueOval SK Battery Park that we wanted to make sure all the pieces were in place to support the community and the partners in fully maximizing this potential. ECTC BlueOval SK Training Center is that kind of project.”

In other developments at ECTC:

- Last year, grant-funded projects developed in support of workforce development included Gearing Up for Manufacturing, which focuses on the shortage of qualified job seekers in the region’s growing advanced manufacturing sector.

- In 2022, \$16.5 million was included in the state budget for the initial renovation phase of the Occupational Technical Building at ECTC, which was

built in 1965. Another \$9 million was allocated for new technical programs at the ECTC Leitchfield campus.

- A growing partnership called Family Scholar House works to remove barriers to postsecondary education for students via technology assistance, emergency financial assistance, food assistance and more. An on-campus Elizabethtown office at the Student Services Hub offers tutoring, a multicultural center and clothing closet.

- The University Center is expected to open later this year, offering in-person classes in high-demand bachelor’s and master’s degree programs from four-year universities on ECTC’s campus. The programs complement ECTC’s degree options, enabling students to complete an associate degree through ECTC and transfer to a University Center partner institution to complete their bachelor’s degree.

Sullivan University

With locations in Louisville, Lexington, Fort Knox and Louisa in addition to online offerings, Louisville-based Sullivan University has colleges of study that include allied health, business and technology, hospitality studies, legal studies, nursing, pharmacy and health sciences.

A host of certificates and diplomas are offered, from cybersecurity and software developer certificates to pharmacy technician and business administration diplomas.

Within Sullivan’s College of Business and Technology, a Cannabusiness Studies Certificate enables students to gain insights on the legal cannabis industry, including retailing, manufacturing, sales, supervision and supply chain management, as well as social, legal, psychological and economics issues surrounding the industry. ■



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Transforming the Healthcare Landscape

Louisville health systems are expanding to offer high-quality healthcare close to home

BY KEVIN GIBSON

MORE than \$2 billion in hospital and medical complex construction is currently underway or in active planning in the Greater Louisville area. The projects include the first new hospital in underserved West Louisville since the U.S.

Marine Hospital opened in 1845 in Portland, which was then bustling with riverboat freight and passenger portage around the Falls of the Ohio River.

Norton Healthcare and Goodwill Kentucky's joint venture in building Norton West Louisville Hospital and the Goodwill Opportunity Campus in an area of the city starved for

top-notch facilities may make it the most notable of recent healthcare projects undertaken or commenced in Louisville. However, many major and forward-thinking healthcare investments have opened their doors recently in Greater Louisville or are now under construction.

A long-awaited Veterans Administration Hospital is being built with an expected completion date of 2026. The UofL Health—Medical Center South is being transformed into a full-service inpatient hospital in Bullitt County, among other ambitious projects by the university's healthcare system, including a \$144 million expansion and upgrade to UofL Hospital downtown. Meanwhile, Baptist Health Systems has embarked on a \$1 billion strategic plan to expand services around Greater Louisville.

Creating an "oasis of good"

Norton's West Louisville facility will be more than just a hospital. Referred to as an "oasis of good" by DeVone Holt, chief external affairs officer for Goodwill Industries of Kentucky, when the project was announced, it will be part hospital and part community outreach. The \$100 million-plus facility is set to include



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both a full-service hospital with a 24-hour emergency department, 20 inpatient beds and a 124,000-s.f., one-stop “lifestyle enrichment facility.”

The hospital will feature adult and pediatric primary care physician offices, outpatient and diagnostic services, a retail pharmacy, and specialty services such as women’s health, diabetic care, cardiology, neurology and endocrinology. There also will be a space reserved for community gatherings and special programming at the facility such as health and lifestyle education.

Corenza Townsend, chief administrative officer for Norton West Louisville, said the facility is being designed with community feedback in mind to help make it a welcoming part of West Louisville. The hospital will feature natural lighting, centralized check-in, green space indoors and out, local artwork and a food pantry that will offer not just canned goods, but fresh food as well—along with diet education.

“We want to have a holistic approach,” Townsend said. “You want to make sure you connect people with the resources beyond that pantry. Just a holistic approach, which is kind of the focus of this campus anyway. We want to meet people where they are. We want to make those connections

and catch them before they need a trip to the emergency room.”

Meanwhile, the Goodwill center will offer a wide array of community social services, such as financial literacy, job placement, legal aid and youth mentoring, not to mention day-to-day services like free drop-in child care and even free haircuts.

Steel beams have been put in place for the Goodwill center and concrete has been poured for the hospital; the facility is on track to open sometime in the third quarter of next year at the corner of 28th Street and West Broadway.

Townsend said the approximately 150 jobs to be filled to open the facility will come not just from in-house transfers but new hires, and those in the surrounding neighborhoods are encouraged to apply if they believe they are qualified.

“We want to make sure the staff at the hospital look like the people they serve,” she said. “Mostly, we want people who are going to live the mission and values of the hospital. That comes first for me.”

Localized care can save lives

Meanwhile, the UofL Health South expansion in Bullitt County aims to help people in that community in a similar way: Much like West



Katie Newton/Veterans Affairs photo

Louisville, there isn’t a dedicated, full-service hospital/healthcare campus in Bullitt County. As a result, when people there need care, they often must travel a fair distance. For many, it’s simply an inconvenience, but sometimes it can even be dangerous, such as in case of a heart attack.

“When you’re having a heart attack, time is heart muscle,” South Hospital CEO Dorie Shelburne said.

Shelburne points out that a patient having a heart attack at home in Bullitt County today would have to be driven to Louisville for treatment. But with one of the new heart-stemming services planned as part of an estimated \$60 million expansion, a heart monitor could detect a stemming heart attack that physicians at the facility could read remotely. In such a case, the patient

Corenza Townsend, director of provider operations for Norton Healthcare, with an image of the Norton West Louisville Hospital under construction. It will be part of the Norton Healthcare Goodwill Opportunity Campus being built at 28th Street and Broadway and will be the first new hospital in West Louisville in nearly 180 years.





not only would be closer to help but could even avoid going through the emergency room altogether.

The 100,000-s.f. expansion to the existing medical facility will add 40 inpatient rooms, offices for healthcare providers of all types, enhanced emergency care, a cardiac/vascular lab, an intensive care unit with 10 beds, and additional surgical and outpatient services. The expansion will create roughly 100 new jobs.

“We’re truly going to be able to care for those patients right where they are, in their county,” Shelburne said. “We’re going to be able to care for the majority of everything we would need to, right there in Bullitt County.”

The University of Louisville Hospital system is also in the midst of a \$144 million expansion and upgrade to its downtown medical centers, including a new medical tower that will increase the hospital’s capacity to more than 360 beds—each one private—as well as adding 20 operating rooms, plus a new 24-bed observation unit. The facility will also include an enhanced visitor experience with a new lobby and waiting area, among other updates. An additional 325 jobs also are expected.

Meanwhile, a new Veterans Administration Hospital has been in talks and in the works for several years. Construction on a new \$900 million, state-of-the-art VA hospital began on Veterans Day last year and the project is on track to open in early 2026. The old VA Medical Center has been in use since 1952.

The U.S. Army Corps of Engineers is working with designers URS-SmithGroup and construction company Walsh-Turner Joint Venture II on the project, along with the VA.

The new Louisville VA Medical Center will include a 910,115-s.f. medical center, parking for 2,600 vehicles, a 42,205-s.f. utility plant and other site improvements on what previously was an empty grass field adjacent to Interstate 264 on Brownsboro Road.

Baptist Health Systems’ strategic plan, meanwhile, is well under way. Included in the plan for the Greater Louisville area is a now-open Baptist Health Floyd full-service emergency and urgent care center in Jeffersonville, a \$10.7 million joint venture with Intuitive Health. Additionally, a new healthplex with an ambulatory surgery center, urgent care, occupational

A rendering of the \$900 million Louisville VA Hospital now under construction in downtown Louisville.

therapy and more is set to open on Breckenridge Lane this year; a 40-bed freestanding hospital is planned for Jeffersontown by 2024; and expanded surgical and cardiac care and more in a \$100 million joint venture with Encompass is planned.

Another notable Baptist Health Systems project is a new full-service inpatient hospital and outpatient facility in Crestwood, near Interstate 71 and KY 329. The project is still in the planning stages, but construction is expected to begin within two years, pending approvals. Meanwhile, construction has begun on a \$39 million central pharmacy in LaGrange that is expected to open in the second quarter of 2024.

The new \$80 million healthplex on Breckenridge essentially moves many services formerly offered at Baptist Health Louisville to a new location, a move designed to help make patient experiences better since the existing hospital couldn’t reasonably be expanded.

University of Louisville Health will be one of four anchors of the 22-block LOUMED complex in downtown Louisville. The district will include new streetscapes to provide easier access to healthcare and education facilities.

Dr. Jody Prather, chief strategy and marketing officer for Baptist Health, said the new facility will include physician office space, behavioral health services, women's health services, a pharmacy, urgent care, diagnostics, an ambulatory surgery center and more. It is expected to open this summer.

Prather said the new hospital facility in Jeffersontown will be the first Baptist freestanding hospital built since the 1970s. It will have 40 beds and will employ 80 to 100 people. It will also offer rehab services and outpatient services for people who require home care, such as those recovering from strokes or who have long-term neurological care.

UofL Health



“We’re seeing more and more of those,” Prather said. “There are more treatments for them to achieve full recovery than before. Even 10 or 20 years ago, they wouldn’t have gotten back to full capacity.”

Look for more such projects from Baptist Health Services, according to

Prather, as the strategic plan is to get more patient-friendly throughout its healthcare services and facilities.

“We’re really looking at ways to deliver the right level of care that patients need and get away from a one-size-fits-all model,” he said.

Meeting the need for more healthcare workers

With these projects and more on the horizon, the Healthcare Workforce Innovation Coalition has been formed with \$40 million in American Rescue Plan Act funding to help the community meet the predicted need for 8,500 more healthcare workers by 2029. One part of the strategy is to develop a state-of-the-art tech and learning center in Russell Station to help train potential healthcare workers.

“This is not only a signature industry in Louisville, but it is also critical to improving the overall health of our community,” Metro Louisville Councilmember Anthony Piagentini said in a city statement about the plan. “This recommended program involves multiple organizations in our city and will be transformational in creating the healthcare jobs of the future.” ■



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Manufacturing Momentum

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The Greater Louisville area is home to 2,400 manufacturing companies that employ more than 82,500 people in the areas of automotive, food and beverages, plastics, appliances, and electrical components, to name but a few.

Kentucky's largest economic development project in history—the \$5.8 billion BlueOval SK Innovation electric-vehicle battery plant in Glendale—is currently under construction. The project is on schedule to open in 2025 and will create 5,000 jobs.

Below are just some of the products made in the Greater Louisville region:



Speyside Cooperage
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Bourbon barrels



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Cheesecakes, Kentucky Woods
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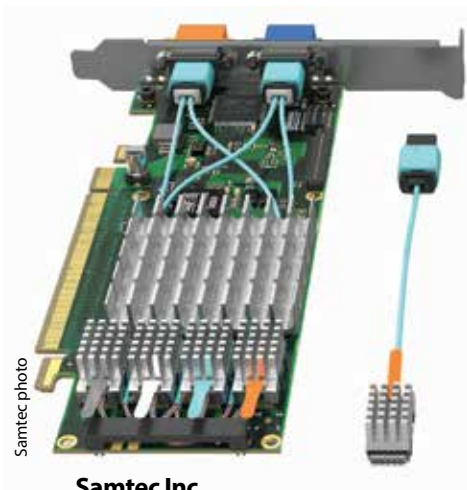
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Louisville
School graduation
products



Samtec photo

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Cables, connectors
and electronic parts



Flavorman
Louisville
Beverage flavors

Bowles Mattress Co. photo



Bowles Mattress Co.
Jeffersonville, Indiana
Mattress products



Cuddle Clones
Louisville
Plush pet replicas



Algood
Louisville
Peanut butter,
preserves and jellies



Hillerich & Bradsby Co.
Louisville
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Stanley Black & Decker
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 Professional power tools



Louisville Tourism photo

Above: Looking for an authentic handcrafted Kentucky experience? It doesn't get more Americana than watching a skilled lathesman at Louisville Slugger Museum and Factory turn an ash wood blank into a custom baseball bat.

Below: Ride the "most widely traveled river steamboat in American history." The Belle of Louisville steamboat is owned and operated by Louisville Metro and moors at its downtown wharf next to the Riverfront Plaza/Belvedere during its annual operational period.

How Cool Is That?

Louisville is known worldwide for The Kentucky Derby, but the Greater Louisville area is also home to a wide range of unique places to discover and explore



Louisville Tourism photo



Louisville Tourism photo

Above: The view eastward on West Main Street in downtown Louisville, which has undergone great revitalization in the past decade.



Louisville Tourism photo

Right: There are few places on earth better to glam it up and have fun than Churchill Downs on Kentucky Derby Day the first Saturday in May.

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UNIQUELY LOUISVILLE

Stephen Foster Story photo



Above: Realize why he became America's first great songwriter at summer performances of "The Stephen Foster Story" at My Old Kentucky Home State Park in Bardstown. The professional Broadway-style musical's dozens of songs bring 19th-century America to life with drama, dancing, music and beautiful costumes.



Louisville Tourism photo

Above: Can you figure out where all the bourbon is coming from at the Evan Williams Bourbon Experience? Find out during its hour-long historical tour, viewing of the artisanal still and guided tasting on West Main Street in downtown Louisville.



Louisville City Football Club photo

Left: Feel the excitement of professional soccer when Louisville City FB takes the field at contemporary Lynn Family Stadium downtown. The club owns two USL Championships.

Below: Understand true equine charisma at historic Hermitage Farm in Oldham County. Families are welcome to explore its Thoroughbred nursery, farm-to-table restaurant, tours of the garden, arts and 19th-century-style carriage racing.



Sure, Louisville Zoo has fauna from Africa, the Americas, Australia, a Herpaquarium and more. But its popular Wild Lights lantern festival featuring 50,000 LED lights in silk lanterns lets you stroll on a magical journey encompassing the famous landmarks, flora and fauna of six continents.

Louisville Tourism photo



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UNIQUELY LOUISVILLE

Left: Downtown LaGrange is filled with quaint shops and restaurants and railroad enthusiasts will be delighted by the regular rumble of a train that slowly rolls right through the middle of town.

Below: The Roots 101 African American Museum in downtown Louisville celebrates the achievements, contributions and experiences of African Americans.



Tour Oldham photo

Crystal Ludwick/Louisville Tourism photo



LDP photo

Above: The KFC Yum! Center hosts top-name concerts each year in addition to serving as the home court for the University of Louisville basketball program.

Left: In addition to its stunning display gardens, Yew Dell Botanical Gardens in Crestwood also offers educational programs and community events, garden plant research, hiking trails and event rentals.



YewDell/Paul Cappiello photo

Louisville Tourism photo



Bernheim photo



Above: The Bernheim Arboretum and Research Forest in Clermont is home to three “forest giants,” massive structures made from recycled wood by Danish artist Thomas Dambo.

Left: The Hurricane Bay water park at Kentucky Kingdom in Louisville is a popular summertime activity.

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Beam Sundry photo

Above: The James B. Beam Distillery in Clermont—like many other distilleries in the area—offers tours and tastings, a restaurant and special events held throughout the year.



Louisville Tourism photo



Above: Louisville's Waterfront Park hosts dozens of events all throughout the year.

Louisville Tourism photo



Left: Whiskey Row is a block-long entertainment district on West Main Street in Louisville that features restaurants, bars, an urban distillery and shops. The historic buildings, many with cast-iron storefronts, were built between 1852 and 1905.



Louisville Tourism photo

Above: The Kentucky Center for the Performing Arts serves as the primary performing space for the Louisville Ballet and the Louisville Symphony Orchestra in addition to hosting Broadway productions and presentations by local community theaters.

Left: The Kentucky Highland Renaissance Fair takes place every summer in Eminence. A fictional 14th-century Scottish village has been created as a backdrop for costumed entertainers and guests alike and features Renaissance-themed children's rides, ancient craft demonstrations and other activities.

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