

CIF081926EDm

Louisville Metro Council City Agency Request**Neighborhood Development Fund (NDF)****x Capital Infrastructure Fund (CIF)****Municipal Aid Program (MAP)****Paving Fund (PAV)****Primary Sponsor:** Betsy Ruhe**Amount:** \$5,000**Date:** 08/07/2026**Description of program/project including public purpose, additional funding sources, location of project/program and any external grantee(s):**

Louisville Tourism and Metro Council partnered to install wayfinding signs in the Wilder Park neighborhood to help visitors identify community. The \$15,650 project was funded with a \$5,000 Metro Council CIF and a \$10,650 contribution from Louisville Tourism. Because Wilder Park falls within both District 21 and District 15, the Metro Council funding was shared between the two districts. The signs help highlight the neighborhood and strengthen its visibility for residents and visitors alike.

City Agency: Cabinet of Economic Development**Contact Person:** Jeff O'Brien**Agency Phone:** 502.574.1354

I have reviewed this request for an expenditure of city tax dollars, and have determined the funds will be used for a public purpose and have the attached documentation from the receiving department concerning the project/expenditure.

21

District #

Betsy Ruhe

Council Member Signature

2,500

Amount

8/7/2026

Date

Approved by: _____
 Appropriations Committee Chairman Date

Clerk's Office & OMB Use Only:

Request Amount: _____ Amended Amount: _____

Reference #: CIF081926EDm To OMB: _____

Budget Revision #: _____

Account #: _____

To Project Manager: _____ Completion Date: _____

Actual Cost: _____ Funds Returned: _____

Department/Project: Cabinet of Economic Development/ Wilder Park Wayfinding Signage

Additional Signatures

I have reviewed this request for an expenditure of city tax dollars, and have determined the funds will be used for a public purpose.

Council Member Signature and Amount

District 1	_____	\$ _____
District 2	_____	\$ _____
District 3	_____	\$ _____
District 4	_____	\$ _____
District 5	_____	\$ _____
District 6	_____	\$ _____
District 7	_____	\$ _____
District 8	_____	\$ _____
District 9	_____	\$ _____
District 10	_____	\$ _____
District 11	_____	\$ _____
District 12	_____	\$ _____
District 13	_____	\$ _____
District 14	_____	\$ _____
District 15	<i>J. Chappell</i>	\$ 2,500
District 16	_____	\$ _____
District 17	_____	\$ _____
District 18	_____	\$ _____
District 19	_____	\$ _____
District 20	_____	\$ _____
District 21	_____	\$ _____
District 22	_____	\$ _____
District 23	_____	\$ _____
District 24	_____	\$ _____
District 25	_____	\$ _____
District 26	_____	\$ _____

NDF, CIF, MAP OR PAV INTERAGENCY CHECKLIST

Interagency Name: Cabinet of Economic Development	
Program/Project Name: Community Development/ Wilder Park Wayfinding Signage	
	Yes/No/NA
Request Form: Is the Request Signed by all Council Member(s) Appropriating Funding?	Yes
Request Form: If matching funds are to be used, are they disclosed with account numbers in the request form description?	NA
Request Form: If matching funds are to be used, does the amount of the request exclude the matching fund amount?	NA
Request Form: If other funds are to be used for this project, are they disclosed with account numbers in the request form description?	Yes NA
Funding Source: If CIF is being requested, does Metro Louisville own/will own the real estate, building or equipment? If not, the funding source is probably NDF.	Yes
Funding Source: If CIF is being requested, does the project have a useful life of more than one year? If not, the funding source is probably NDF.	Yes
Ordinance Required: Is the NDF request to a Metro Agency greater than \$5,000? If so, an ordinance is required.	No NA
Ordinance Required: Is the request a transfer from NDF to cost center? If so, is the amount given for the fiscal year \$25,000 or less?	No
Supporting Documentation: Does the attachment include a valid estimate and description of cost?	Yes

Submitted by: ashkan rezaiDate: 8/7/2026

Please include invoice number with payment
We accept all Major Credit Cards for your convenience

Golden, Amy

From: O'Brien, Jeff
Sent: Monday, August 10, 2026 10:42 AM
To: Rezai, Ashkan; Zack Davis
Cc: Golden, Amy; Harward, Sonya; Ruhe, Betsy
Subject: RE: CIF for Wilder Park signage

Hello Ashkan

Yes, Louisville Metro Economic Development will accept and administer funds from D15 and D21 along with the external funds.

Thank you,

Jeff

Jeff O'Brien
Executive Director
Cabinet of Economic Development
Louisville Metro Government
502.574.1354

From: Rezai, Ashkan <ashkan.rezai@louisvilleky.gov>
Sent: Monday, August 10, 2026 9:39 AM
To: O'Brien, Jeff <Jeff.O'Brien@louisvilleky.gov>; Zack Davis <zDavis@gotolouisville.com>
Cc: Golden, Amy <Amy.Golden@louisvilleky.gov>; Harward, Sonya <Sonya.Harward@louisvilleky.gov>; Ruhe, Betsy <Betsy.Ruhe@louisvilleky.gov>
Subject: FW: CIF for Wilder Park signage
Importance: High

Good morning Jeff,

Could you please confirm by email that you are accepting \$2,500 from each district (Districts 15 and 21) through their CIF allocations for the Wilder Park wayfinding signage project, as well as \$10,600 from the Louisville Tourism grant toward our signage installation project?

Please see the email below from the Clerk's Office.

Let me know if you have any questions. Thank you much.
Ashkan

Ashkan Rezai | Legislative Aide
Office of District 21 Councilor Betsy Ruhe
City Hall | 601 W. Jefferson St. | 3rd Floor
Office: (502) 574-3090



"The true meaning of life is to plant trees, under whose shade you do not expect to sit."
-Nelson Henderson

Click here to sign up for the District 21 eNewsletter!

From: Golden, Amy <Amy.Golden@louisvilleky.gov>
Sent: Monday, August 10, 2026 9:23 AM
To: Rezai, Ashkan <ashkan.rezai@louisvilleky.gov>
Cc: Harward, Sonya <Sonya.Harward@louisvilleky.gov>
Subject: CIF for Wilder Park signage
Importance: High

Hey Ashkan,

The email from Public Works accepting funds needs to specify that they will accept the \$2,500 each from Districts 15 and 21 and also \$10,600 from the outside entity (Louisville Tourism) since Public Works oversees getting the work done. Please get the updated acceptance email ASAP.
Thank you,



Amy Golden
Assistant Clerk- Louisville Metro Council
601 W. Jefferson Street
Louisville, KY 40202
D: (502) 574-2975

Rezai, Ashkan

From: O'Brien, Jeff
Sent: Friday, August 7, 2026 9:15 AM
To: Rezai, Ashkan
Cc: Alan Rueff; Zack Davis; Ruhe, Betsy; Sydnor, Wesley
Subject: RE: Invoice # 69629- Wilder Park Neighborhood

Hi Ashkan

Economic Development will accept the funds and process payment.

Jeff

Jeff O'Brien
Executive Director
Cabinet of Economic Development
Louisville Metro Government
502.574.1354

From: Rezai, Ashkan <ashkan.rezai@louisvilleky.gov>
Sent: Thursday, August 6, 2026 10:59 AM
To: O'Brien, Jeff <Jeff.O'Brien@louisvilleky.gov>
Cc: Alan Rueff <alan@rueffsigns.com>; Zack Davis <zdavis@gotolouisville.com>; Ruhe, Betsy <Betsy.Ruhe@louisvilleky.gov>; Sydnor, Wesley <Wesley.Sydnor@louisvilleky.gov>
Subject: RE: Invoice # 69629- Wilder Park Neighborhood

Yes, they have been installed just recently.

Thank you for getting back to me.

Ashkan Rezai | Legislative Aide
Office of District 21 Councilor Betsy Ruhe
City Hall | 601 W. Jefferson St. | 3rd Floor
Office: (502) 574-3090



"The true meaning of life is to plant trees, under whose shade you do not expect to sit."
-Nelson Henderson



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From: O'Brien, Jeff <Jeff.O'Brien@louisvilleky.gov>
Sent: Wednesday, August 5, 2026 7:51 PM
To: Rezai, Ashkan <ashkan.rezai@louisvilleky.gov>
Cc: Alan Rueff <alan@rueffsigns.com>; Zack Davis <zdavis@gotolouisville.com>; Ruhe, Betsy <Betsy.Ruhe@louisvilleky.gov>
Subject: Re: Invoice # 69629- Wilder Park Neighborhood

Hi Ashkan

I added Wes here. We spoke this evening. Is this signage already installed?

We are trying to decide which department is best situated to handle.

Jeff

Jeff O'Brien
Executive Director
Economic Development Cabinet
Louisville Metro Government
502.574.1354

On Aug 4, 2026, at 2:58 PM, Rezai, Ashkan <ashkan.rezai@louisvilleky.gov> wrote:

Hi Jeff,

I initially sent this request to the Public Works but then realized your department may be a better fit.

With Louisville Tourism's assistance, we installed a single-pole gateway sign and a monument sign to help highlight and promote the Wilder Park area. While we received a grant that covered most of the project cost, our Council offices agreed to contribute \$5,000, shared with District 15.

Public Works has not yet affirmatively responded to my request, but assuming you have handled similar projects before, would it be possible to transfer this CIF allocation to Economic Development so that your department can process payment of the remaining balance owed to Rueff Signs, Inc.? Please see attached invoice. If so, please confirm, as I will need that confirmation for filing purposes.

I have copied Alan Rueff, our contact at Rueff Signs, and Zach Davis from Louisville Tourism.

Thank you very much.
Ashkan

Ashkan Rezai | Legislative Aide
Office of District 21 Councilor Betsy Ruhe
City Hall | 601 W. Jefferson St. | 3rd Floor
Office: (502) 574-3090

<image001.png>

<image002.jpg>

"The true meaning of life is to plant trees, under whose shade you do not expect to sit."

-Nelson Henderson

Click here to sign up for the District 21 eNewsletter!

From: Julie Meredith <julie@rueffsigns.com>

Sent: Friday, July 31, 2026 9:41 AM

To: Ruhe, Betsy <Betsy.Ruhe@louisvilleky.gov>

Cc: Rezai, Ashkan <ashkan.rezai@louisvilleky.gov>; zdavis@gotolouisville.com

Subject: Invoice # 69629- Wilder Park Neighborhood

This email seems to contain an invoice or purchase order. Verify it is authentic directly with the vendor using your organization's trusted contact list before paying or taking further action. All invoices and PO related activities should be managed in Workday or initiated in person.

Secured by Check Point

CAUTION: This email came from outside of Louisville Metro. Do not click links, open attachments, or give away private information unless you recognize the sender's email address and know the content is safe.

Hi Betsy.

The final invoice for Wilder Park Neighborhood signs is attached. Please let me know if you have any questions or need me to make any changes.

Thanks!

Thank you,

Julie Meredith

Rueff Sign Co., Inc.

1530 E. Washington St.

Louisville, KY 40206

502-582-1714 fax 502-584-6427

<Invoice # 69629.PDF>

<MOU District 21 - Louisville Tourism Wayfinding Signage_signed.pdf>

Memorandum of Understanding

This Memorandum of Understanding and agreement (hereinafter referred to as "MOU" or "Agreement") is entered into by Louisville Tourism located at One Riverfront Plaza, 401 West Main Street, Suite 2300, Louisville, Kentucky 40202, and the **Louisville/Jefferson County Metro Government, acting by and through Louisville Metro Council District 21 ("Wayfinding Recipient")**.

Recitations

WHEREAS, Louisville Tourism desires to promote local tourism by assisting Wayfinding Recipient in its efforts to secure wayfinding signage at the border of or within their neighborhood, town, or city within Metro Louisville, Kentucky ("Wayfinding Signage"); and

WHEREAS, Louisville Tourism previously issued an RFP for Wayfinding Signage options, to which a Wayfinding Signage Vendor ("Wayfinding Signage Vendor") responded; and

WHEREAS, Louisville Tourism previously issued an Application for Wayfinding Signage Installations, to which the Wayfinding Recipient responded; and

WHEREAS, Louisville Tourism and Wayfinding Recipient wish to memorialize the terms under which Louisville Tourism is providing the funding for the Wayfinding Signage to be provided to the Wayfinding Recipient, but with Wayfinding Recipient undertaking responsibility for all non-monetary aspects of the provision of the Wayfinding Signage, such as easements, permits, zoning, and all other permissions or requirements of any authority having jurisdiction ("AHD");

WHEREAS, Louisville Tourism and Wayfinding Recipient understand that the financial incentives provided will be used to offset costs associated with providing the Wayfinding Signage to the Wayfinding Recipient:

NOW, THEREFORE, the parties agree as follows:

Provisions

Section 1: Louisville Tourism agrees to provide funding toward the Wayfinding Signage in an amount not to exceed \$10,650. Louisville Metro Council District 21 ("Wayfinding Recipient") agrees to be responsible for all remaining costs associated with the Wayfinding Signage, currently estimated at \$15,650.

Louisville Tourism's financial obligation under this MOU is expressly limited to the amount stated above, and under no circumstances shall Louisville Tourism be responsible for costs in excess of that amount.

The Parties agree that the Wayfinding Signage project is expressly contingent upon full funding being secured for the total project cost. In the event Louisville Metro Council District 21 does not provide its required share of funding in full, the Wayfinding Signage project shall not proceed, and neither Party shall have any further obligation to advance the project.

Section 2:

- a. Wayfinding Recipient will identify for Louisville Tourism the location within its jurisdiction that the Wayfinding Signage is to be placed. If presently known, the location is filled in here:

Louisville Metro Council District 21

- b. Wayfinding Recipient, working with Wayfinding Signage Vendor, agrees that it is responsible for making sure that the Wayfinding Signage and the precise location at which it is to be placed complies with all zoning, specifications, easement requirements of either public or private parties affected, encroachments, and other applicable laws or regulations, including any federal, state and local laws implicated, for the placement and installation of such signage in the locations identified by Wayfinding Recipient.
- c. Wayfinding Recipient agrees that Louisville Tourism is only responsible for payment of its maximum funding commitment as stated in Section 1 toward the Wayfinding Signage and its installation at the location designated and described by Wayfinding Recipient and the remaining amount will be the responsibility of Louisville Metro Council District 21. The Wayfinding Signage Vendor may, at its discretion, elect to defer commencement of work until all required funds have been received. Under no circumstances may the Wayfinding Signage Vendor commence fabrication, installation, or any other work related to the Wayfinding Signage unless and until (i) this MOU has been fully executed by all Parties and (ii) full project funding has been secured.
- d. Wayfinding Recipient understands and agrees that no maintenance is being provided by Louisville Tourism following the installation of the Wayfinding Signage.
- e. Wayfinding Recipient agrees that should Louisville Tourism or the Wayfinding Signage Vendor subsequently be unable or unwilling to provide the Wayfinding Signage that this MOU creates no expectation damages or other damages entitling Wayfinding Recipient to maintain any cause of action against Louisville Tourism. Wayfinding Recipient additionally agrees that any delays in the installation or delivery of such Wayfinding Signage shall not be the basis of any claim.
- f. This MOU shall be binding upon, inure to the benefit of, and be enforceable by, the respective successors and Permitted Assignees of the parties hereto. Nothing expressed or implied herein is intended or shall be construed to confer upon or give any person, firm, or corporation, other than the parties hereto, any right or remedy hereunder or by reason hereof.
- g. This MOU may be executed in counterparts, meaning that all parties do not need to sign the same copy of this MOU and execution will be complete when each party holds a copy of this signed by every party, even though the signatures of every party do not appear on the same copy.
- h. The rights and obligations of the parties under this MOU shall be governed by the laws of the Commonwealth of Kentucky, without reference to Kentucky's conflicts of laws principles.
- i. This MOU represents the entire agreement between the parties and no representations, inducement, promises or agreements, oral or otherwise, between the parties not embodied herein, shall be of any force or effect except as embodied herein or otherwise set forth in writing and executed by the parties.

- j. Should it be held at any time by a court of competent jurisdiction that any of the obligations, covenants, or agreements set forth in this Agreement are illegal, invalid, or unenforceable, the validity of the remaining parts, terms, or provisions shall not be affected thereby and any illegal, invalid, or unenforceable part, term(s), or provision(s) shall be deemed not to be a part of this Agreement.
- k. This Agreement shall be construed as if all parties jointly prepared it, and any uncertainty or ambiguity in the Agreement shall not be interpreted against any one party.
- l. This Agreement shall not be altered, amended, or modified by oral representation made before or after the execution of this Agreement. All modifications must be in writing and duly executed by all Parties.
- m. Wayfinding Recipient may not assign any of its rights or delegate any of its obligations under this Agreement, nor may Wayfinding Recipient's rights be assumed, without the prior written consent of Louisville Tourism ("Permitted Assignees"). Any purported assignment or delegation in violation of this section is null and void. No assignment or delegation relieves the assigning or delegating Party of any of its obligations under this Agreement.
- n. Each signatory below represents that they are authorized to enter into this MOU and to bind the parties to the terms of the MOU.
- o. Indemnification. To the extent permitted by Kentucky law, Wayfinding Recipient agrees to defend, indemnify and hold harmless Louisville Tourism and its officials, directors, officers, affiliates, employees, agents, successors and assigns against any claims, causes of action, costs, expenses (including reasonable attorneys' fees), liabilities, or damages (collectively, "Losses") to the extent arising out of or in connection with this grant or Agreement, including but not limited to any (a) negligent act or omission, or intentional misconduct, on the part of Wayfinding Recipient or any of its contractors, subcontractors, suppliers, employees or agents or any person under its direction or control in the performance of its obligations under this Agreement, (b) breach or default by Wayfinding Recipient of any of its representations, covenants or agreements made herein, or (c) any action or inaction directly caused by an employee or member of Wayfinding Recipient or its affiliates in connection with or related to the grant or Agreement. The provisions of this Section shall survive the expiration or sooner termination of this Agreement with respect to any claims or liability occurring prior to such expiration or termination.

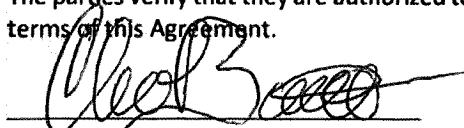
With respect to each separate matter brought by any third party against which Louisville Tourism ("Indemnitee") is to be indemnified by Wayfinding Recipient ("Indemnitor") under this paragraph, the Indemnitor shall be responsible, at its sole cost and expense, for controlling, litigating, defending and/or otherwise attempting to resolve any proceeding, claim, or cause of action underlying such matter, except that (a) the Indemnitee may, at its option, participate in such defense or resolution at its expense and through counsel of its choice; (b) the Indemnitee may, at its option, assume control of such defense or resolution if the Indemnitor does not promptly and diligently pursue such defense or resolution, provided that the Indemnitor shall continue to be obligated to indemnify the Indemnitee hereunder in connection therewith; and (c) neither Indemnitor nor Indemnitee shall agree to any settlement without the other's prior written consent (which shall not be unreasonably withheld or delayed). In any event, Indemnitor and Indemnitee

shall in good faith cooperate with each other and their respective counsel with respect to all such actions or proceedings, at the Indemnitor's expense. With respect to each and every matter with respect to which any indemnification may be sought hereunder, upon receiving notice pertaining to such matter, Indemnatee shall promptly (and in no event more than twenty (20) days after gaining actual knowledge of such claim) give reasonably detailed written notice to the Indemnitor of the nature of such matter and the amount demanded or claimed in connection therewith, provided that the failure by the Indemnatee to give notice as provided herein shall not relieve Indemnitor of its obligations under this paragraph, except to the extent Indemnitor is actually prejudiced by such failure to give notice.

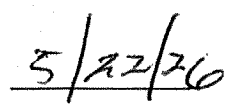
- p. **Liability Insurance:** Pursuant to Ordinance No. 11, Series 2003, the Louisville/Jefferson County Metro Government is self-insured for all properly asserted General Liability claims brought against it to which the Louisville/Jefferson County Metro Government does not otherwise have a legal defense. In addition, the Louisville/Jefferson County Metro Government agrees to keep in full force and effect Excess Self Insurance coverage for all properly asserted claims brought against it to which the Louisville/Jefferson County Metro Government does not otherwise have a legal defense covering Bodily Injury; Property Damage and Personal injury Liability under the Louisville Area Governmental Self Insurance Trust; as long as such coverage is available. The Limit of Liability provided by such Excess coverage shall be at least \$5,000,000 per Occurrence under a Combined Single Limit format. The Louisville/Jefferson County Metro Government agrees to provide (name of contractor) with a Certificate of Self Insurance from the Louisville Area Governmental Self Insurance Trust, if requested. The Trust Bylaws do not allow including additional insureds on Members coverages, however, Broad Form Contractual Liability coverages provided.
- q. **Workers' Compensation Insurance:** The Louisville/Jefferson County Metro Government maintains and appropriates funds for the Self-Insurance Program for Workers' Compensation coverage to the Louisville/Jefferson County Metro Government employees, the Louisville/Jefferson County Metro Government is in compliance with KRS.342.340 of the Workers' Compensation Act and has received the Certificate of Self Insurance as proof of ability to pay compensation claims.

WHEREFORE, the parties, intending to be legally bound, do hereby execute this Memorandum of Understanding and commit to its principles and its responsibilities.

The parties verify that they are authorized to bind this Agreement between parties and that they accept the terms of this Agreement.

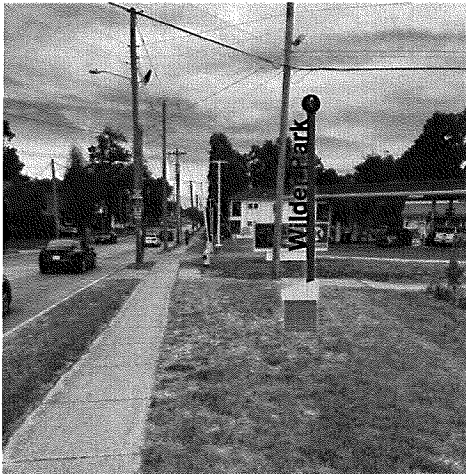

Louisville Tourism


Wayfinding Recipient

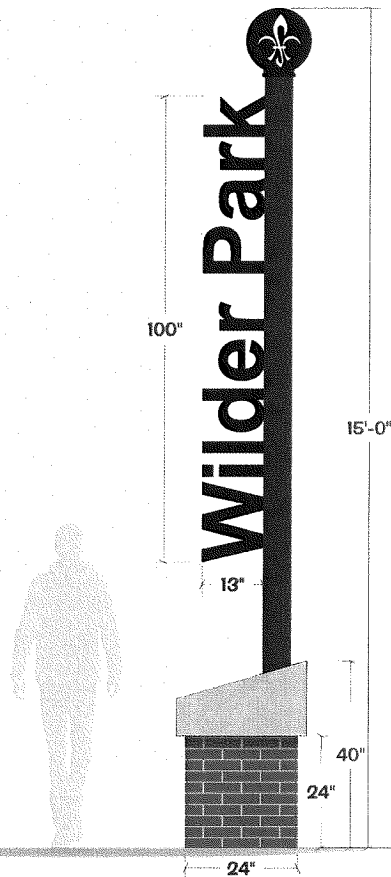

Date

5-21-2026

Date



Proposed Sign Location



125i
RUEFF SIGNS
www.rueffsigns.com

1530 East Washington St.
Louisville, Kentucky 40206
502-582-1714 - Phone
502-584-6427 - Fax

CUSTOMER

Louisville Tourism

LOCATION

TBD

SALESMAN

Alan Rueff

DATE

5/20/2026

1:42:20 PM

SCALE

1/2" = 1'

FILE NAME

Louisville Tourism \ Wilder Park \ Wilder Park Signs

Underwriters
Laboratories Inc.
Listed
ELECTRIC SIGN
COMPLIES TO UL 48

ALL ELECTRICAL SIGNS ARE 120 VOLTS UNLESS OTHERWISE INDICATED

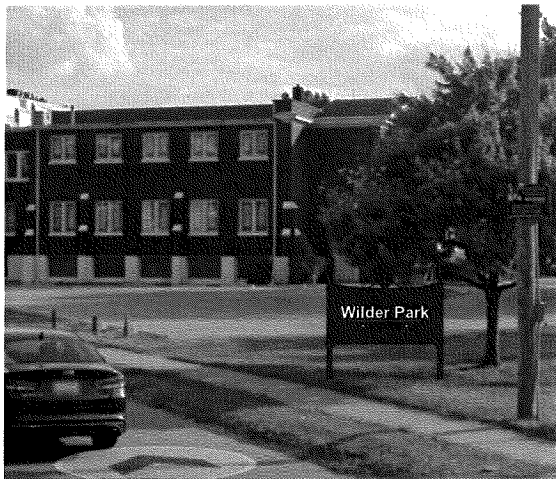
This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

This is a sketch, NOT A BLUEPRINT. Any photo overlays or images are merely an attempt to show the sign(s) as close as possible to how they may appear installed.

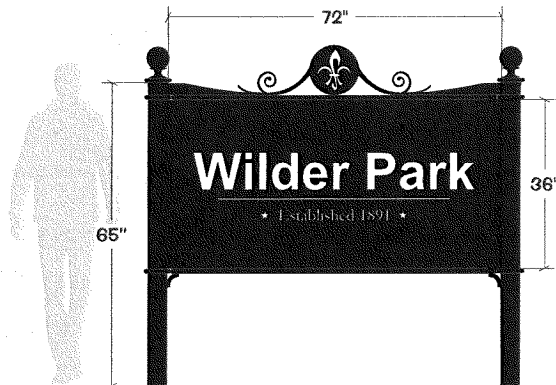
FINAL SIZES ARE AS LISTED ON THE MECHANICAL BREAKDOWN.

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Proposed Sign Location Option 1



RSI

RUEFF SIGNS

www.rueffsigns.com

1530 East Washington St.
Louisville, Kentucky 40206
502-582-1714 - Phone
502-584-6427 - Fax

CUSTOMER

Louisville Tourism

LOCATION

TBD

SALESMAN

Alan Rueff

DATE

5/20/2026

1:42:20 PM

SCALE

1/2" = 1'

FILE NAME

Louisville Tourism \ Wilder Park \ Wilder Park Signs

Underwriters
Laboratories Inc.
L9070
ELECTRIC SIGN
COMPLIES TO UL 48

ALL ELECTRICAL SIGNS ARE 120 VOLTS W/RECESSED WIRING REQUIRED

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

This is a sketch, NOT A BLUEPRINT. Any photo overlays or images are merely an attempt to show the sign(s) as close as possible to how they may appear installed.

FINAL SIZES ARE AS LISTED ON THE MECHANICAL BREAKDOWN.

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