

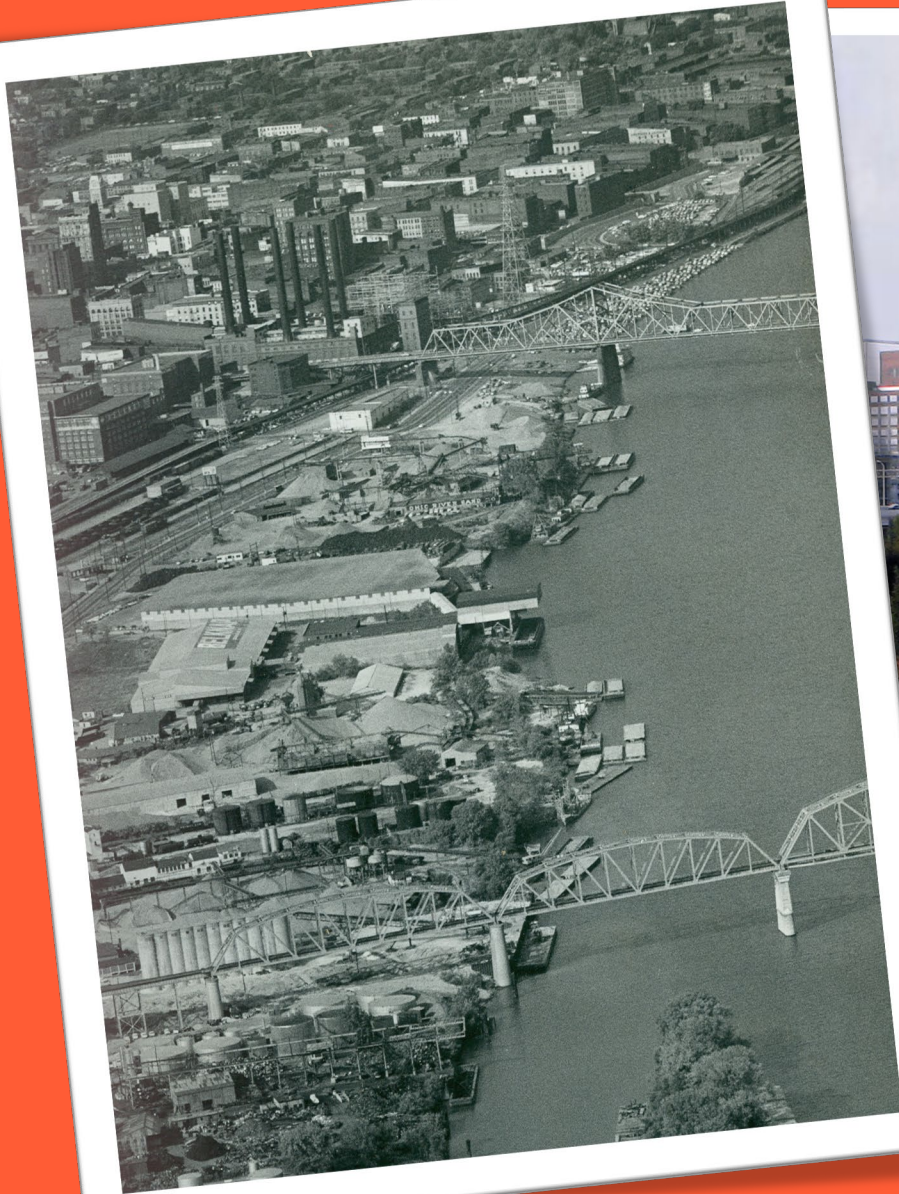
BUDGET PRESENTATION FISCAL YEAR 2022

JUNE 9, 2021

Deborah Bilitski, President
Cordell Lawrence, Chief Financial Officer



Our Waterfront then... and now



An aerial photograph of a large, crowded urban park. A prominent curved concrete walkway with a white metal railing runs diagonally across the frame, filled with people walking. Below the walkway, a vast grassy area is densely packed with a large crowd of people sitting on the grass, suggesting a festival or public event. In the background, a multi-level highway bridge spans the park, and a city skyline with various buildings is visible under a clear sky. The scene is bathed in the warm light of late afternoon or early evening.

85 acres
2.2 million visitors annually
Most visited urban park
Top tourist destination



An aerial photograph of a large outdoor festival taking place on a waterfront park. The park features lush green trees on the left, a paved walkway, and a grassy area where many people are gathered. Several white tents and a small wooden structure are visible. A body of water with numerous small boats is to the right. In the background, a city skyline with various skyscrapers is visible under a sunset sky. A multi-lane highway runs horizontally across the middle of the image.

150+ events each year
\$40 million annual
economic impact
Catalyzed \$1 billion in
downtown revitalization





Our Waterfront is for everyone





Visitors love Waterfront Park

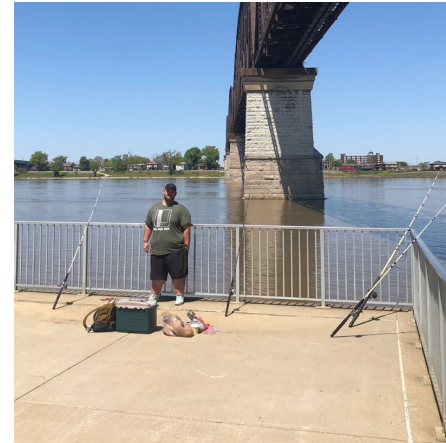


91% feel a sense of belonging.

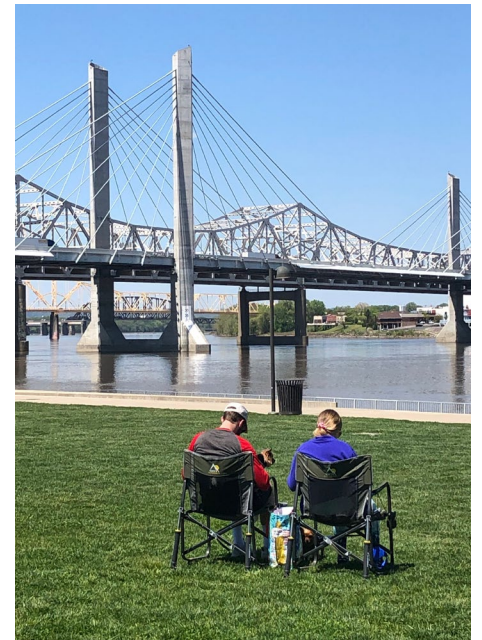
95% of locals agree that *“Waterfront Park is for all people in the community.”*

97% of visitors would recommend the park.

Waterfront Park



COVID-19 pandemic



Financial Impacts FY20 – FY21

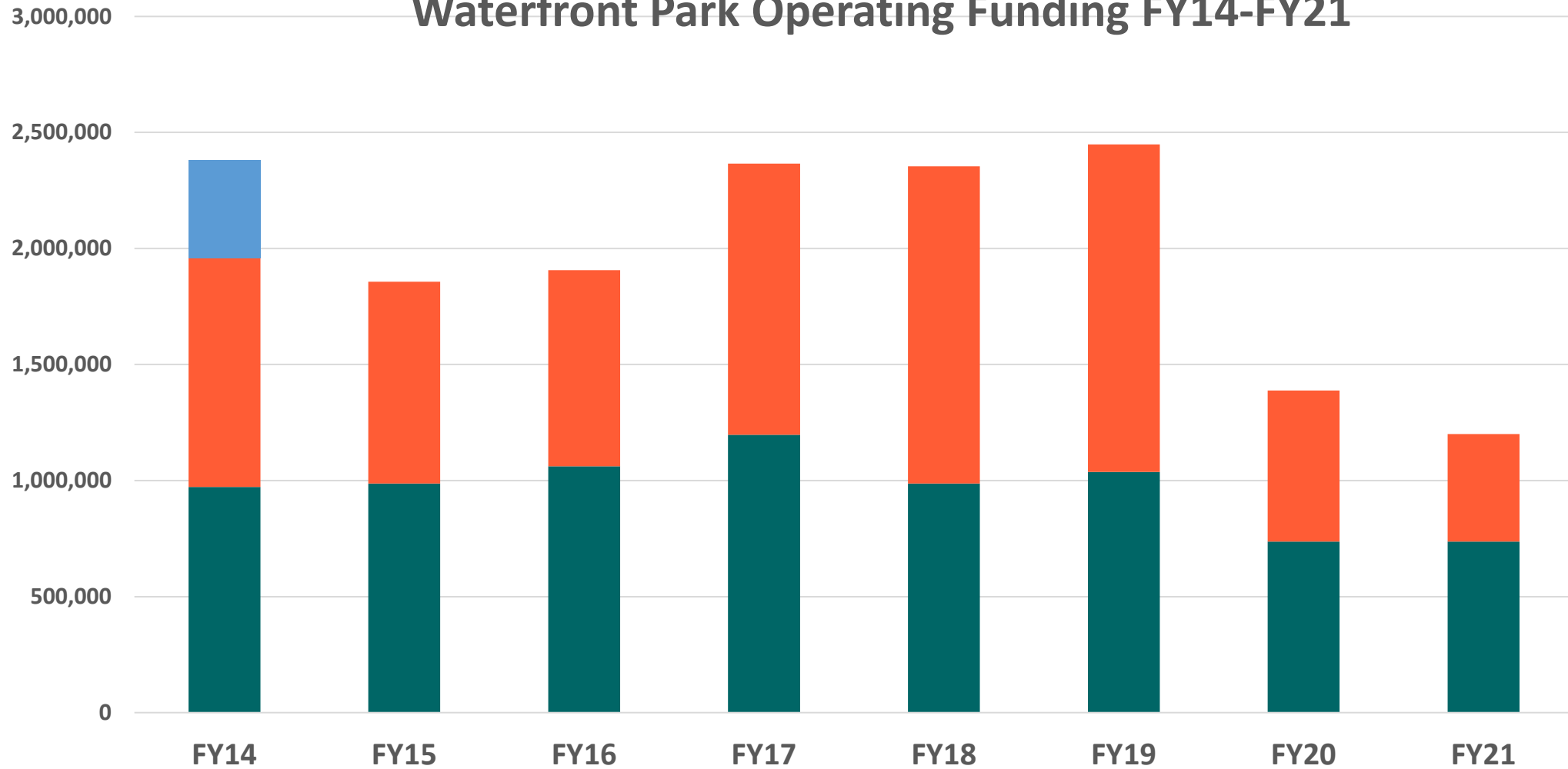
Net Earned Revenue Loss
\$755,000

30% Metro Funding Loss
\$300,000/year

Not eligible for Federal
COVID relief funding
(PPP/EIDL)



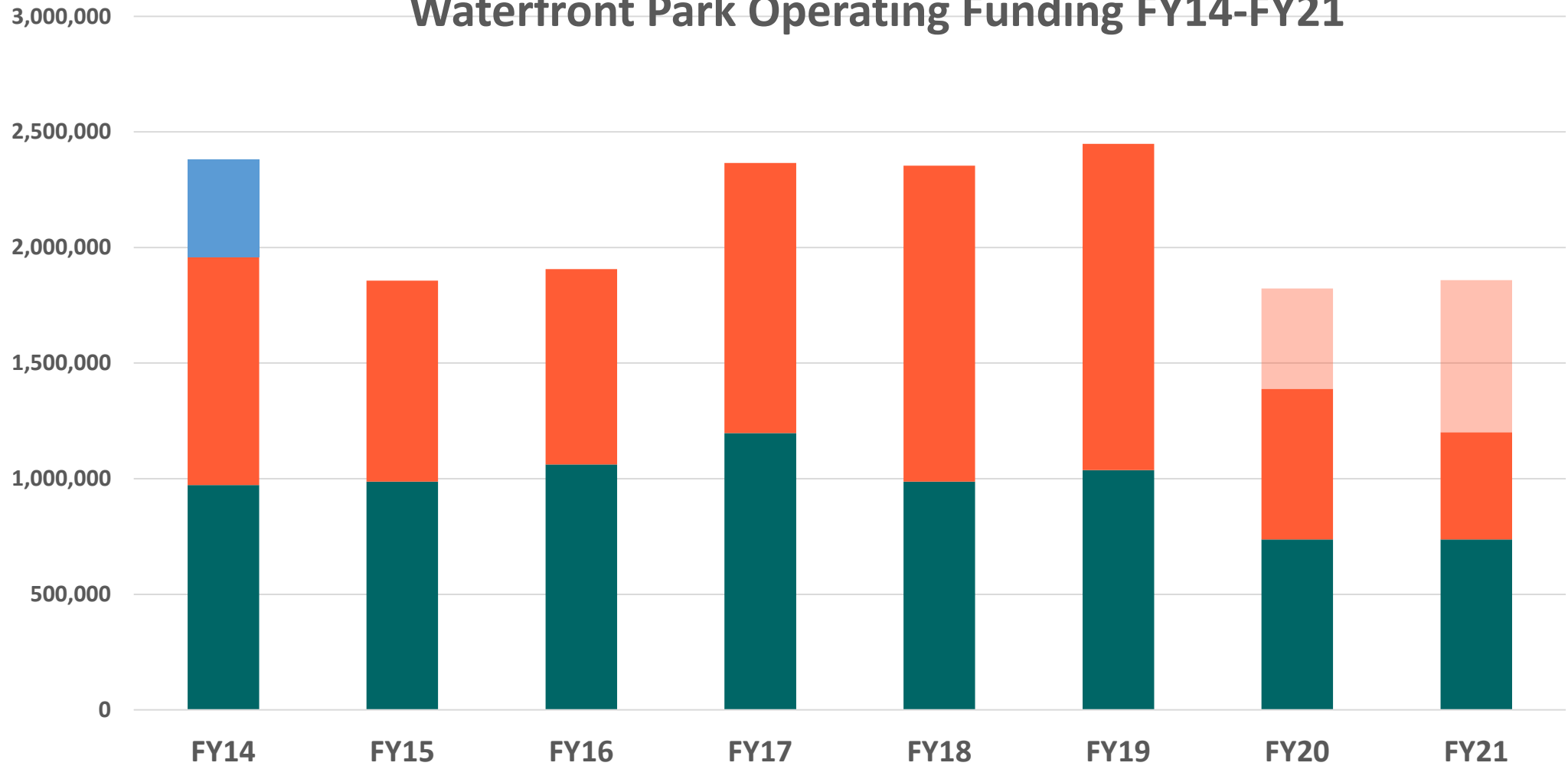
Waterfront Park Operating Funding FY14-FY21



■ Metro Appropriation ■ WDC Earned ■ State Appropriation



Waterfront Park Operating Funding FY14-FY21



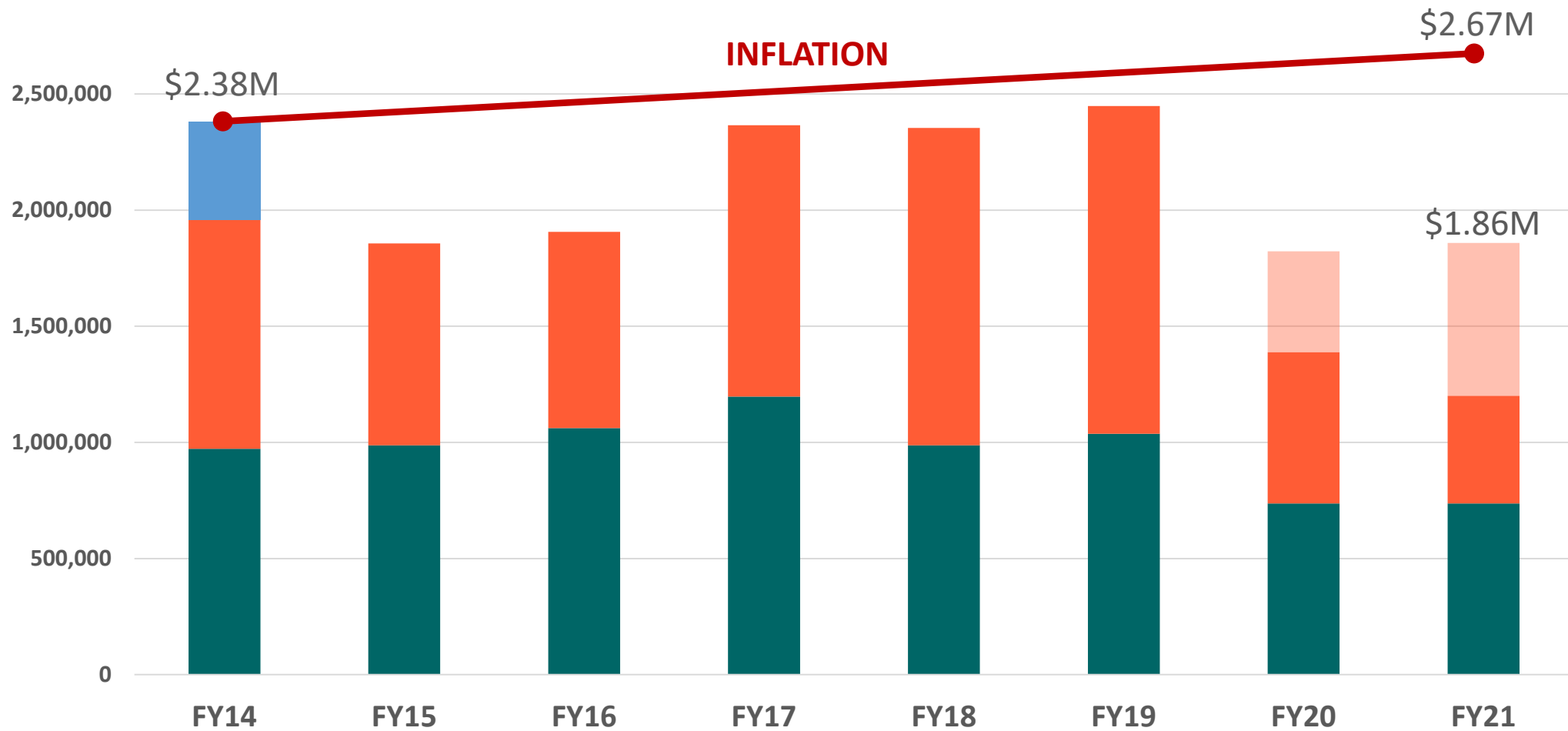
■ Metro Appropriation

■ WDC Earned

■ State Appropriation

■ Donations/Grants

Waterfront Park Operating Funding FY14-FY21



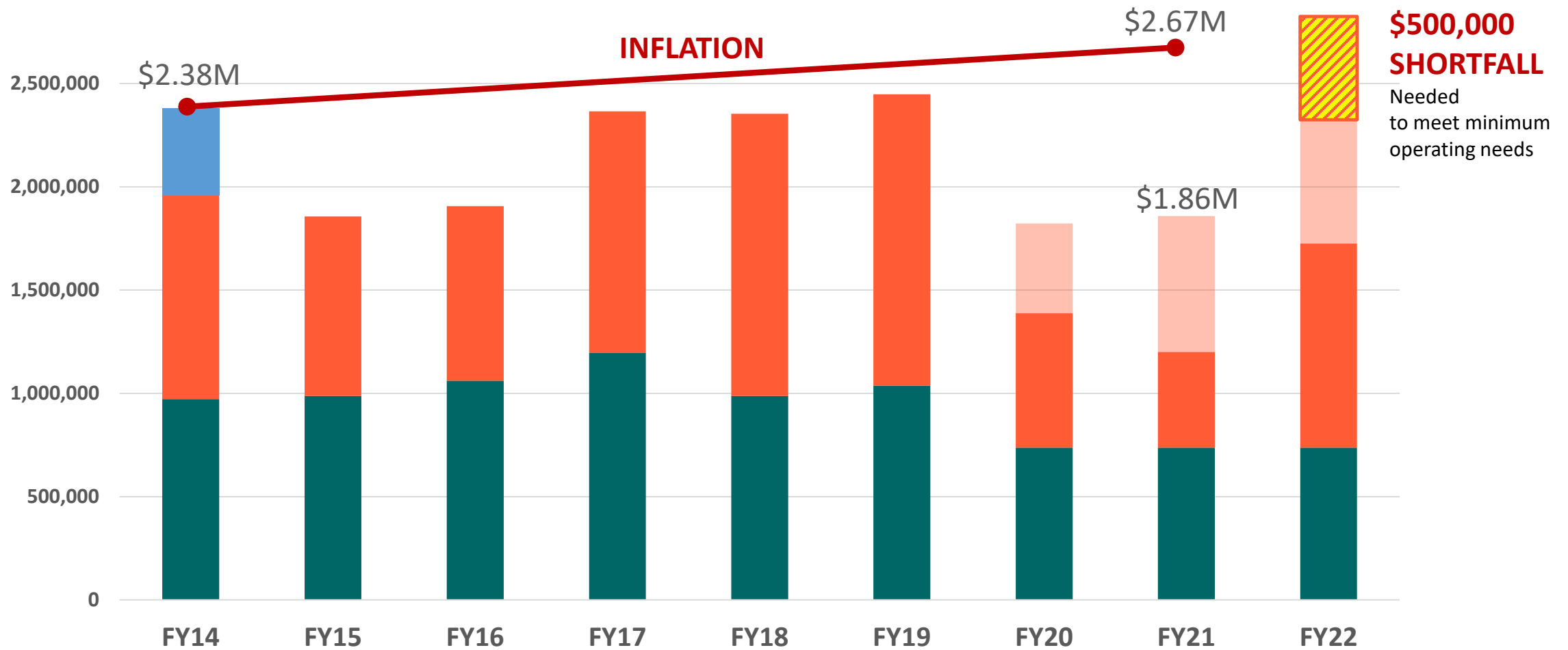
■ Metro Appropriation

■ WDC Earned

■ State Appropriation

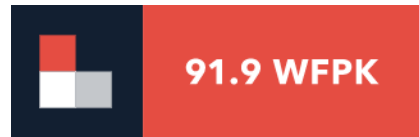
■ Donations/Grants

Waterfront Park Operating Funding FY14-FY22



■ Metro Appropriation ■ WDC Earned ■ State Appropriation ■ Donations/Grants ■ Shortfall

WFPK WATERFRONT WEDNESDAY



LOUISVILLE
WATERFRONT
FOURTH OF JULY

FRIDAYS
AT THE
FRONT



BRUNCH BY
THE BRIDGE





LIVE ON THE LAWN

 Waterfront Park



FY22 Plans

- Fundraising, community partnerships, and revenue generation
- Events and operations
- New park vendors
- Waterfront Park West expansion





Waterfront Park

PHASE IV

MKSK



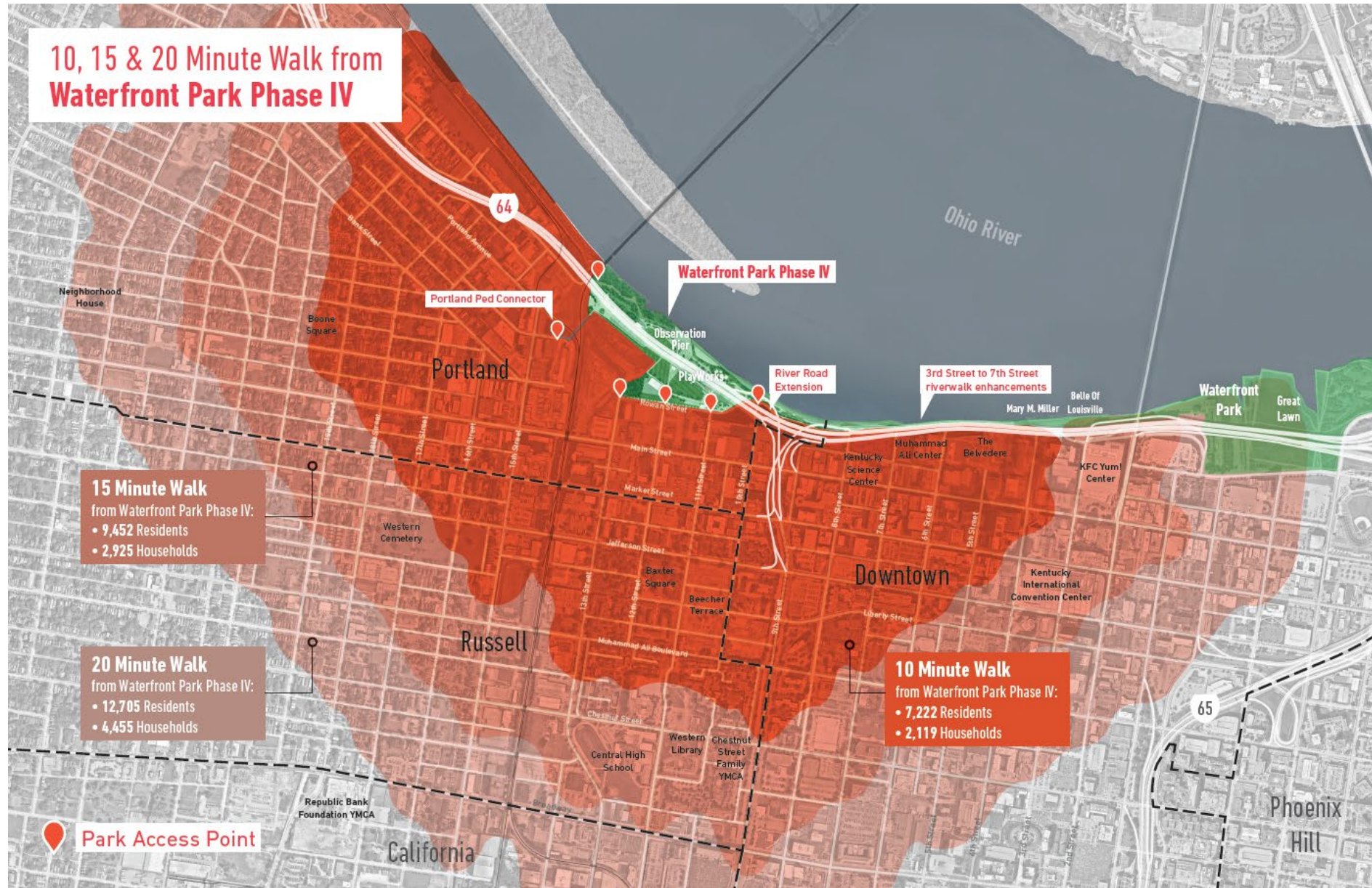
Waterfront
Park



ONE WATERFRONT VISION



WALKABILITY TO WATERFRONT PARK PHASE IV





OBSERVATION PIER



MIDWAY CONNECTOR



FORT ON SHORE PLAZA



FOUNDRY COMMONS



EXERSCAPE



PLAYWORKS





**Dotmocracy: Tell
us what inspires
you**



**Interactive
engagement
activities with
Louisville
residents**



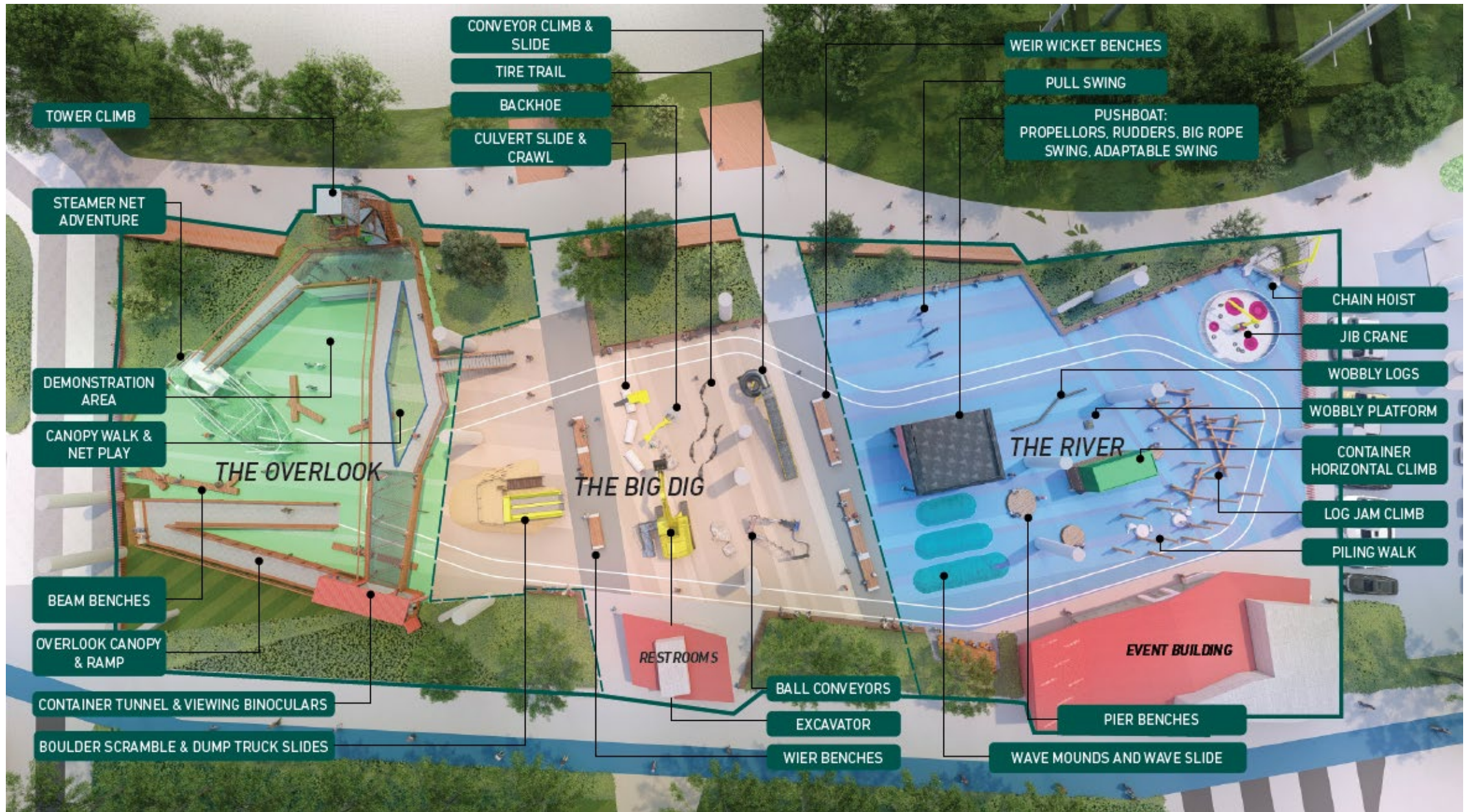
**Engaging with
Louisville's
talented youth**



**Hands-on
charrette
exercises**



SITE PLAN & PLAY COMPONENTS





TO INFORM AND GET FEEDBACK

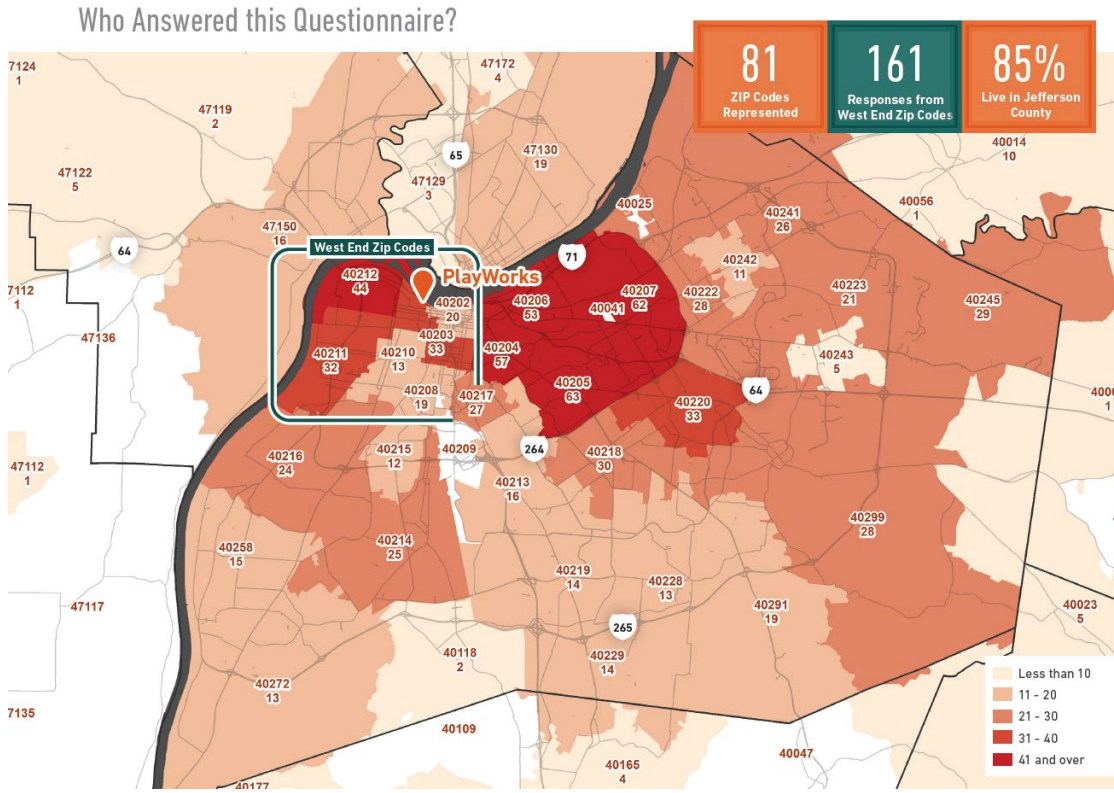
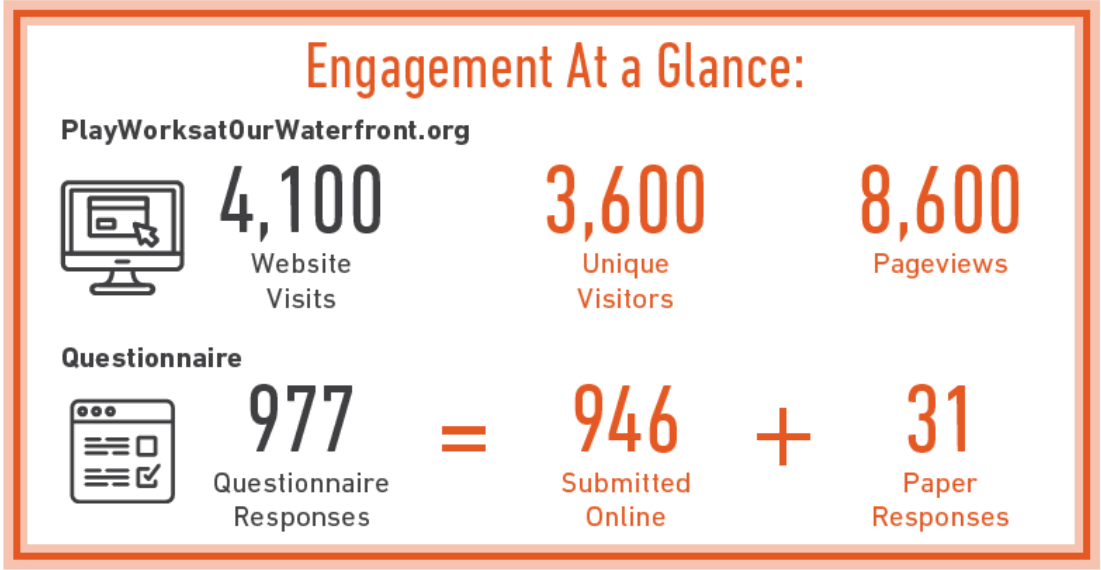
[Home](#)[We Want Your Feedback](#)[Design Features](#)[Process & Schedule](#)[Engagement](#)[Phase IV Master Plan](#)[Supporters](#)

Help us shape the future of **PlayWorks** at Waterfront Park! We are asking for your feedback through a brief questionnaire. Please explore this site to learn about the project before answering the **questionnaire**.

[Learn more about PlayWorks](#)[Go to Questionnaire](#)

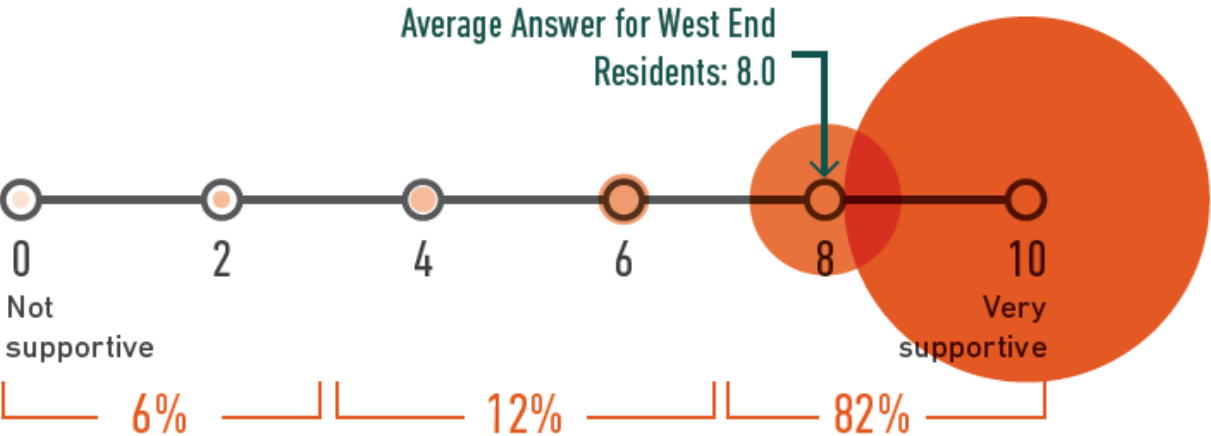
playworksatourwaterfront.org

ENGAGEMENT SUMMARY



Support for PlayWorks

How excited or supportive are you of PlayWorks at Waterfront Park?



Based on what you've seen, do you think PlayWorks is a good public-private investment?



Does PlayWorks have a "destination factor" (in other words, is it a place you would make a special trip to visit)?



“Great to have a safe, free place for low income families. Should appeal to more adults too.”

“This would give me a reason to bring my family downtown.”

“I think once you consider public opinion and have some small adjustments and redesign, then I think it would be a wonderful investment.”

“If it kept clean and safe it will be wonderful.”

“There will a big appetite to get out and get active in a post-pandemic world.”



What We Heard: Our Goals for PlayWorks

Make clear delineations between active visitor spaces and cyclists/rollerbladers.

Include additional spaces that appeal to tweens and teens to support a positive intergenerational experience.

Include more sensory/interactive design elements, ie. music, lights, and textured elements.

Make PlayWorks more accessible for those with limited mobility and in the autism spectrum.

Provide amenities that support a safe and comfortable user experience, such as lighting, restrooms, and green spaces.

Reflect the priorities and concerns of West End Residents in the design, such as Wi-Fi access

Develop more flexible seating areas within the play experiences.

Provide spaces for permanent or temporary food and beverage services.

Install adequate lighting and explore other security measures such as cameras and emergency call stations.



QUESTIONS

