



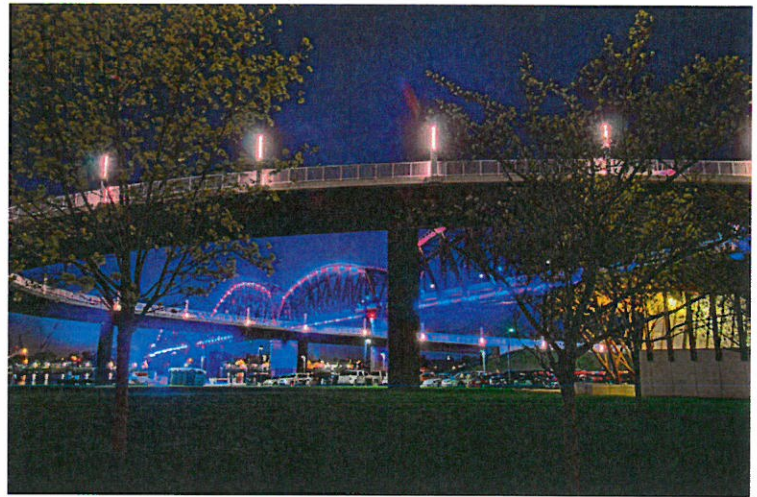
Louisville Waterfront Park's Economic Impact on Louisville and Kentucky

Since its inception over 25 years ago, Louisville Waterfront Park has become a new town commons for the city, a central gathering space for events and celebrations. It has sparked an estimated \$1.3 billion investment in the Waterfront District, including residential apartments and condominiums, Louisville Slugger Field, and the Yum! Center sports and concert arena. The park has garnered attention from other waterfronts from around the world, and is one of five international cities featured in a 2014 exhibit at the Smithsonian Anacostia Community Museum in Washington, DC.

Waterfront Park hosts more than 150 events per year, including several large events that, year in and year out, have a significant impact on the local and state economy. These events attract attendees from all over the nation and world, and add millions of dollars to the state coffers.

By any measure, Louisville Waterfront Park is a resounding success. It has created a beautiful new front door to the Commonwealth from what was once an inaccessible eyesore. When development began in 1986, there were fewer than 400 employees in the entire Waterfront District. Today, that employment number has increased by nearly 2000%, and workers are joined by residents and more than 2 million visitors to Waterfront Park every year.

Immediately adjacent to the park, Waterfront Park Place, a high-rise residential development, claims the Great Lawn at its own front lawn. RiverPark Place, at the east end of the park, has completed 387 residential units, which are 94% leased, with plans for further development through the next ten years.



Other adjacent developments include Preston Pointe, a mixed-use residential and office building; the Yum! Center, a 22,000 seat sports and concert arena; and Louisville Slugger Field, a jewelbox minor league ballpark that renovated an old train shed for its concourse. Immediately south of the park, Whiskey Row is under development, and Brown-Forman is investing more than \$35 million in the Old Forester Distillery as part of that project. Main and Market Streets have seen a flurry of renovations that include new restaurants, clubs, galleries, shops and loft/residential development. The commonly held and stated view is that the majority of these developments were a direct result of Waterfront Park.



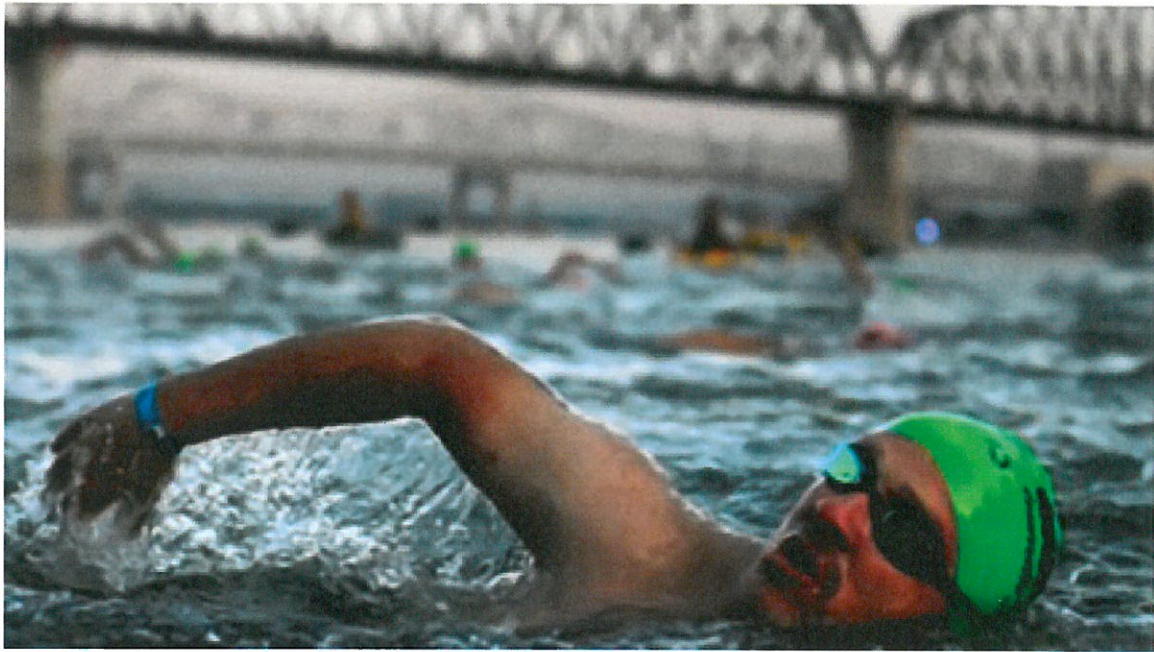
Three of the park's biggest events have a combined annual economic impact of more than \$140 million dollars, and all have committed to host their events in Waterfront Park for multiple years.

The following snapshots help demonstrate Waterfront Park's impact as an attraction and an economic booster for Louisville and the Commonwealth of Kentucky.



Forecastle Festival

- Rolling Stone has called it "one of the coolest festivals in the country." Southern Living says Forecastle is "one of the best festivals not just in the south but in the country."
- Forecastle has an annual economic impact of more than \$20 million.
- The event draws more than 60,000 attendees from 10+ countries, all 50 states, and 1,800 cities.
- 65% of attendees came from outside Louisville.
- Attendees spend an average of \$100 per day on hotels, food & entertainment, gas & transportation, and sightseeing.
- The event has committed to Waterfront Park through 2020.



Ironman Triathlon

- The Ironman has been held at Waterfront Park since 2007, and recently committed to hosting at Waterfront Park through 2019.
- Ironman's annual economic impact exceeds \$5 million.
- The Ironman Triathlon in Louisville draws more participants than any other Ironman venue.
- This qualifying triathlon attracts participants from 47 states and 43 countries.
- The event generates from 10,000 – 14,000 hotel room nights.



Kentucky Derby Festival

- Thunder Over Louisville on average attracts 480,000 folks, with an annual economic impact of \$90 million.
- The mini-marathon and marathon attract 18,000 participants and has an annual economic impact of \$20 million.
- Fest-a-Ville attracts approximately 100,000 people over the 9-day event and generates about \$11 million annually.



The Belle of Louisville

- The Belle of Louisville is operated by the Waterfront Development Corporation and has her permanent home at the downtown wharf at Louisville Waterfront Park.
- The Belle celebrated her 100th birthday in 2014, a notable accomplishment, as the average lifespan of a steamer during the heyday of steamboating was four to five years. She is the oldest operating Mississippi River-style steamboat in the world.
- This National Historic Landmark is recognized internationally as an icon for Louisville and the Commonwealth.
- Visitors from every state in the U.S. ride the Belle. As expected, a large number of passengers come from Indiana, Ohio, and Tennessee; other states that are well represented include Illinois, California, Michigan, Pennsylvania, Texas, Wisconsin, New Jersey, North Carolina, and Georgia. The Belle's outreach spreads throughout the world – the passenger list includes a solid representation of visitors from Canada and the United Kingdom, but also a surprising number of passengers from Australia, South Africa, and Denmark. Other countries represented include New Zealand, Barbados, Brazil, Poland, Sweden, and Taiwan.