

Louisville Forward



Live. Work.
Create.
Innovate.



ECONOMIC DEVELOPMENT
DEVELOP LOUISVILLE

LOUISVILLE'S ON A ROLL!

With more than \$4 billion in new construction, Louisville's landscape is rapidly transforming. From urban living options, thriving local retail and a new addition to our skyline, Louisville's moment is now.

- A Top 10 City for Jobs (Glassdoor)
- One of Five Surprising People, Places and Things to Watch in 2015 (Forbes)
- New Hipster Capital (The London Times)
- Top-50 global Future Ready Economy (Dell)



SINCE 2010

- Unemployment rate fell from 10% to 4.9% in 2015
- 47,000 jobs created
- More than 2,500 new businesses
 - 12% growth
 - Now nearly 25,000 businesses total
- Median annual wage has grown nearly \$3,000
- Real GDP growth of more than 7%



LOUISVILLE FORWARD PROJECT TOTALS

99 completed/located projects

10,725 jobs

\$2.4 billion in investment

\$488 million in total payroll



Top Economic Development agency by
Site Selection Magazine, 2014



Back to Back!
Top 10 Metro by
Site Selection Magazine, 2014 & 2015



RAISE WAGES

**NEED LESS THAN \$380 INCREASE IN
MEDIAN WAGE TO REACH TOP HALF
OF PEERS**

CLUSTER STRATEGY



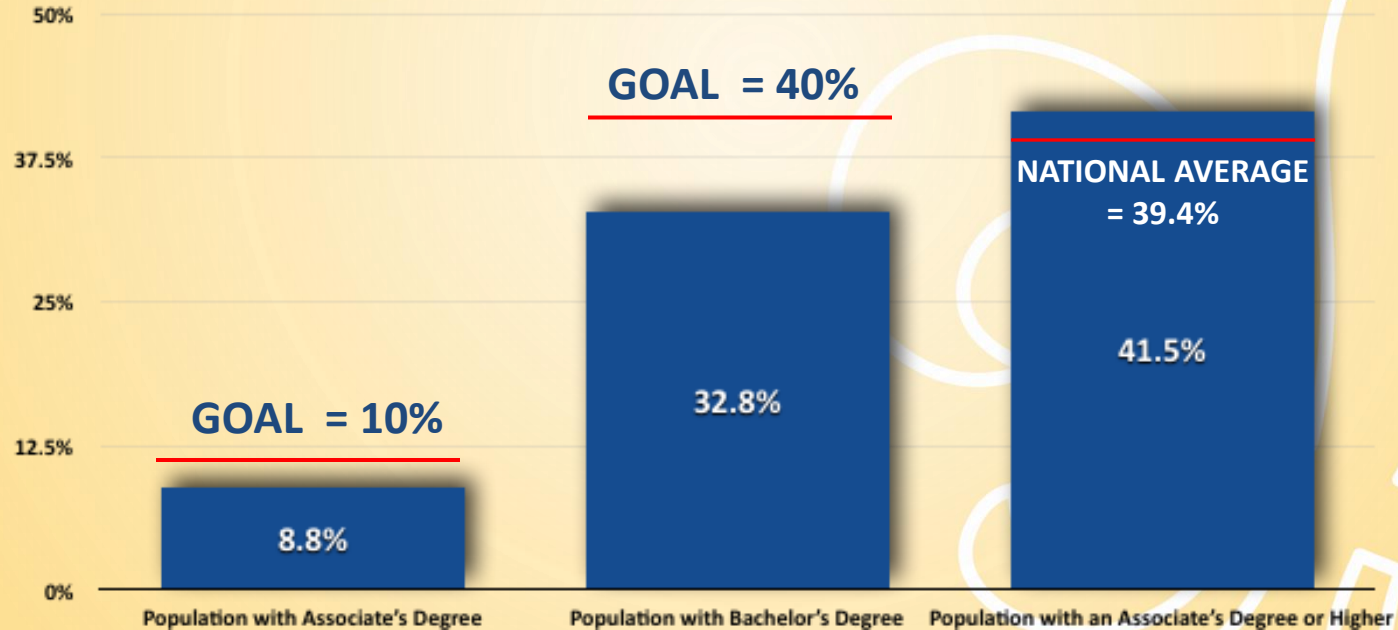
JOB POSTINGS

Bachelor's degree = 8,331

Top Detailed Occupations



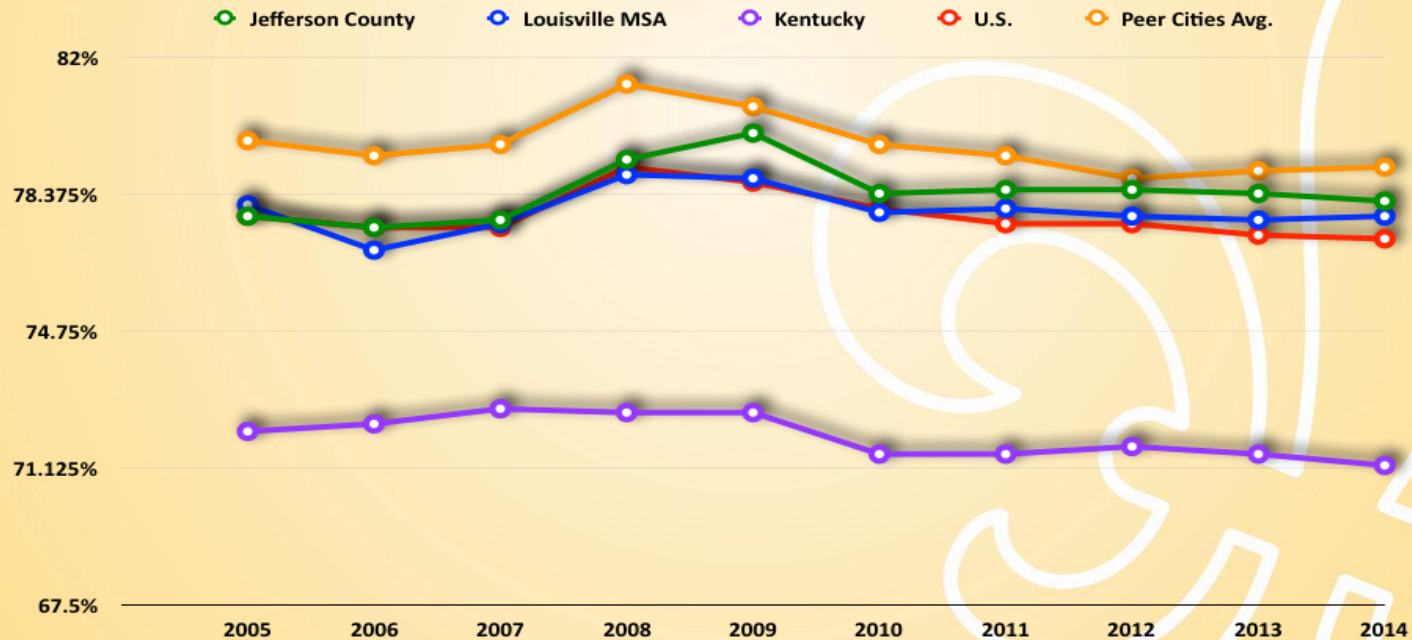
EDUCATIONAL ATTAINMENT IN LOUISVILLE



CHALLENGES

- **Population**
 - Population growing but not fast enough (2.9% since 2010)
 - Population growth since 2010 ranks 10th among peer cities
- **Labor Force**
 - Size of Jefferson County labor force is nearly 400,000 (2014)
 - Total employment, more than 450,000 (includes commuters)
- **Labor Force Participation (LFP) Rate**
 - Working age (25-64) = 78.2%
 - Population 16 years and older = 65.7%

LABOR FORCE PARTICIPATION, AGES 25 TO 64



INVESTING IN OUR FUTURE...



2016: IN THE PIPELINE

More than **98** active projects

Representing **7,600** potential jobs

\$650 million in potential investment



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