



The **Louisville** Downtown Development Corporation drives economic growth Downtown for the benefit of the entire region, because the economic engine of any great city starts with Downtown.

Something different every day. *Downtown!*  
Louisville



# ABOUT THE LOUISVILLE DOWNTOWN DEVELOPMENT CORPORATION

For the past 22 years the Louisville Downtown Development Corporation has played an integral role in the formation of strong public/private partnerships that benefit Downtown Louisville's redevelopment and revitalization efforts. With a mission dedicated to the long-term economic health of Downtown Louisville, the LDDC focuses its efforts on three main objectives: economic development, strategic planning, and project management.

## ECONOMIC DEVELOPMENT

The Louisville Downtown Development Corporation assists businesses and developers with real estate, financial, and regulatory issues to make conducting business Downtown as seamless as possible. As a result of its strong relationship with Louisville Metro Government, LDDC is able to leverage its knowledge of regulatory processes to benefit entities in the private sector. Additionally, the unique blend of public and private sector leaders who make up LDDC's Board of Directors provide our staff with invaluable insight and resources to help private sector businesses achieve their development goals.



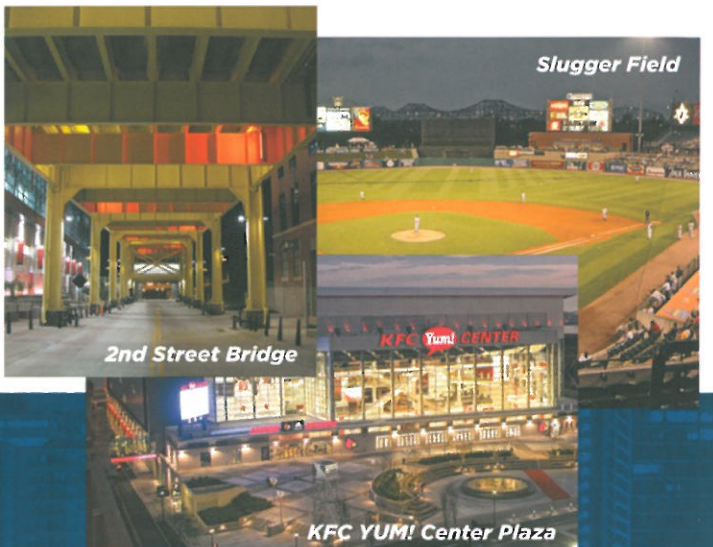
## STRATEGIC PLANNING

The Louisville Downtown Development Corporation is responsible for the creation and implementation of the Downtown Development Plan. This plan serves as the basis for all Downtown development through the establishment of nine guiding principles and a unified urban vision. As a supplement to the Downtown Development Plan, LDDC also frequently undertakes short-term efforts to help advance specific developmental goals. Examples of these efforts include the creation of the Downtown Housing Fund, the expansion of the convention center, the West Main Street land banking effort, the execution of the Fourth Street Live!, Spaghetti Junction redesign feasibility studies, and the implementation of the Arena Urban Design program.



## PROJECT MANAGEMENT

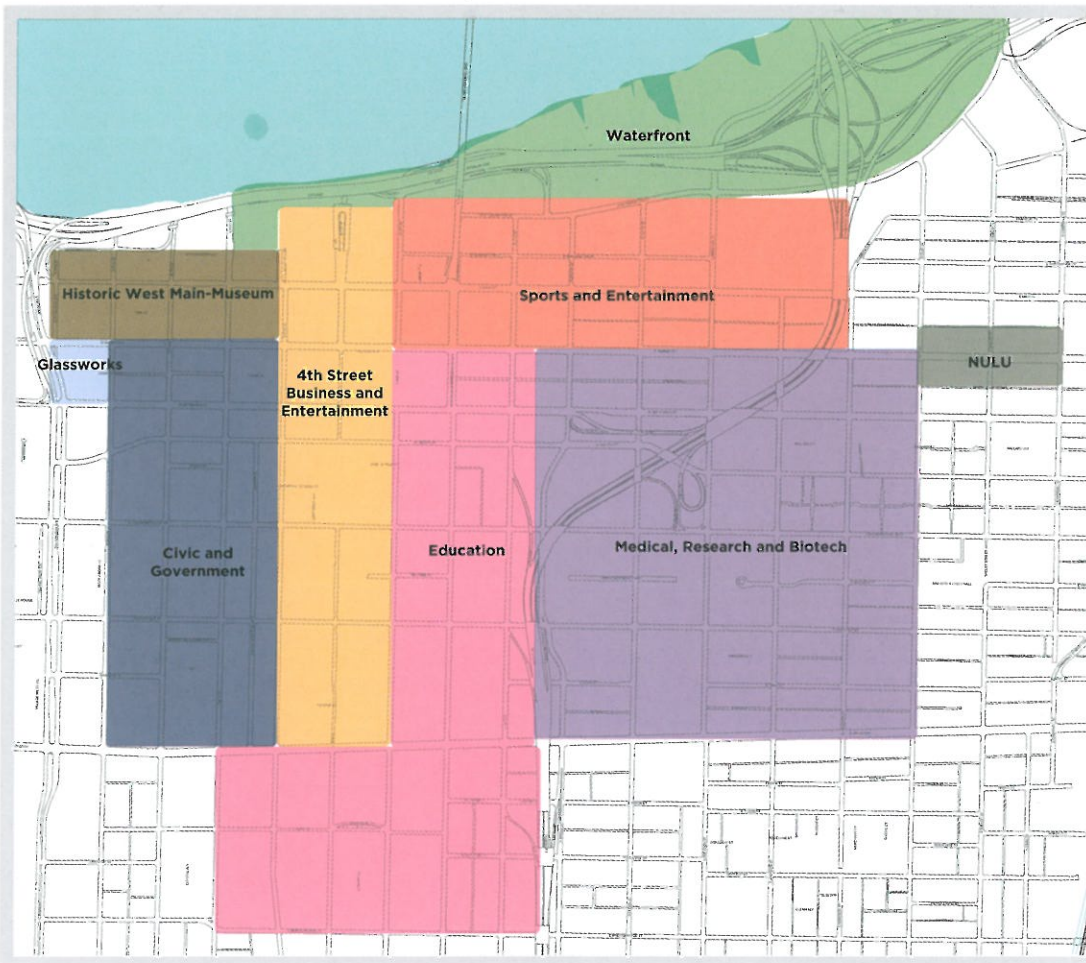
LDDC works with Louisville Metro Government to plan and direct the project management of infrastructure improvements Downtown. Dealing with both of these aspects ensures design and work quality standards are commensurate with the high profile nature of Downtown. These improvements primarily consist of upgrading streetscapes and improving public infrastructure in the Central Business District that include: lighting improvements, wayfinding signage, utility upgrades, sidewalk and curb replacement, streetscape design, and transportation improvements. Downtown's public realm must function well for those who reside, visit, work and own property in the area. LDDC has developed a series of streetscape and public space standards that it strives to implement throughout Downtown. Well planned, constructed, and managed streetscapes are not only aesthetically pleasing and benefit the quality of life, but also help drive economic development Downtown.



*"The LDDC is an example of how an economic development organization can bring private and public sector interests together, make them stronger, and the result is a better Downtown, a better economy, and a greater Louisville."*

**Greg Fischer - Mayor** Louisville Metro

# DOWNTOWN DISTRICTS



## MAJOR DOWNTOWN BUSINESS CLUSTERS

- Accommodation/Food Service**  
- 150 businesses
- Construction/Real Estate**  
- 89 businesses
- Finance/Insurance**  
- 153 businesses
- Health Care/Medical**  
- 189 businesses
- Legal**  
- 332 businesses
- Media/PR/Marketing**  
- 71 businesses
- Non-Profit/Social Services**  
- 94 businesses
- Professional Services**  
- 91 businesses
- Public Administration**  
- 60 businesses
- Retail**  
- 300 businesses
- General Services**  
- 93 businesses
- Sports/Cultural/Entertainment**  
- 44 businesses

### FOURTH STREET BUSINESS AND ENTERTAINMENT DISTRICT

- Actors Theatre of Louisville
- Brown Hotel
- Brown Theatre
- Business Corridor
- Fourth Street Live!
- Galt House
- Kentucky International Convention Center
- Louisville Palace
- Seelbach Hotel

### WATERFRONT DISTRICT

- The Belle of Louisville
- Big Four - Pedestrian Bridge
- Lincoln Memorial
- Waterfront Park

### GLASSWORKS DISTRICT

- Glassworks Hotshop
- Glassworks mixed-use building
- ZirMed Office Tower & Garage

### HISTORIC WEST MAIN DISTRICT - MUSEUM ROW

- 21C Museum
- Frazier International History Museum
- Kentucky Center for the Performing Arts
- Kentucky Museum of Art and Craft
- Louisville Slugger Museum and Factory
- Louisville Science Center
- Muhammad Ali Center

### SPORTS AND ENTERTAINMENT DISTRICT

- KFC Yum! Center (22,000 Seat Arena)
- Louisville Ballet
- Louisville Slugger Field
- U of L's Cressman Center Gallery
- Whiskey Row

### MEDICAL RESEARCH DISTRICT

- Frazier Rehabilitation Center
- Kosair Children's Hospital
- James Graham Brown Cancer Center
- Jewish Hospital
- Metacyte Business Labs
- Norton Hospital
- Norton Medical Pavilion
- Nucleus
- University of Louisville Dental School
- University of Louisville Hospital
- University of Louisville Medical School
- Rudd Heart and Lung Center

### NULU

- Green Building
- Arts & Gallery District
- Local Shops
- Restaurant Row

### EDUCATION DISTRICT

- Jefferson Community and Technical College
- Louisville Free Public Library
- Presentation Academy
- Spalding University
- St. Francis School
- The Brown School

### CIVIC AND GOVERNMENT DISTRICT

- City Hall
- Fiscal Court Building
- Hall of Justice
- Metro Development Center
- Metro Hall
- Metro Police HQ
- Mazzoli Federal Building
- Metrosafe
- Old City Hall
- State Office Building
- US Courthouse

- Almost 70,000 employees work Downtown
- Downtown Louisville attracts 13 million visitors a year
- Market Rate housing is growing

# WHAT THEY ARE SAYING

*"The Louisville Downtown Development Corporation plays a vital role in the success of Downtown projects. LDDC has the ability to facilitate between all potential partners—public and private — and was vital to helping the Arena project happen. The ultimate outcome is a result that is better for Downtown, and thus for Louisville and all of Kentucky."*

**Jim Host - Chairman**  
Louisville Arena Authority

*"LDDC's role as an independent economic and planning organization has allowed it to develop a body of knowledge on how to assemble the right partners, the right opportunity and the right environment to allow projects to develop and thrive."*

**Paul C. Varga - Chairman & CEO**  
Brown-Forman Corporation

*"I've always been appreciative of things that are both authentic and distinctive. LDDC's vision and strength of execution have resulted in a Downtown that has both those traits, along with energy and momentum."*

**Bill Samuels - Chairman Emeritus**  
Maker's Mark Distillery Inc.

*"In our pursuit to transform our community and enhance innovation and entrepreneurship, we highly value our partnership with LDDC. LDDC is an effective partner in economic development. And our Downtown, a vibrant urban center, is a critical asset to Louisville being the idea capital of the world, where imaginations and individuals thrive."*

**Joe Reagan - President & CEO**  
Greater Louisville, Inc.

## WHY LOCATE YOUR BUSINESS DOWNTOWN

- 1 Downtown is the central location to Indiana and Louisville workforces.
- 2 We are the State's largest office park. Almost 70,000 creative employees currently work Downtown.
- 3 There are approximately 4,000 hotel rooms located Downtown.
- 4 Fourth Street Live!, Louisville's premier entertainment district, draws 4.5 million people a year.
- 5 The KFC Yum! Center seats 22,000 people for shows and basketball games, and Louisville Slugger Field is right down the street.
- 6 Culture is widespread with Museums, Theaters, Galleries, and Cultural Centers.
- 7 Safety, cleanliness, and beautification are first rate in Downtown.
- 8 Waterfront Park is a 85-acre scenic park located on the Ohio River.
- 9 Technology infrastructure in Downtown brings the highest quality data redundancy to the business community.
- 10 The Medical Center is located Downtown providing access to world class health care and research.
- 11 There is no greater creative mix of companies in Kentucky than in Downtown Louisville. There is a private sector payroll of \$2.5 billion in Downtown.
- 12 The Louisville Downtown Development Corporation will be your partner in getting you settled and engaged in the future of the Louisville community.
- 13 Downtown has easy access to banking, legal services, restaurants, and health-care, shortening out-of-office travel time.
- 14 Downtown is where business networking occurs.
- 15 \$1 billion in recent investments Downtown

## RESOURCE GUIDE

**Louisville Metro Incentives**  
[www.louisvilleky.gov](http://www.louisvilleky.gov)

**State of Kentucky Incentives**  
[www.thinkkentucky.com/kyedc/kybizince.aspx](http://www.thinkkentucky.com/kyedc/kybizince.aspx)

**New Market Tax Credits**  
[www.cdfifund.gov](http://www.cdfifund.gov)

**Historic Rehab Tax Credits**  
[www.heritage.ky.gov/incentives](http://www.heritage.ky.gov/incentives)

**SBA Small Business Loan Program**  
[www.sba.gov](http://www.sba.gov)

**Small Business Investment Tax Credit**  
[www.thinkkentucky.com/ksbic](http://www.thinkkentucky.com/ksbic)

**How to Open a Business Downtown**  
[www.louisvilleky.gov/Business](http://www.louisvilleky.gov/Business)

**Downtown Housing Loan Fund**  
[www.downtowndev.org](http://www.downtowndev.org)

**Downtown Master Plan**  
[www.downtowndev.org](http://www.downtowndev.org)

**Downtown Planning and Zoning**  
[www.louisvilleky.gov/planningdesign/lcdc](http://www.louisvilleky.gov/planningdesign/lcdc)

**Downtown Overlay District**  
[www.louisvilleky.gov/planningdesign/downtown+development+review+overlay.htm](http://www.louisvilleky.gov/planningdesign/downtown+development+review+overlay.htm)

**Waterfront Overlay District**  
[www.louisvillewaterfront.com/aboutUs/wroGuide/](http://www.louisvillewaterfront.com/aboutUs/wroGuide/)

**Historic Landmarks & Districts**  
[www.louisvilleky.gov/PlanningDesign/Historic+Landmarks+and+Preservation+Districts+Commission.htm](http://www.louisvilleky.gov/PlanningDesign/Historic+Landmarks+and+Preservation+Districts+Commission.htm)



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