



**Business Location Facts**  
 Labor & Economic Development Committee

District # 13, Councilwoman Vicky Aubrey Welch

**Corporate Information:** Brady Worldwide  
 6555 W Good Hope Road  
 Milwaukee, WI 53223

**Category:**  
 Attraction

**Metro Location:** 7201 National Turnpike 40214

**Web Site:**  
 www.bradycorp.com

**Business/Project Description:** Brady Worldwide is an international manufacturer of safety and security, devices, printing systems and software. Founded in Milwaukee in 1914, they had revenues in 2011 of \$1.34 billion. Brady needs to drive down their manufacturing costs to be competitive and feel that Louisville could be a good place to do so with its central location, low energy, real estate and workforce costs.

**Primary Incentive Requested:**  KBI  KEIA  OTHER(s)

**Local Participation:** Recommended local occupational tax participation level is **1%**

**KEDFA Readings**

**Preliminary Approval Date:** May 30, 2013  
**Projected Final Approval Date:** Expected May 2014  
**Projected Activation Date:** Expected 2Q2015

**Investment and Employment:**

Existing Local Employment: **0** Total Square Footage: **140,000 SF**  
 Jobs to be created at activation: **121** Ultimate Investment: **\$18,250,000**  
 Average F/T Salary: **\$51,084.80** New Payroll at activation: **\$6,181,260.80**

**Local Annual Economic Impact at Activation (year one of credits):**

	<b>Jefferson County Direct Impact</b>	<b>Direct + Indirect + Induced Impact</b>
<b>Projected tax revenues</b>	\$240,175	\$398,011
<b>*0.75% KBI Contribution</b>	\$61,813	\$61,813
<b>Net benefit to Jefferson County (Local new taxes, less 1% KBI occupational tax contribution)</b>	\$178,362	\$336,198

\*State to Local Ratio is 75/25 – KY contributes 3%; Louisville contributes 1%.