

LOUISVILLE FORWARD FY22 BUDGET PRESENTATION

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**DEPARTMENT OF ECONOMIC
DEVELOPMENT**

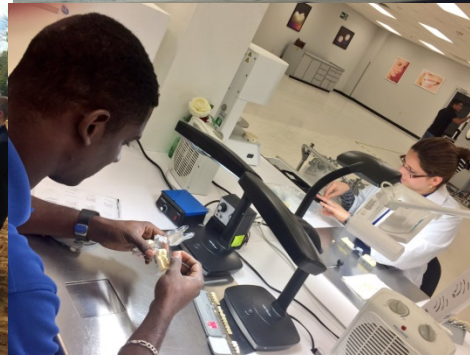
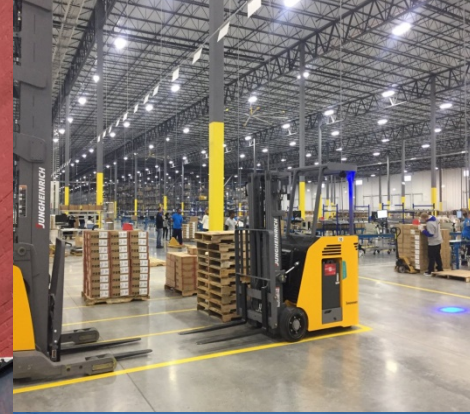
**DEVELOP
LOUISVILLE**

**CODES AND
REGULATIONS**

Agency Reports



Job Creation
+
Land Use
+
Permits/Licenses
+
Talent
+
Industry
Connections
=
SUCCESS!



BEFORE COVID-19

- Louisville GDP expanded **31%** since 2011, compared to 26% U.S. (5th best out of 15 peer cities)
- **3.8%** annual unemployment rate for 2019, compared to 3.7% U.S.
- **680,000** employees in MSA in February 2020
- #1 among peer cities – Louisville's job growth at young firms rose **9.4%** from 2007 to 2017, an indicator of entrepreneurship.



COVID-19 PANDEMIC

16.8% unemployment rate in Louisville in April 2020, compared to **14.8% U.S.**

Employment in Louisville fell by nearly 100,000 to 574,800 from March to April 2020

Kentucky processed **1,326,628** initial UI claims **last year (March 21-December 26, 2020)**

Kentucky GDP shrank by **34.5% in Q2 2020**

Consumer spending decreased by **12.7%** for **April 2020** compared to March 2020

WHERE WE ARE NOW

4.6% unemployment rate in Louisville in March 2021, compared to **6.0% U.S.**

Employment in Louisville increased to **645,700 in March 2021**

Kentucky has processed **216,033** initial UI claims so far this year (January 2-May 1, 2021)

Kentucky GDP increased by **4.3% in Q4 2020**

Consumer spending increased by **4.2% for March 2021** compared to February 2021

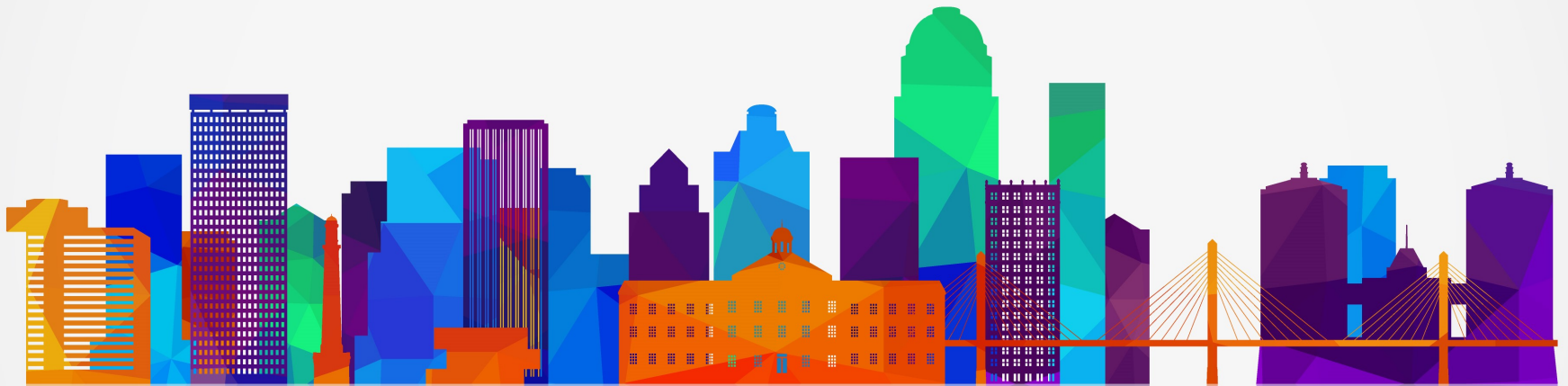


Dashboard Overview
Industry & Innovation
Livability & Labor Market
Equity and Economic

Dashboard Overview

Discover data points, charts, and maps highlighting areas that are important to Louisville's economic vitality and development efforts.

- Louisville Forward recognized as a 'Top Economic Development Group' for past 7 years
- SmartAsset named Louisville to its top 10 list of best cities for new college graduates
- Louisville No. 1 ranked in the Ohio River Corridor for economic development
- CBRE ranked Louisville in the Top 10 of its "Next 25" in Tech Talent markets
- Louisville among top 10 best U.S. cities for remote workers



ECONOMIC DEVELOPMENT



Cluster Development

- Business attraction/retention/expansion
- Workforce development

Small Business Development

- Outreach and services
- Small business loans

International Economic Development Globalization



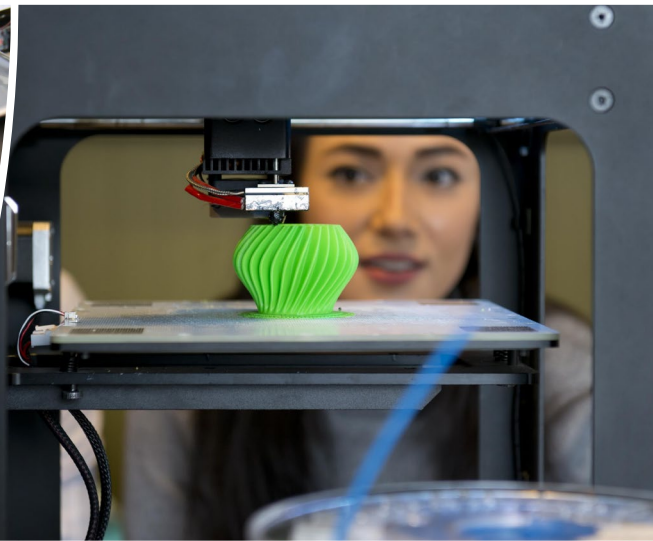
ECONOMIC DEVELOPMENT PROGRESS

FY21 Total to Date

- 51 announced projects
- 2,737 jobs
- \$736 million investment

Pipeline

- 72 projects
- 8,297 jobs
- \$2.8 billion in investment



RECENT ANNOUNCEMENTS – EXPANSIONS & ATTRACTIONS



Eberspächer

214 new jobs

\$34.4 million investment

wieland

75 jobs

\$8.8 million investment



BROWN-FORMAN

\$96 million
investment



UNIVERSAL
MEDICAL SUPPLY
A division of Made In America

131 jobs

\$14.8 million investment



HANDLE

80 jobs

\$7.8 million investment

RECENT ANNOUNCEMENTS – Small Business



Atrium Brewing



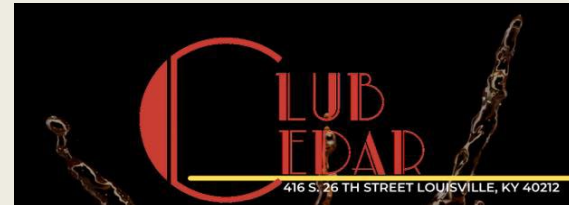
Melba's
Culinary Canvas



K9 Club



PG&J's Dog Bar

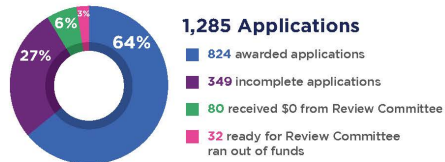


Cedar Lounge & Restaurant

SMALL BUSINESS COVID-19 Relief Grant

824

GRANTS AWARDED
totaling \$27.1 million



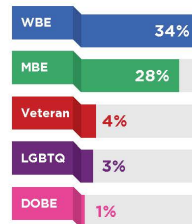
824 awarded grants:

161: max \$50,000 award

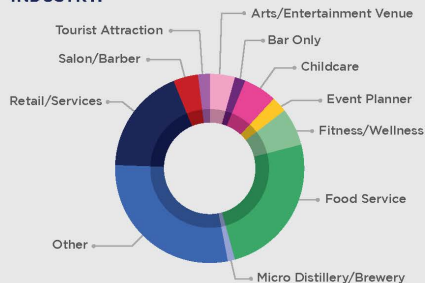
LMI: 364 (\$11,873,270)

Home-Based: 170

GRANTEE DIVERSITY:



INDUSTRY:



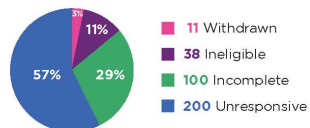
Average Grant: \$32,888

Range of Grant: \$845 - \$50,000

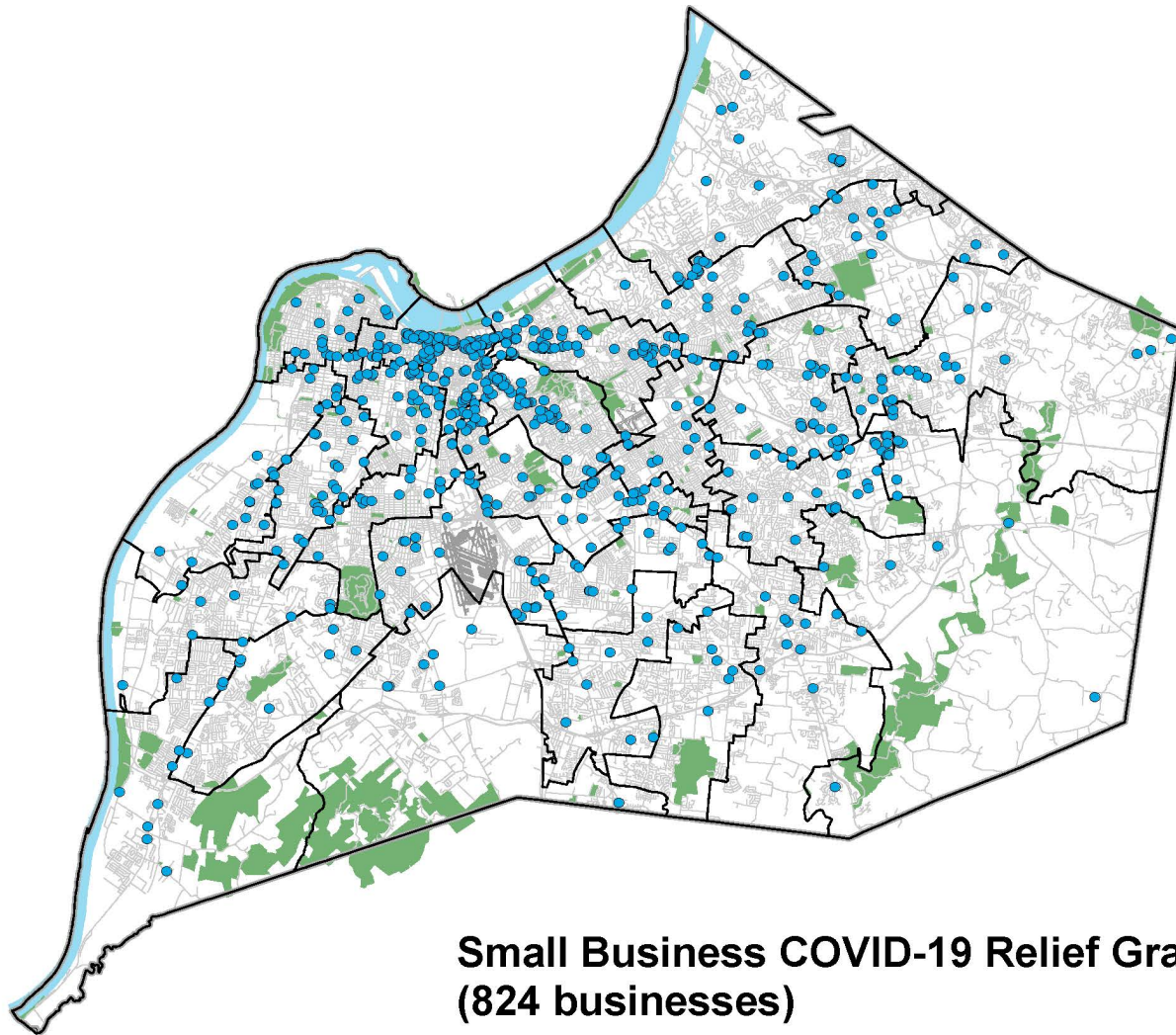
Total Requested: \$40.4 million

Total Approved: \$27.1 million

349 that did NOT go to Review Committee:



<https://louisvilleky.gov/government/louisville-forward/approved-small-business-covid-19-grants>



**Small Business COVID-19 Relief Grant
(824 businesses)**

Small Business COVID-19 Relief Loan

Total Dollars: \$2.9 million

Number of Loans: 70

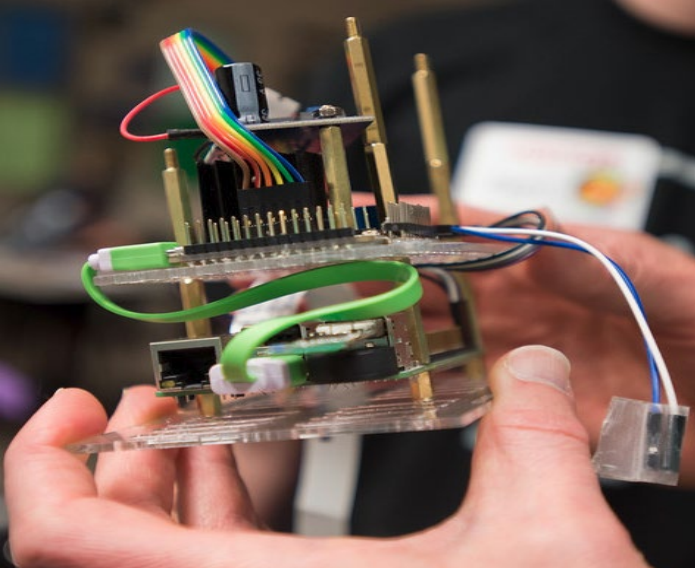
Average loan: \$41,492

Loans by industry:

- 34% to restaurants
- 23% to consumer services
- 10% to childcare

Loans to minority-owned businesses

- 1/3 to minority-owned businesses
- 1/4 to Black-owned businesses



Addressing COVID

- Launched Small Business COVID-19 Relief Grant and Loan programs
- Deferred METCO loan payments
- Connected over 800 businesses to resources
- Translated critical communications into 12 different languages
- Coordinated 21 testing and 3 vaccination sites, assisting more than 2,000 people
- Launched Downtown Revitalization Team

METCO

FY16 – FY21 Total

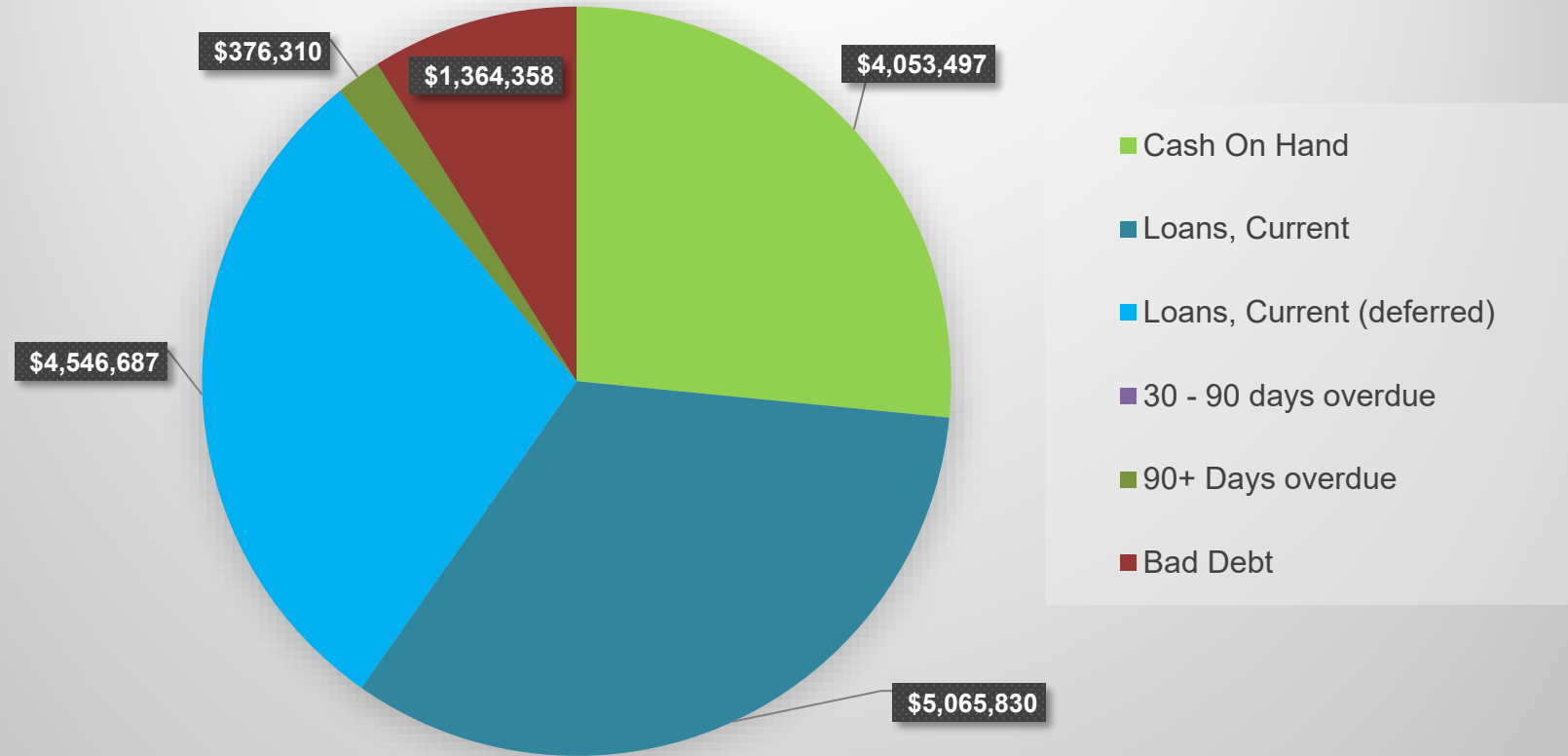
- 130 loans
- \$11.2M loaned
- \$58.2M leveraged

FY21 – to date

- 24 loans
- \$2.2M loaned
- \$14.7M leveraged



\$15.4 Million METCO Portfolio (as of May 12, 2021)



ECONOMIC DEVELOPMENT

FY22 EQUITY GOALS

The Department of Economic Development provides accessible assistance for local businesses to find solutions for economic growth and retention, all while maintaining an intentional equitable focus around minority-, female-, and disabled-owned businesses, and ensuring equitable economic opportunity and impact.

- Goal #1 – Increase number of minority employees in local workforce
- Goal #2 – Increase number of minority-owned businesses by 2%
- Goal #3 – Increase annual revenue for existing minority-owned businesses
- Goal #4 – Provide equity training to department staff

Improving Racial Equity

In FY22 Recommended Budget:

- \$25,000 – Expanded capacity building for Black Business Association
- \$65,000 – West Louisville Senior Economic Development Manager
- \$100,000 – Additional funds for Minority Business Incubator
- \$250,000 – Equity in Procurement
- \$2.7 million – Small Business Assistance Fund
- \$10 million – West End Opportunity Partnership/TIF seed funds

Questions?

DEVELOP LOUISVILLE



Placemaking & Community Development – Improving Health, Safety and Welfare



- Office of Advanced Planning & Sustainability
- Office of Housing
- Office of Planning & Design Services
- Office of Community Development
- Brightside



Develop Louisville COVID-19 Response

Office of Housing

- Roughly 11,000 units have been assisted, serving 23,500 residents through April 2021
- \$41.2 million in Federal CARES and ERAP funds administered eviction prevention programs in collaboration with the Office of Resilience and Community Services

Community Development

- Series of well-attended virtual Lunch and Learns covering vacant property and housing topics
- 97 Landbank sales so far in FY21 – all open houses and Landbank meetings are virtual



Develop Louisville COVID-19 Response



Planning & Design Services

- Virtual Public Meetings
- New Night Hearing Procedures
- Electronic Application Submittal

Public Art

- Collaboration with LVA to invite artists to design “social distancing squares” for businesses and nonprofits (floor decals)

Advanced Planning & Sustainability

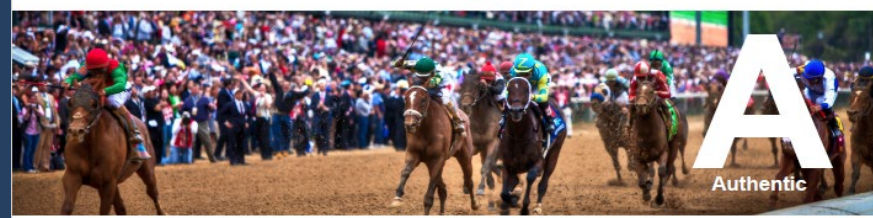
- Partnership with NREL to chart our path to 100% clean energy
- LMG's first full-time Energy Manager
- Cultural Pass 2020 – over 14,000 participants in virtual summer arts and culture experiences
- New Neighborhood Planning Ordinance
- Adoption of South Floyds Fork Vision Plan
- Broadway All the Way



Connected



Healthy



Authentic



Sustainable



Equitable

Office of Housing – Preserving Affordable Housing

- City View Park Rental Development Project: renovation of 503 affordable rental units.
- Christian Care Community Chapel House Project: renovation of 197 senior affordable rental units.
- REBOUND: completed renovation of 9 rental units in the Russell Neighborhood.



Office of Housing – Wealth Building



- Down Payment Assistance
 - Loans Closed (8/28/20 – 5/7/2021): 37
 - Total Dollars Spent: \$806,130
 - Average DPA Assistance: \$21,706
 - Average Home Price: \$140,549
- Home Repair
 - Clients Being Served: 278 (Current as of 4/16/2021)
 - Total Dollars Spent: \$497,465
 - Average Home Repair Assistance: \$24,000

Louisville Affordable Housing Trust Fund

- Dollars committed: \$6.1 million
- Total leveraged: >\$88 million
- FY21 Highlights:
 - Hughlett Temple and REBOUND renovated 12 units - all under 50% AMI
 - Marian Group built 180 units - 90 up to 80% AMI and 90 under 30% AMI
 - River City Housing renovated 12 units - under 50% AMI



Louisville CARES Revolving Loan Fund

- CARES applications received since May 2016: 20
- Projects funded: 10
- Total units funded to date: 1,579
- FY21 Highlights:
 - Oracle 50 and Oracle 64 to renovate 110 vacant affordable rental units.
 - Jefferson's Landing – 240 new construction affordable rental units.



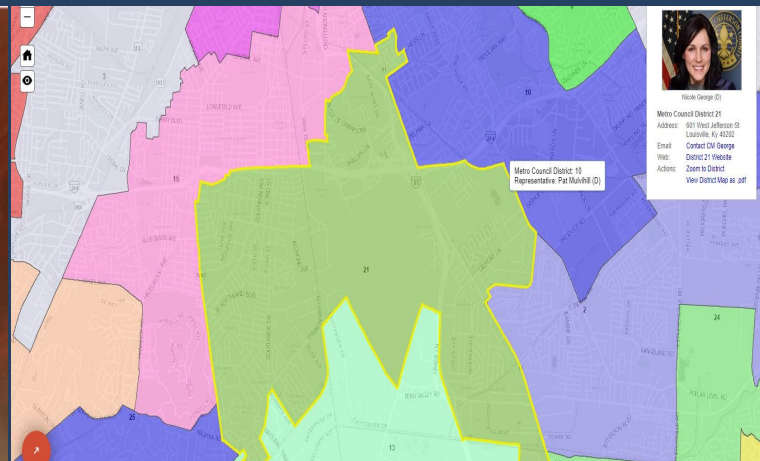
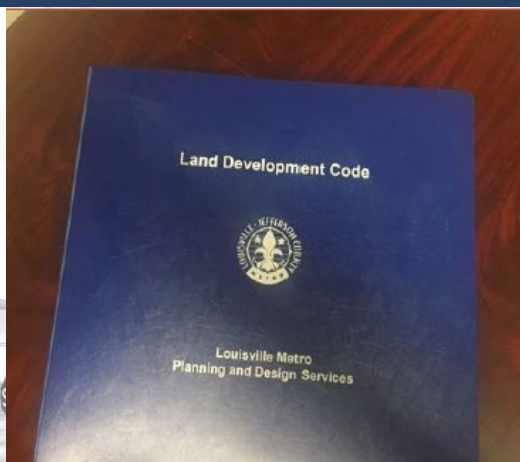
Planning & Design Services

LDC Updates:

- Parking Regulation
- Vaping Ordinance
- LDC Reform
- Boarding Houses

Historic Preservation:

- District 21 historic building survey
- Quinn Chapel received a second \$500k National Park Service grant for stabilization
- New Grant for Shelby Park historic building survey



Planning & Design Services

- Total Applications:
3,708
- Residential Units
Approved:
3,981
- Non-Residential
Development
Approved:
6,174,426 square feet
- Zoning Inspections
Completed:
4,186



Land Development Code Reform

- Metro Council Resolution in August 2020
- Hosted or attended over 100 Meetings
- Milestone-February 2021
 - Interactive Exhibit
 - List of Proposed LDC Changes
 - Phase 1 Recommendations
- Planning Commission Public Hearing on Phase 1 on 4/20/2021
- Currently Under Metro Council Review

RESOLUTION NO. 082, SERIES 2020

A RESOLUTION REQUESTING THE PLANNING COMMISSION REVIEW THE LAND DEVELOPMENT CODE AND DEVELOP RECOMMENDATIONS FOR MORE EQUITABLE AND INCLUSIVE DEVELOPMENT.

SPONSORED BY: COUNCILMEMBERS DORSEY, HOLLANDER, GEORGE, FLOOD, AND PRESIDENT JAMES



Land Development Code Workshop - Housing #2

Develop Louisville ✓
429 views · December 8, 2020



Land Development Code Reform Workshop - Housing #1

Develop Louisville ✓
1.1K views · December 5, 2020



Land Development Code Workshop - Education & Process

Develop Louisville ✓
587 views · December 15, 2020



Land Development Code Workshop - Environmental Justice

Develop Louisville ✓
1.1K views · December 12, 2020

Community Development

- Partnered with Black CDC to create Opportunity Corner at 18th and Magazine in Russell neighborhood. Black CDC is hosting a Black farmer's market at the site and plans to host community events post-COVID.
- 97 Landbank sales so far in FY21
- Series of well-attended Lunch and Learns
- Launched first-ever monthly Landbank newsletter to increase community engagement
- Worked with new Code Enforcement Officers to conduct extensive research in 2021 annual cut list properties as well as properties referred to Blighted Property Action Team.
- Launching property condition-based lien waiver pilot program in Russell neighborhood as part of Metro's Anti-Displacement Strategies
- Completing Racial Equity review of Landbank programs



VAP Successes

Before and After
Images of 1900
Portland Avenue
acquired by
Lifestone Dynamic,
LLC in February
2019 under the Last
Look – Save the
Structure program.



VAP Successes

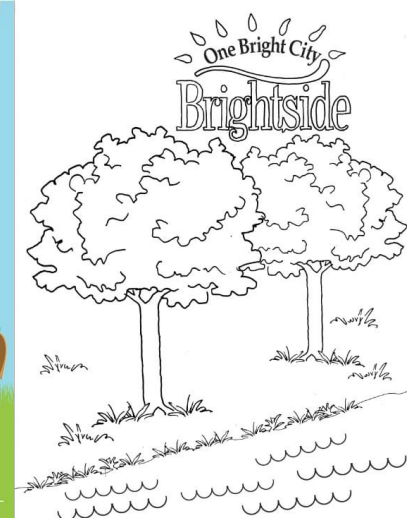
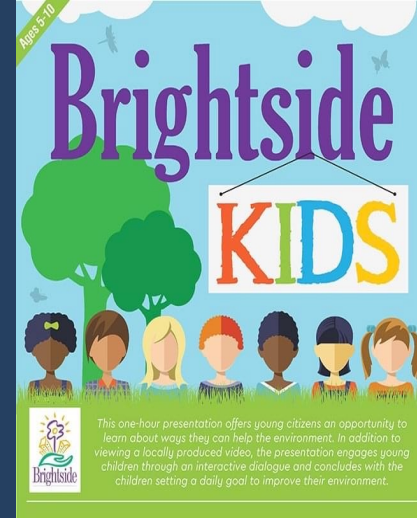
Louisville Grows and Canaan Community Development Corporation have partnered to create “Opportunity Corner” at 634 and 636 S. 18th St.

It officially opened on July 25.



Brightside

- Number of Volunteers: 6,496
- Volunteer Hours: 22,736
(Based on 3.5-hour per person commitment)
- Volunteer Value: \$618,419.20
(Based on national avg.)
- Outreach Impressions: 9,736
(Total of volunteers, students, and community members reached)
- New Canopy Trees Planted: 133
- BrightSites Maintained: 27
- Daffodils Planted: 3,000
- Individual Cleanup Events Held: 136
- Litter Collected: 34 Tons



Equity Investments

In FY22 Recommended Budget:

- \$10 million – Louisville Affordable Housing Trust Fund
- \$4.6 million – Home Repair: Emergency/Exterior/Code Alleviation & Rental Rehabilitation
- \$3.2 million – Affordable Housing Homeowner Unit Preservation in Russell and Other At-Risk Areas
- \$3.4 million – HOME Funds
- \$3.1 million – Russell CHOICE Neighborhood Infrastructure
- \$3 million – Down Payment Assistance
- \$750,000 – Develop Louisville Fund/Russell Neighborhood Commitment
- \$500,000 – Maple Street Park
- \$500,000 – Reimagining 9th Street

Questions?

CODES AND REGULATIONS



CODES & REGULATIONS MAJOR DIVISIONS



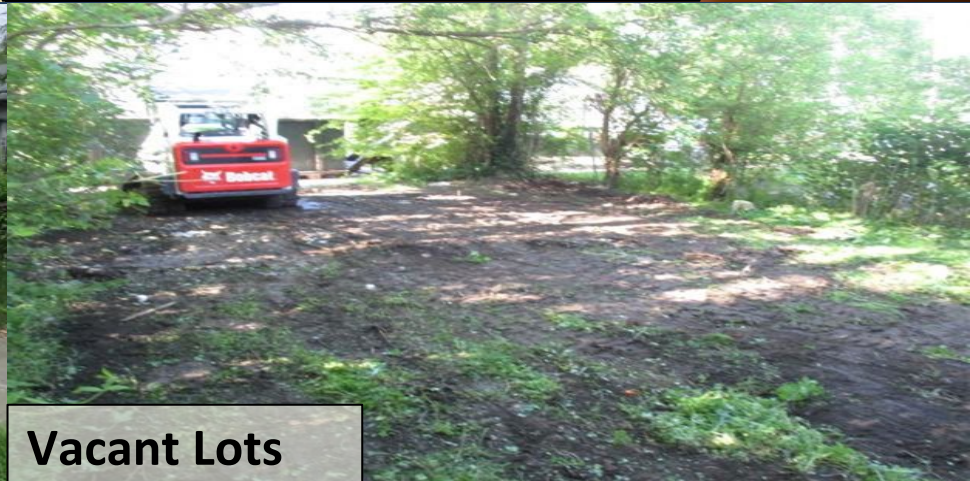
Construction Review



Licenses & Permitting (ABC)



Property Maintenance



Vacant Lots

CONSTRUCTION REVIEW

- Building Permits, Plan Review & Inspections
- Electrical Permits & Inspections
- HVAC Permits & Inspections
- Issued **5,017** Building Permits FY21 to date
- Issued **10,810** HVAC Permits FY21 to date
- Issued **8,022** Electrical Permits FY21 to date
- Performed over **37,657** inspections FY21 to date

Current as of 5/17/2021



LICENSING & PERMITTING (ABC)

Issued **1,844** permits FY21 to date

- ABC Licenses
- TAXI Licenses
- TAXI Driver Licenses
- Charitable Organizations
- Armed Security Companies
- Armed Security Guards
- Pawn Brokers
- Street Vendors
- Mobile Food Trucks
- Horse Drawn Carriages
- Amusement Devices



PROPERTY MAINTENANCE

- Responds to 311 service requests regarding Property Maintenance Code concerns
- Conducts Section 8/HQS inspections for LMHA
- Customer Service team schedules hearings and maintains Code Enforcement Board records
- Performed more than **54,238** PM Inspections FY21 to date
Performed more than **17,740** HQS inspections FY21 to date
- Held more than **852** Code Enforcement Board hearings



VACANT LOTS

- Abates property maintenance violation referrals and graffiti on vacant properties (Boarding & Cleanings)
- Maintains over **600** Metro controlled vacant lots
- Vacant lots completed **10,745** boarding and cleaning work orders FY21 to date
- **1,412** graffiti work orders FY21 to date



Tackling VAP maintenance

- Hired 24 new crew members following Council's mid-year budget adjustment
- Completed 2,012 work orders from April 19 – May 19, compared to 1,063 work orders for same time in 2020
- Annual cut list includes over 1000 vacant and abandoned lots on a regular maintenance schedule
- Another 600 city-owned lots being maintained bimonthly

CODES AND REGULATIONS

FY22 EQUITY GOALS

The Department of Codes & Regulations is committed to advancing racial equity in our community. The office will perform inspections, abatement services, permitting & licenses activities utilizing an equity lens, with the goal of achieving a code compliant community for all, regardless of a person's make-up.

- Goal #1 – Perform a review of departmental functions, policies and procedures, utilizing the Racial Equity Toolkit in FY22
- Goal #2 – Schedule all divisions in the department for equity training through the Office of Equity
- Goal #3 – Increase diversity in departmental promotional opportunities by 5%

Questions?



LOUISVILLE

LIVE. WORK. CREATE. INNOVATE.

