



ANNUAL REPORT

2020

FROM THE DESK OF THE CEO



Despite obstacles that were presented in a most unprecedented year, in 2020 GLI was able to adapt to the changing needs of the greater Louisville business community and continue to move our economy toward long-term success in the future.

Here is a recap of our most notable successes:

SUPPORTING BUSINESSES IN CRISIS

GLI, in partnership with Hatfield Media, the Louisville Independent Business Alliance (LIBA), Louisville Forward, and the University of Louisville College of Business, developed the Crisis Support Hub, a one-stop-shop website with resources to help businesses follow public health guidance, secure PPE, obtain government loan assistance, and ask questions related to legal, HR, and unemployment insurance needs.

ASSISTING DISPLACED WORKERS & CONNECTING JOB SEEKERS

In partnership with KentuckianaWorks GLI launched the Displaced Workers Initiative aimed at connecting employees laid off due to the pandemic with employers hiring for immediate openings. This program resulted in the connection of 53 separate companies with potential candidates.

LAUNCHING A FORWARD-SEEKING PLAN

2020 also brought the development of NOW Louisville, a five-year strategic plan highlighting GLI's commitment to creating a forward-thinking, inclusive, and innovative regional economy. The plan is focused on six pillars: innovation, startups, clusters, talent, inclusion, and connectivity and mobility.

ENGAGING THE BUSINESS COMMUNITY TO ELIMINATE SYSTEMIC RACISM

Following the tragic death of Breonna Taylor and demands for racial justice throughout the country, GLI took quick action to activate the business community in pursuit of eradicating system racism in our community. The Business Council to End Racism continues to bring together business leaders to discuss barriers and inequities that people in Louisville face and create realistic and actionable steps towards creating a more equitable region.

CREATING EQUITABLE OPPORTUNITIES FOR CAREER GROWTH

Workforce development remained a key priority for GLI in 2020 with a focus on the development of a new pilot program called the Career Acceleration Network. This network brings together higher education, training providers, and employers from different industries to create employee pathways from low-skilled, low wage jobs to higher skilled jobs with family-supporting wages.

HELPING DOWNTOWN BUSINESSES REBUILD

GLI launched a digital campaign aimed at helping investors encourage local support of downtown businesses. By working directly with our investors to highlight their companies on GLI's social media and digital platforms, we were able to help several local companies with no-cost promotion. GLI continues to work in partnership with Louisville Forward, Louisville Tourism, and the Louisville Downtown Partnership to expand this campaign to encourage residents to come downtown and support our local businesses.

TAKING THE LEAD TO TAKE THE BOARDS DOWN

In a letter to investors and later in an opinion-editorial in October, I called on businesses to take down the boards that were initially put in place during protests this summer. These boards that were once a symbol of divisiveness were then repurposed as a community project with over 20 artists commissioned to create unique artwork.

CONTINUING TO ATTRACT TOP TALENT

Talent attraction in a pandemic is certainly a challenge. Live in Lou, GLI's talent attraction, retention, and development initiative, took this time to rebuild and retool our website, LiveinLou.com. Employers can now post open jobs for free and utilize an employer toolkit. Residents or potential residents can connect with City Champs, who are volunteer ambassadors to get connected to the greater Louisville community.

ADVOCATING FOR BUSINESS PROTECTION & AID

This year our advocacy team set out with a number of forward-thinking priorities top-of-mind at the federal, state, and local levels of government. While important strides were made, attention quickly turned to protecting businesses and employees from the economic fallout of the pandemic. Over the last nine months, GLI has continued to call on Congress, Kentucky and Indiana state governments, and local elected officials to take proactive measures to support businesses through this pandemic. Whether through supporting federal relief or state legal liability protection, our policy team reiterates the importance of protecting businesses that have sacrificed their livelihoods to protect the health of the community.

WORKING WITH LOCAL GOVERNMENTS DURING TIMES OF CHANGE

During an extraordinarily hard year, GLI excelled in our role as a convener by utilizing our network to connect business leaders with decision-makers and elected officials. Whether it was sharing concerns over economic restrictions, seeking guidance on public health recommendations, or offering solutions for rebuilding downtown, we worked diligently to be the voice of the business community to local leaders.

ECONOMIC DEVELOPMENT

2020 OUTCOMES

810 new jobs located

PPE Coordination for Critical Community Operations

Produced & Submitted Bi-State Healthy at Work Recommendations

204 Lead Generator Meetings Hosted

Established Displaced Worker Initiative & Job Seeker Connection Programs

Co-Hosted Virtual Site Consultant Event with 20 Site Consultants

171 new jobs created

Accepted Mac Conway Award for Top U.S. Economic Development Group on Behalf of the Region for 4th Consecutive Year

49 Projects in pipeline with 3,932 potential jobs

Conducted 3 Industry Network Alignment Assessments

INNOVATION

2020 OUTCOMES

Assessment & partnerships established with higher education institutions and community partners

CLUSTER 2020 OUTCOMES



Launched TechFirst to bring together leaders in the tech community to solve issues relating to economic development, tech density, talent and education, and culture.

Developed visioning document and guiding principles for network.



Developed a strategic plan focused on four pillars that guided the Health Enterprises Network's activities through the pandemic and beyond.

Graduated 15 health professionals from the Healthcare Fellows program and successfully launched three projects to support the growth and development of Louisville-based organizations.



Developed an updated strategic plan to guide AML efforts through 2025.

STARTUPS

2020 OUTCOMES

47 introductions facilitated between startups/scaling companies and GLI investors

TALENT & WORKFORCE

2020 OUTCOMES

156 outreach meetings executed

1 COVID-19 marketing campaign executed to attract and retain talent

41 meetings hosted to promote work-based learning opportunities

50 employers logged as taking secondary steps in talent and workforce initiatives

Career Acceleration Network launched

5 employer internship coaching meetings hosted

\$48,970 generated in revenue

38 companies reached through Employer Resource Summit

15 connections made for work/learning opportunities for disconnected youth

Drove 9,100 pageviews to Livein-Lou.com/jobs

175 companies reached through workforce events

20 new City Champs trained and certified

3 Let's Talk Talent events hosted
89 workforce stakeholder meetings attended



INCLUSION

2020 OUTCOMES

Convened the Business Council to End Racism for discussion, trust-building, education & action

58 introductions facilitated between MBEs & businesses to increase contracting opportunities

3 DE&I events hosted to deepen awareness around the impact of inclusion in the region

CONNECTIVITY & MOBILITY

2020 OUTCOMES

6 informational reports to produced for the Regional Economic Development Partnership County Partners

Engaged, Supported & Advocated for additional transportation funding

1 Greater Louisville Day hosted in Frankfort, KY



ADVOCACY 2020 OUTCOMES

COVID Relief for Businesses

- The CARES Act, which established the Paycheck Protection Program
- The Paycheck Protection Program Flexibility Act
- Expansion and extension of the Paycheck Protection Program, tax extenders, and critical federal funding for Greater Louisville
- Kentucky Senate Bill 150, which relaxed administrative regulations, fees, and other restrictions on businesses, delayed the state tax filing deadline, and created more flexibility for the Governor to respond to the crisis
- Local grant funding programs for businesses and impacted individuals

Support for recovery and successful re-entry

- House Bill 32, which will help support successful re-entry and remove a major barrier to work by making the expungement of acquitted and dismissed criminal charges automatic instead of requiring individuals to petition.
- House Bill 284, which will incentivize more workforce participation and preparation in Kentucky by creating a credit program for the Commonwealth's probation system.
- Senate Bill 191, which creates a legal and regulatory framework that employers may use as a guide to get employees dealing with addiction into treatment and keep them as part of their staff.

A Healthier Regional Workforce

- Senate Bill 56 in Kentucky and Senate Bill 1 in Indiana, which improve the health of our regional workforce by aligning state law with new federal law raising the minimum purchase age for tobacco and other nicotine products to 21.

Protecting Jobs and our Healthcare Sector

- House Bill 99, which protects jobs, ensures access to quality health care at a critical time, and supports the University of Louisville by outlining the terms of a state loan to facilitate the University's purchase of Jewish Hospital and other assets.

Workforce Mobility

- House Bill 352 (the budget bill), which provides TARC with state support to match a major federal grant totaling \$21 million.

Small Business Support

- House Bill 352 (the budget bill), which ensures full funding for Kentucky's Small Business Development Centers

Blocking bills harmful to our region

- Legislation on issues such as transgender athletes, access to bathrooms, and medical conscience decisions, all of which could harm talent attraction, business attraction, and tourism in our region



INVESTMENT OUTCOMES

1,663
total investors

222
new investors added in 2020

374
companies using GLI
Health Solutions

1,332
connections facilitated
between investors

EVENT OUTCOMES

65 events held

5,590 event attendees



STORYTELLING OUTCOMES

1,304
media mentions

9,892
LinkedIn followers (+22%)

9,168
Facebook followers (+2.4%)

13,708
Twitter followers (+2.3%)

1,971
Instagram followers (+22%)

1,613,160
people reached on social media
channels



NOW
LOUISVILLE

FUNDRAISING OUTCOMES THROUGH **NOW LOUISVILLE**

36 commitments


\$2,050,000

raised out of \$3.5M

as of December 31, 2020

[GLI]
GREATER LOUISVILLE INC.
Growing The Regional Economy

AWARDS & RECOGNITION

-  Association of Chamber of Commerce Executives 40 Under 40, Emerging Leaders in the Chamber Industry
(Rebecca Wood)
-  Site Selection Magazine's Mac Conway Award for Excellence in Economic Development
(4th Year in a Row!)
-  Kentucky Chamber of Commerce Executives Annual Excellence Awards:
 - Outstanding Website: **Crisis Support Hub Website**
 - Special Publication: **2019 Federal Agenda**
 - Excellence in Innovation: Caffeine & Quarantine Series
-  WGR Excellence in Advocacy Awards – Women Serving Women Category
(Iris Wilbur)



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