

2024 LOCAL AGENDA

[GLI] GREATER LOUISVILLE INC.
The Metro Chamber of Commerce





SARAH DAVASHER-WISDOM
President & CEO

Letter from the CEO

Dear Investor,

Each year, GLI works collaboratively to produce updated state, federal and local agendas based on feedback from our investors. GLI is the voice of the Greater Louisville business community at all levels of government, and our dedicated team works daily with both the Mayoral administration and all members of Louisville Metro Council to advocate for a business-friendly city.

GLI's 2024 Local Agenda includes many of our long-term priorities that will help our region sustain and accelerate economic growth, as well as new policies to make the region more competitive.

This includes working with Metro Council's newly formed Ad Hoc Land Use Committee, aimed at streamlining Louisville's land development code to provide more predictability for developers. We also added language around creating new avenues of funding local companies, like expanding the Metco Loan Board's abilities to include equity investments and working with partners such as Key Horse Capital. This approach not only fosters innovation but also emphasizes our dedication to diversity, equity, and inclusion in the business community.

We are also intensifying efforts around talent attraction to bolster the region's population, alongside implementing targeted policies to enhance public safety and reduce crime. As Louisville continues to grow and attract talent, housing stock at all income levels needs to be developed and replenished and our land use policies must evolve to support that.

The 2024 Local Agenda reflects the priorities of the business community. It is compiled through feedback from GLI's six issue advisory committees and is reviewed by our Public Policy Council and Board of Directors. As our community continues to navigate challenges and seize new opportunities, GLI looks forward to collaborating with our local leaders, investors, and the broader community to create a business environment that spurs economic growth.

Sincerely,

GLI Advocacy

GLI relies on hundreds of volunteers from the Greater Louisville business community to develop legislative priorities and set positions on key public policy issues that affect economic growth and workforce development. With the support of GLI's Board of Directors, GLI's Public Policy Council leads GLI's public policy efforts with the assistance of six Issue Advisory Committees. The dedicated volunteers that lead the Public Policy Council and GLI's Issue Advisory Committees and the hundreds of members who give their time are the key to GLI's success in advocating for the business community's priorities:

PUBLIC POLICY COUNCIL

Chair – Les Fugate, Brown-Forman

BI-STATE ISSUES

Chair – Stephen Lukinovich, Cherry Bekaert

BUSINESS COMPETITIVENESS

Chair – Jim Dahlem, Dahlem Company

EDUCATION AND WORKFORCE DEVELOPMENT

Chair – DeVone Holt, Goodwill Industries of Kentucky

ENERGY AND ENVIRONMENT

Chair – Jennifer Cave, Stites & Harbison

HEALTH CARE

Chair – Lourdes Baez, Baptist Health

TRANSPORTATION AND INFRASTRUCTURE

Chair – David Beck, Kentucky Venues

GLI GOVERNMENT AFFAIRS & COMMUNICATIONS TEAM



SARAH DAVASHER-WISDOM
President & CEO



SHELBY SOMERVELL
Vice President, Government
Affairs & Communications



OLIVIA SIEVERT
Senior Director,
Communications & PR



HELEN HACKER
Director, Government
Affairs & Policy

BUSINESS REGULATIONS

A predictable and flexible regulatory environment allows businesses to grow and thrive. Business regulations at the local level should adhere strictly to state or federal standards, be continuously reviewed for efficacy and impact, and come with clear and accessible guidelines.

- Local governments and health agencies should play an active role in supporting and providing guidance to employers when complying with health and safety standards for employees and patrons.
- Local ordinances, regulations, and permitting processes should be viewed from the perspective of growing the regional economy.
- The intentional and systematic review of local ordinances, regulations and permitting processes is strongly recommended as the regional business community continues to evolve.

BUSINESSES OWNED BY MINORITIES & UNDERREPRESENTED GROUPS

GLI recognizes that economic inclusion is critical to economic growth and has placed an emphasis on this in the Chamber's strategic plan. Local governments should prioritize strengthening the growth of businesses owned by underrepresented groups as part of their economic development strategies.

- Local governments should proactively establish partnerships with underrepresented business owners to increase access to public contracts, procurement opportunities, and other business opportunities with governments and corporate agencies.
- Access to capital is one of the greatest barriers that minority and women owned small businesses face. Local governments should work to close the gap in access to capital by working with partners to deploy investment and financial assistance including the development of targeted micro loans and grants along with access to public contracts and procurement opportunities.
- Strategies should be developed to increase access to government information, business supports, and funding opportunities for business owners whose first language is not English. This should include a coordinated system that focuses on inclusive outreach, navigation, and access to legal services.
- Business resources and mentorship programs to support start-ups and other enterprises owned by underrepresented groups should be developed and funded.
- Lenders and investors that help provide economic opportunity and financial stability to underrepresented areas should be supported and incentivized.

ECONOMIC DEVELOPMENT

Louisville should model our economic development processes and structure after best practices deployed in many of our competitor cities and markets. Structural changes should focus on removing costly duplications and supporting collaboration between local government and the business sector to help Louisville keep up with accelerated growth and efficiently attract and serve businesses when relocating and expanding into our region.

Economic Development Incentives

Growing businesses and attracting high-wage jobs requires a complementary mixture of business-friendly tax structures, targeted support from government organizations, and unencumbered access to capital. For the Greater Louisville region to grow and prosper, partners at every level of government should prioritize business-friendly policies to remain globally competitive, including robust economic development incentives. GLI supports the use of local government tax incentives as economic development tools to encourage the region's expansion and retention of businesses and high wage jobs.

- For projects that overlap with multiple jurisdictional boundaries or layers – including across state lines – local governments should collaborate in offering competitive incentive packages.
- Policymakers should continuously work to explore new incentives and innovative strategies to help businesses grow and succeed.
- Incentive structures should align with community values of equity and access to quality jobs. Structure incentives that encourage businesses to actively participate and support workforce programs and remove barriers to employment such as contributions for child care vouchers and workforce training programs.
- Awarded and proposed incentive packages should always protect private information of businesses and ensure confidentiality during the exploration and approval process.

Small Businesses, Start-Ups, and Entrepreneurs

Creating an environment where small businesses, start-ups, and entrepreneurs of all backgrounds thrive is key to the future of Greater Louisville's economy. GLI encourages the city to continue to support these types of businesses and employers by investing in entrepreneurial programming and fostering an environment where small businesses and start-ups have access to institutional knowledge and resources. GLI encourages local leaders to look into changes such as expanding the charter of the Metco Loan Board to make equity investments in local companies venture capital and private equity funds, alongside organizations like Keyhorse Capital.

ENVIRONMENTAL REGULATIONS

GLI respects the important work carried out by the Air Pollution Control District (APCD) to implement the Clean Air Act (CAA). The regulated community looks forward to continuing to work closely with the APCD to improve air quality, attain National Ambient Air Quality Standards (NAAQS), and address environmental justice concerns. Environmental policy at the local level should embrace the following concepts to simultaneously support ACPD's implementation of the CAA and foster economic growth.

- Develop a regulatory framework for the completion of voluntary environmental audits with clearly defined requirements and penalty amnesty consistent with the U.S. EPA and Kentucky Department of Environmental Protection's environmental audit policies to promote and enhance compliance with air district regulations.
- Promulgate clear, accessible, and timely guidance for all District regulations, policies, and procedures.
- Attract and retain a robust staff of environmental professionals to provide permittees and the public with regulatory certitudes.
- Continuously review local environmental regulations for efficacy, applicability, and identify opportunities to streamline and simplify.

HOMELESSNESS AND HOUSING

GLI supports efforts to address homelessness through close collaboration between community organizations and government partners. GLI urges local officials to work with Kentucky's state and federal officials to provide increased funding to support a comprehensive approach to ending homelessness.

- Safe, affordable housing is the solution to homelessness and should be targeted to those with the greatest needs in all areas of the community.
- Louisville Metro must work with community partners and stakeholders to develop a comprehensive approach that efficiently leverages public and private funding along with community organizations to significantly reduce homelessness in our community.
- Employment and job training opportunities, along with support to make it possible for homeless persons to succeed, should be further developed and tailored to the unique needs of the homeless population. Innovative and direct outreach programs like Goodwill's Another Way program should be explored to provide points of contact for homeless individuals to engage with partners and connect with services.
- Louisville Metro should expand, support, and invest in clean and safe shelters paired with accessible wrap-around support services that help move people into housing and employment opportunities so that no individuals or families are turned away from safe shelter due to wait lists.

- Land use policies and incentives should support increased density, the growth of our housing stock for all income levels, and be in proximity to employers. Creating flexibility in the land development code allows developers to create certain types of affordable housing or include affordable housing in developments and should be implemented by right.
- Louisville's homeless population should have wide access to social workers, housing navigators, mental health services, and evidence-based substance abuse disorder treatment.
- Louisville Metro should invest in eviction prevention funding as a tool to prevent homelessness and promote family stability.
- Louisville Metro should work with hospitals and homeless care providers to create medical respite facilities for people in need of medical care or long-term care.

INFRASTRUCTURE

The availability of federal funding through the American Rescue Plan Act (ARPA) and the Infrastructure Investment and Jobs Act (IIJA) have provided local governments a once in a lifetime opportunity to invest in the advancement of all forms of critical infrastructure in our region. Continued investment in maintenance of local infrastructure, such as roads, broadband, and water, remain essential for the economic growth and stability of communities. Local government policies should ensure that sufficient access to these formula funds and competitive grants are available to public and quasi-governmental agencies responsible for infrastructure development and maintenance and provide for a pro-growth regulatory environment. Furthermore, GLI encourages local governments to take a transformative and long-term approach in capturing these federal dollars and to ensure that partner agencies and departments are efficiently involved.

**[GLI] SUCCESSFULLY
ADVOCATED FOR A
\$500,000
FEDERAL GRANT
TO ASSESS RE-ESTABLISHING
AMTRAK PASSENGER
RAIL SERVICE
IN LOUISVILLE**

- **Local Roads:** Louisville Metro and other local governments must continue to strategically invest in road maintenance and development projects through data analysis, public input, and cost-benefit analyses. GLI supports efforts to continuously review road plans and designs of major thoroughfares in the region with the goal of optimizing existing roads and improving mobility. In addition, local officials should work closely with GLI to advocate for road-aid modernization and increased funding for local roads.
- **Technology Infrastructure:** GLI encourages a flexible regulatory environment that supports the development of infrastructure for advanced communications technologies. Reliable, available, and robust internet and cellular technologies are important to growing our economy, attracting top talent, and addressing the digital divide. Increased connectivity is also key to health care access and education. Public policies should encourage and support, not impede, the development of these critical infrastructure assets by technology and communications providers.
- **River:** Louisville's riverfront areas and communities need sustained investment to maintain flood protections, which should include increased support for the important work of the Metropolitan Sewer District and funding for updates to our aging flood protection system. Louisville must also work proactively to ensure we are fully leveraging our ports through investment and planning in support of our manufacturing logistics sectors.
- **Water, Wastewater, & Stormwater/Inland Drainage:** Local water, wastewater, and stormwater/drainage agencies need to have adequate access to funding and capital to maintain and upgrade outdated infrastructure. Continued replacement and maintenance of these systems throughout our city is critical to maintaining service to residents and to business continuity.
- Implement changes that would allow for flexible maximum building heights in areas where mid-rise development would be appropriate based on context and form.
- GLI supports incentives for desirable development types that are encouraged by Louisville Metro's Comprehensive Plan, rather than mandating new regulations. Providing reduced cost incentives or greater flexibility for density or landscape requirements in exchange for meeting other designs or Comprehensive Plan 2040 standards should be implemented.
- Establishment of density bonuses for developers who agree to designate a portion of housing units within a development as affordable housing based on income requirements.
- Maintaining local neighborhood and business association input on the initial establishment of quality of place standards is important to preserve the diverse character of Louisville's many unique neighborhoods.



LAND DEVELOPMENT

Land development and redevelopment helps to grow jobs, create more housing and urban density, revitalize and spur investment in underdeveloped areas, and improve quality of life. Louisville must have in place policies and structures that support and facilitate the important work of our professional land developers and redevelopers. As Louisville continues to grow and attract talent, our land use policies must evolve to support the development of housing stock at all income levels.

Providing flexibility and incentivizing development allows the markets to better meet the housing needs of the community. GLI encourages Louisville Metro to review and revise the current Land Development Code to provide more flexibility.

- Allow greater variation in density by increasing zones where multiplex dwelling units are permitted, revising density maximums and lot size minimums, and decreasing parking requirements are all moderate relaxations of regulations that would have a significant effect on the availability of Louisville's housing stock.

- Brownfield remediation and redevelopment programs are critical for reducing the prevalence of blight and hazardous properties in Greater Louisville. GLI supports programs aimed at assisting businesses and developers with brownfield remediation and redevelopment through assessment services and funding opportunities.
- GLI supports the need to preserve Louisville's tree canopy to reduce the urban heat island and improve quality of life for residents across the community. Proposed changes to the existing tree canopy requirements should include discussions with stakeholders and avoid burdensome and costly conditions for developers. Louisville Metro's land development code should include incentives for developers to preserve additional tree canopy.

Investment in historically underserved areas is important to ensure that residents have ample opportunities for safe and affordable housing and equitable development. While quality developments can help improve quality of life in these neighborhoods, efforts should be made to ensure that long-

term residents and historical populations are not displaced. Direct support for residents and homeowners through rental assistance, low-interest home-repair loans, and property tax moratoriums for target areas should be prioritized. Furthermore, Metro should amend the land development code to encourage housing development and allow for density bonuses for affordable housing development. Streamlining the application and review process would create predictability and encourage positive investment in our community.

- GLI encourages Louisville Metro to coordinate initial agency reviews to identify problems from the outset and streamline agency review process.
- Supportive changes should be made to the Planning Commission and Board of Zoning Adjustment with the goal of increasing efficiency of their operations and making service on the Commission more attractive.
- Imposing development moratoriums as a means to delay or deter developments creates immense uncertainty for the development community and can be an impediment to the positive progress of development to meet community needs. GLI discourages local governments from using moratoriums as a means to enact land development policy.
- GLI encourages dedicated increased resources to support the important work of Louisville Metro Planning & Design staff and increasing staff capacity.

LOCAL TAXES

While Louisville Metro and other local governments in the region need to generate the necessary revenues to provide key services and invest in our community's future, local tax structures must be conducive to business growth and allow Greater Louisville to aggressively compete for jobs and talent. This should include minimizing production-based taxes, easing compliance, and increasing uniformity across different local taxing jurisdictions.

- Local governments should work proactively and continuously to make compliance and payment as simple as possible for businesses and entrepreneurs. This should include the adoption of e-filing systems across all local taxing jurisdictions.
- GLI encourages Louisville Metro to continue to allow small businesses and entrepreneurs to file one occupational license form for all of their related business entities. This would provide compliance uniformity with other municipalities across Kentucky and reduce the administrative tax compliance burden on small business owners.
- GLI encourages increased uniformity and alignment among taxing jurisdictions wherever possible, including penalties for late payments, voluntary disclosure processes, and rules for calculating taxable income.



- For businesses based in our region that utilize remote workforces, rules for withholdings should be clear and accessible for business owners.
- Local governments in Kentucky should allow businesses to carry forward net operating losses indefinitely in determining net profits subject to local occupational licensing taxes.
- GLI supports robust and accessible processes for businesses to appeal local property tax assessments.
- Anti-competitive taxes such as local occupational licensing tax or local insurance premium tax must be kept to a minimum, and rates should not be increased.
- GLI encourages local governments in Kentucky to continue advocating for state-level reforms to local government taxing authority.

Following reforms at the state level, GLI encourages local governments to leverage local tax options that would provide flexibility for regions to offer additional incentives to attract economic development projects, including policies that incentivize the establishment or relocation of technology businesses in the Greater Louisville region.

MOBILITY

To facilitate the movement of consumers, workers, business owners, and tourists, GLI supports local initiatives to diversify and enhance regional mobility options.

- As TARC looks to the future of connectivity for workforce, tourists, and students with a fast, frequent, and reliable transit network, the need to increase local funds is more important than ever. Providing a range of mobility options and delivery services over a larger service area across the region is a key factor in the growth of our region's workforce and strong economic development. TARC needs local and state support to leverage federal funds.

- The region should continue strong support for Louisville Muhammad Ali International Airport and dedicate advocacy efforts for more direct flights to and from Louisville.
- Louisville Metro should strategically improve pedestrian and biking infrastructure to support talent attraction and retention efforts and provide for safer connectivity within and between workforce centers. It is important these efforts consider the traffic flow in each area.
- Connectivity between East and West Louisville, major tourist hubs and the airport, and Louisville and Southern Indiana should be continuously evaluated and improved based on demographic and economic trends and forecasts.

PUBLIC EDUCATION

GLI supports the work and mission of both Jefferson County Public Schools (JCPS) and the work of private and parochial schools. Ensuring a quality education for every student is critical. We specifically applaud their efforts to increase school choice, increase student attendance rates, and prepare students for college and careers through transition readiness and the opportunity for apprenticeships. The state and region must focus on accelerating student achievement in order to remain globally and regionally competitive.

Student achievement is crucial to the future success of our local economy, developing our workforce, and expanding economic opportunity. GLI supports the following measures and initiatives to improve student achievement:



- The JCPS Racial Educational Equity Plan that directly addresses student achievement gaps.
- Implementing an accountability system that emphasizes student growth and reduces the weight of English language learners in overall accountability, a measure that disproportionately affects JCPS where more than 15% of their student population is learning English as a second language.
- The Academies of Louisville, SummerWorks, and other programs aimed at student engagement in the regional workforce.
- Innovation around talent attraction to JCPS to establish a representative staff that mirrors the student population and encourages additional incentives and compensation to teachers working in schools which require additional support.
- Differentiated compensation, incentives, and ancillary benefits for teachers and administrators based on responsibilities, qualifications, effectiveness, and service location. Increased local investment to support facility construction and maintenance, resources for the district's highest-need schools, support for racial equity initiatives, and allowing for additional student instruction time.

School choice, giving parents, guardians, and students more choice in selecting educational pathways, is key to a successful public education system. With the approval of a new student assignment plan emphasizing neighborhood schools and investment in choice zone schools, JCPS has an opportunity to make progress in the goal of providing family choice among school options, which is valuable to current students and potential future residents. In light of the new assignment plan, GLI supports the following measures and initiatives to ensure choice and diversity in schools:

- The enactment of policies to empower parents to have all choices available to them in terms of education which includes but is not limited to, traditional, magnet, reside schools, and charter schools.
- The implementation of equitable policies for magnet school exits that work with students and families to assess student achievement and performance prior to exit.
- Support for charter school funding, specifically for schools that support underserved student populations.

Early childhood education is critical to learning and brain development for children and lays the foundation for individual student success and the success of a community workforce. To that end, GLI applauds Mayor Greenberg for convening the Early Learning Action Group to identify options and solutions that will expand access to pre-K and early learning in Louisville.

PUBLIC HEALTH

Local public health departments play a key role in supporting health outcomes and improving the health of our workforce, as demonstrated especially throughout the COVID-19 pandemic.

- GLI encourages Louisville Metro to allocate more resources to support the work of the Department of Health and Wellness to reduce nicotine and vaping usage and help address the substance use disorder crisis.
- GLI encourages Louisville Metro to prioritize spending using social determinants of health as a focus to improve equity and outcomes in our community.
- As Greater Louisville experienced during the pandemic, close collaboration between local health departments and local health systems is essential to addressing the health challenges that our community may face. GLI encourages the continued collaboration and partnerships between these groups to ensure that responses to future challenges remain robust, efficient, and effective.

PUBLIC SAFETY

Over the past several years, Metro Louisville has faced a myriad of public safety challenges including grappling with a history of racial injustice, an alarming increase in violent crimes and homicides, a Department of Justice (DOJ) investigation into the Louisville Metro Police Department (LMPD), and a shortage of law enforcement officers. These conditions have a direct impact on economic development, talent attraction and retention, and quality of life. To address these problems, we will need a community-wide commitment to a long-term, data-driven approach and continued investment focusing on violence prevention, programming to engage disconnected youth, support for law enforcement, and strengthening trust between public safety officials and the residents they serve.

Violence Reduction

Louisville has faced an alarming increase in homicide rates and violent crimes. LMPD must implement an intelligence-led policing approach, focusing on a collaborative effort combining problem-solving, enhanced intelligent operations using technology, and information-sharing to effectively prevent crime in our community. Having adequate staffing levels is a key factor in being able to fully embrace intelligence-led policing and must be addressed. Engaging the community through efforts like the Community Policing Councils is key to rebuilding trust between law enforcement and residents.

Initiatives focused on reducing gun violence, like the Group Violence Intervention program, must be prioritized and receive continued support and participation from local government and community groups. Programming that utilizes a public health approach and seeks to intervene with at-risk populations is also critical to decreasing recidivism and reducing crime.



Criminal Justice Reform

A history of misguided policies has made Louisville a highly segregated city, which is an underlying cause of racial disparities in health, education, job access, and more. These disparities have led to higher incarceration rates for people of color in both Louisville and throughout the state. Criminal justice reform is needed at all levels of government to reverse these inequities. Some of GLI's policy suggestions include:

- A greater emphasis should be placed on alternative sentencing and restorative justice – especially for juveniles and for non-violent offenses such as vandalism and criminal mischief.
- Individuals who interact with the criminal justice system should have wide access to mental health services and substance use disorder treatment as well as training and education opportunities.
- Programs that emphasize substance use disorder treatment as an alternative to incarceration, such as the Living Room and Law Enforcement Assisted Diversion programs, should be revitalized and strengthened.
- Louisville's 911 Diversion program, which expanded city-wide in 2023, should continue to be funded to divert duties away from LMPD and instead to trained mental health professionals as appropriate. This program has already proven to reduce the burden on law enforcement to address non-public safety issues and ensures that community members experiencing mental health crises receive appropriate support.

Youth Programming

While increased crime rates are an unfortunately common trend across major American cities today, the increased rate of homicides involving youth is unique to Louisville. There are approximately 12,000 disconnected youth, defined as young people aged 16 to 24 who are out of work and out of school, in our community. GLI supports investment in initiatives like The Spot, a youth opportunity campus that assists disconnected youth with education, employment, housing, and more. Continued support for innovative programs that reconnect this population with opportunities for meaningful involvement in society is critical for long-term violence reduction in Louisville.

Law Enforcement

LMPD is facing several challenges including a shortage of nearly three hundred officers and an impending consent decree with the DOJ. Attracting quality officers and ensuring accountability in policing will be key to building trust between the community and the officers who serve them, improving department morale, and making Louisville a safe, vibrant city.

LMPD has already taken action to implement many of the recommended measures included in the DOJ report aimed at improving accountability. With the ongoing negotiations for a consent decree, further reforms will be needed and GLI encourages officials to focus on changes in training, supervision, and hiring that will ensure equitable policing for all Louisvillians. GLI supports LMPD's efforts to recruit diverse officers and encourages lawmakers to continue to raise officer wages to make a career in the department more attractive and to recruit quality candidates.



REGIONAL COLLABORATION

Greater Louisville's economic prosperity is dependent on regional collaboration across local governments, community organizations, and the private sector. Close coordination and uniform branding throughout the region and within Jefferson County are key to growth and business attraction.

- Local governments should not only coordinate economic development efforts with the private sector and community partners but with other local governments within our region as well. This should include cooperation across and within county lines, especially in Jefferson County, which is home to more than eighty independent cities and Louisville Metro.
- GLI encourages local governments in our region to proactively collaborate with and support the Greater Louisville Regional Economic Development Partnership.
- Local government resources should be dedicated to amplifying regional branding efforts to help Greater Louisville speak with one voice to prospective employers and talent.
- GLI supports the continued economic development of Southern Indiana through the Regional Economic Acceleration and Development Initiative (READI) and the Our Southern Indianan Development Authority. This multi-county partnership, which was awarded \$50 million in READI 1.0 and will have the opportunity to compete for additional dollars in the future, will allow the Greater Louisville region to leverage competitive state grant funding or economic development and quality of place projects.

TALENT ATTRACTION & RETENTION

Talent attraction and retention are vital to Louisville's future. Local governments must prioritize talent attraction and retention through bold and innovative efforts and continue to foster diversity and inclusion within our community.

- Increased resources should be dedicated to supporting key attraction efforts through the development of civic assets, including but not limited to, open communal space, parks, and cultural and sporting events.
- Louisville Metro should continue to strengthen its support of GLI's Live in Lou initiative.
- Louisville Metro should explore and consider efforts to utilize tax-based incentives to attract and retain talent, including relocation of regular and remote workers through cash incentives or tax rebate incentives.
- Efforts to develop our high-skill workforce and foster a competitive tech sector in Louisville should continue to be prioritized.
- The work of the Louisville Metro Office of Globalization and regional refugee resettlement agencies should be amplified and continue to receive support.
- Louisville Metro should continue partnerships with primary and secondary education institutions to ensure their efforts around talent retention are aligned and complimentary.
- More work must be done to transition veterans into our regional workforce as they leave Fort Knox and Fort Campbell.
- Marketing campaigns to expand regional brand awareness outside of Louisville should be funded and supported by local governments.

TOURISM

Tourism in Louisville – driven by authentic culture such as bourbon, iconic museums, festivals and events, the culinary scene, horse racing, and the arts – in addition to conventions and tradeshows – is a multibillion-dollar industry, responsible for creating thousands of jobs and generating millions in state and local revenues every year. Local governments must remain committed to supporting and protecting our vital tourism industry, especially through current economic challenges of inflation and supply chain and labor shortage.

- Louisville should promote policies to help cultivate perceptions of the area as a welcoming place and partner with GLI to oppose legislation that could create misperceptions of the region as unwelcoming.
- Local governments must collaborate closely in support of major tourism attraction events and industries including the Kentucky Derby, bourbon, craft beer, food events, river cruises, and Louisville’s emerging music festival scene.
- GLI generally discourages increases to local fees and additional government surcharges on ticketed events in Louisville because of the potentially negative impacts on tourism and major attractions.
- Waterfront Park is the gateway to the Commonwealth and an essential component of downtown vibrancy, contributing more than \$40 million in annual economic impact. The expansion of the park into west Louisville will connect downtown with more neighborhoods, improving the waterfront and providing additional opportunities for tourism, recreation, and community-gathering. Given the importance to our state and local economies, GLI supports increasing operational funding for Waterfront Park from both the state and Louisville Metro.
- The Louisville Zoo serves as a regional and national tourism attraction and continues to expand its offerings. GLI supports local funding for the capital expansion of the upcoming Kentucky Trails exhibit, as well as programs that increase inclusivity and accessibility for the entire community to utilize this community asset.
- Downtown Louisville has a substantial economic impact for the entire region – attracting and housing visitors and generating millions in taxes for the city, region, and state. GLI encourages local and state investment in public infrastructure improvements that support and attract new private investment.
- As downtown continues to serve as a hub of vibrant activity for our city’s residents and tourists, GLI supports new tax incentives that would make residential development more attractive and encourages downtown employers to consider hybrid schedules rather than fully remote schedules when possible.

WORKFORCE DEVELOPMENT

To compete with peer cities for jobs and support the growth of businesses, Greater Louisville must be home to a competitive workforce. While the state and federal governments drive many workforce programs, local governments play a key role in supporting workforce development and training and retraining initiatives through innovative programming and targeted investment.

- Louisville Metro must continue investing in the vital work of KentuckianaWorks to develop, train, and retrain our regional workforce. GLI also supports the partnership between KentuckianaWorks and Southern Indiana Works that has been recognized by the Department of Labor as the first bi-state region under the Workforce Innovation and Opportunity Act.
- Local workforce development programs should receive continued support, including innovative programs that provide wrap around services for job seekers and students who face barriers to employment and education, like SummerWorks, Code Louisville, The Spot, and the KentuckianaWorks College Access Center.
- GLI encourages Louisville Metro and Jefferson County Public Schools to continue their support and collaboration with Evolve502 to remove persistent barriers to higher education for individuals in our community.
- The highly successful JCPS Academies of Louisville must be continually supported and championed by local governments through increased partnerships, resources, and funding.



