



Lessons from San Francisco in tech, tourism, and regionalism applied to greater Louisville

2019 Takeaways

TECH

Increase Density & Connection

- Create more opportunities for BigCo engagement with tech innovation, mentorships



- Create an innovation district offering business, talent, & lifestyle amenities
- Secure more direct flights to West Coast

Speed of Education

- Modernize curriculum
- Develop quick retraining options and certifications



- Teach use of emerging tech platforms in schools
- Retain more local college grads through internships and business engagement

- Create a "school" for training people in gig work

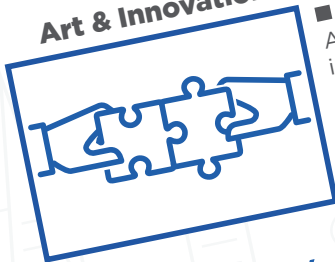
"1099s Have Souls"



- Promote co-working spaces

- Elevate alternative benefit & compensation offerings

Art & Innovation



- More public spaces for people to "create and make"

- Utilize the Arts to inspire innovation

REGIONALISM

Live in Lou



- Rebrand "workforce housing"
- Streamline relocation experience

- Explore multi-city regionalism for business attraction
- Increase rental and housing stock

TOURISM

Get Dirty in the Vineyard



- Utilize technology to streamline the visitor experience

- Build boutique hotels and spaces

- Consolidate and build consensus for the community brand

- Package the traveler experience to include culinary and unique Louisville scenes

Sustainability



- Support family friendly farming
- Become a KIND Traveler destination

- Weave more stories into ads and community brand

- Promote Uber/Lyft deals for safe driving