



FY 20 Budget Presentation



2.2 MILLION
people visit annually

1.1
MILLION

people attend one
of the **150 EVENTS**
held at the Park each year

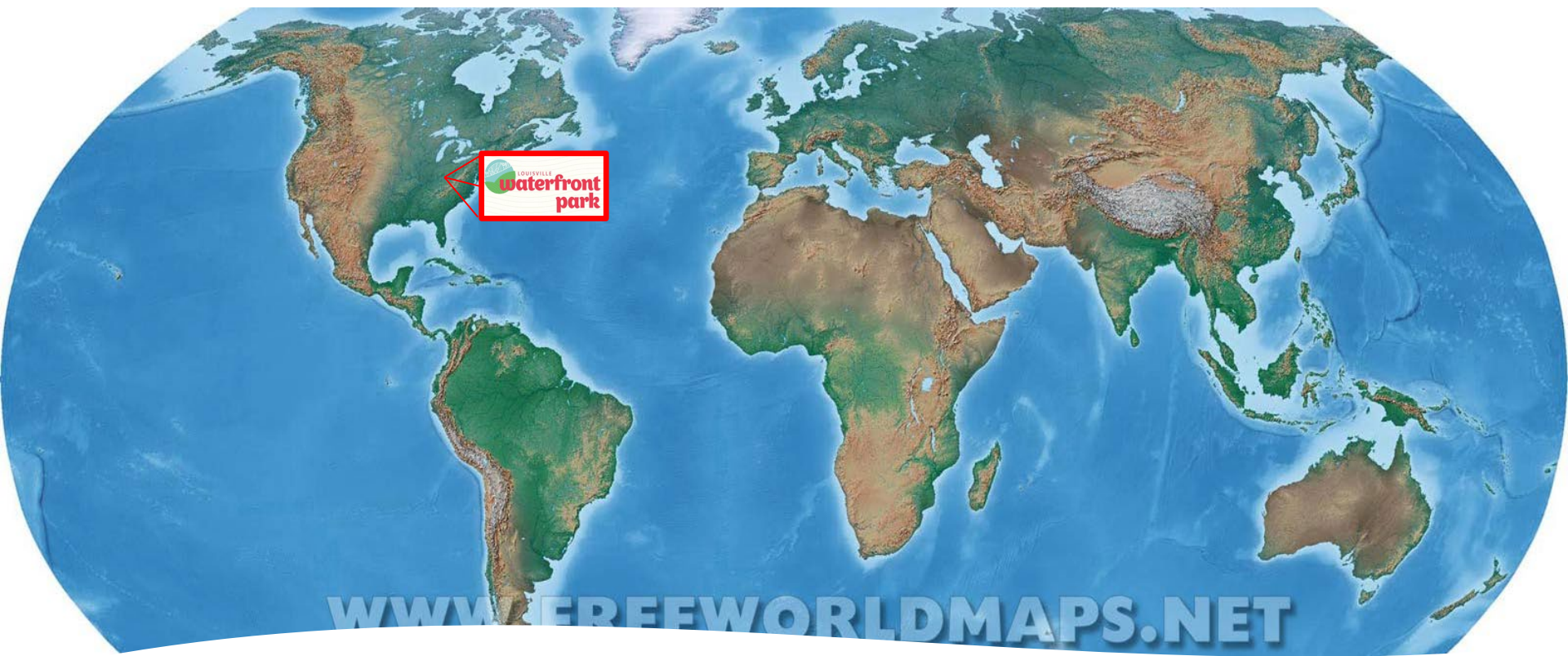


Waterfront Park is for everyone

The Park is more diverse than the city as a whole

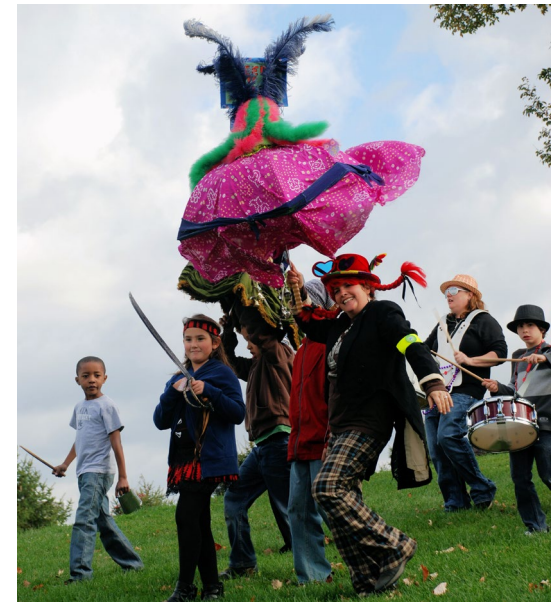


Nearly half of all visitors are families with children.



24% of park visitors are from outside the region

Local visitors come from every Metro Council district
and all seven counties in the region



Visitors love Waterfront Park

97% of visitors would recommend the Park

91% feel a sense of belonging at the Park



95% of locals agree that "Waterfront Park is for all people in the community"

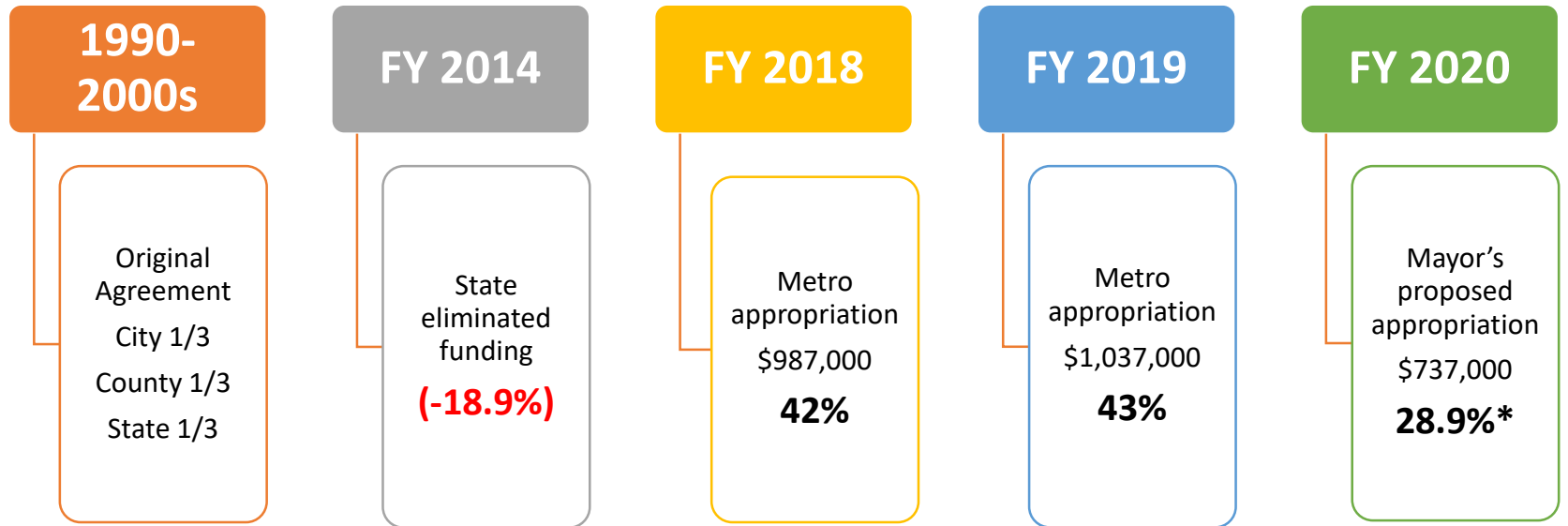


The Louisville Waterfront Park supports
at least **707 JOBS**
including 1% of all downtown jobs.



The Louisville Waterfront Park and the events
it hosts combine to generate more than
\$40 MILLION
annually in economic impact for
downtown Louisville and beyond.

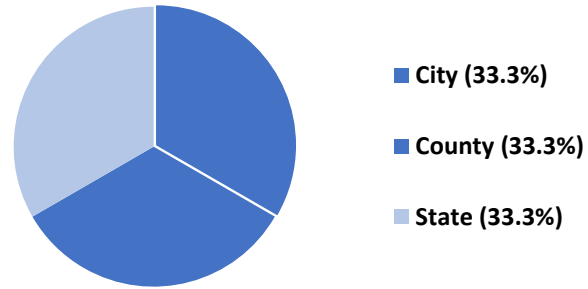
Operating Budget



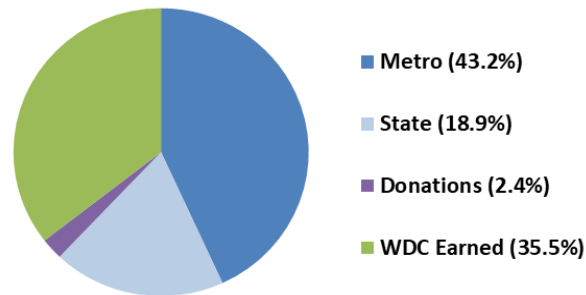
***FY20 Metro Parks = 73%**



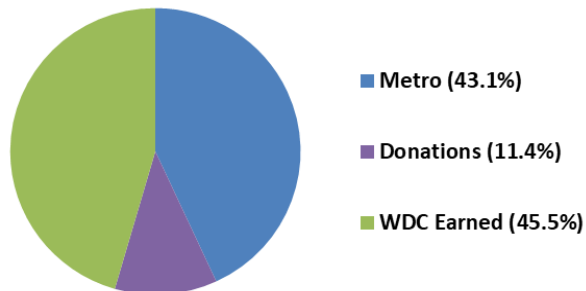
1990 – 2000's Revenues



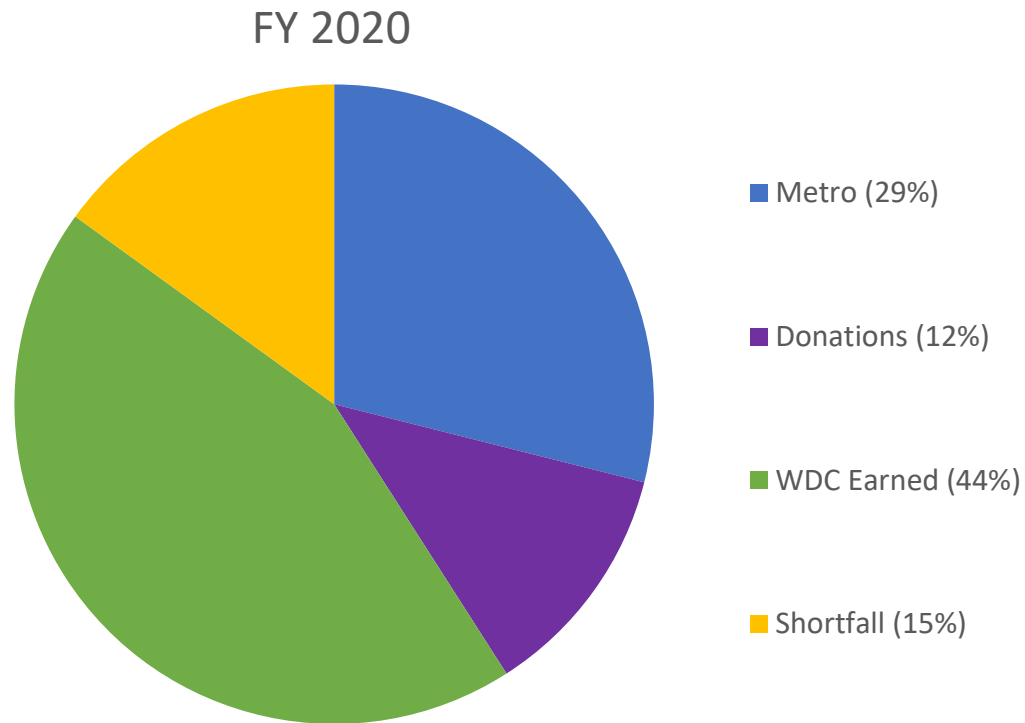
2012 Revenues



2018 Revenues



\$300,000 reduction in Metro appropriation





FY20 OPERATING BUDGET

REVENUE

Metro Govt \$ 737,000

WDC Earned 1,432,000

\$ 2,169,000

EXPENSES

(\$ 2,550,000)

OPERATING DEFICIT

(\$ 381,000)



Efficiencies/Revenue (*already implemented*)

Replaced the light fixtures with energy efficient LED lighting

Personnel reductions through attrition

Increased event revenue by 380%

Expanded park vendors (jet boat, kayak, novelties)

Added new seasonal park attractions (e.g. observation wheel, holiday laser dome)

Secured agreements for temporary cellular facilities in park during Derby Festival

Collected parking fees in select lots during large events

Secured agreement with the State for reimbursement of costs of maintaining state right-of-way

Coordinating a fundraiser for upcoming WFPK Waterfront Wednesday

Installed donation boxes in the park

Efficiencies/Revenue *(in process)*



Negotiating agreements to install a permanent cellular facility and small cell antennas in the park



Planning new fundraiser event



Pursuing new revenue-generating park attractions



Exploring new partnerships with neighboring businesses



Pursuing new tenant(s) for restaurant space



Capital Maintenance and Repairs



Mary M
Miller





Riverview Park



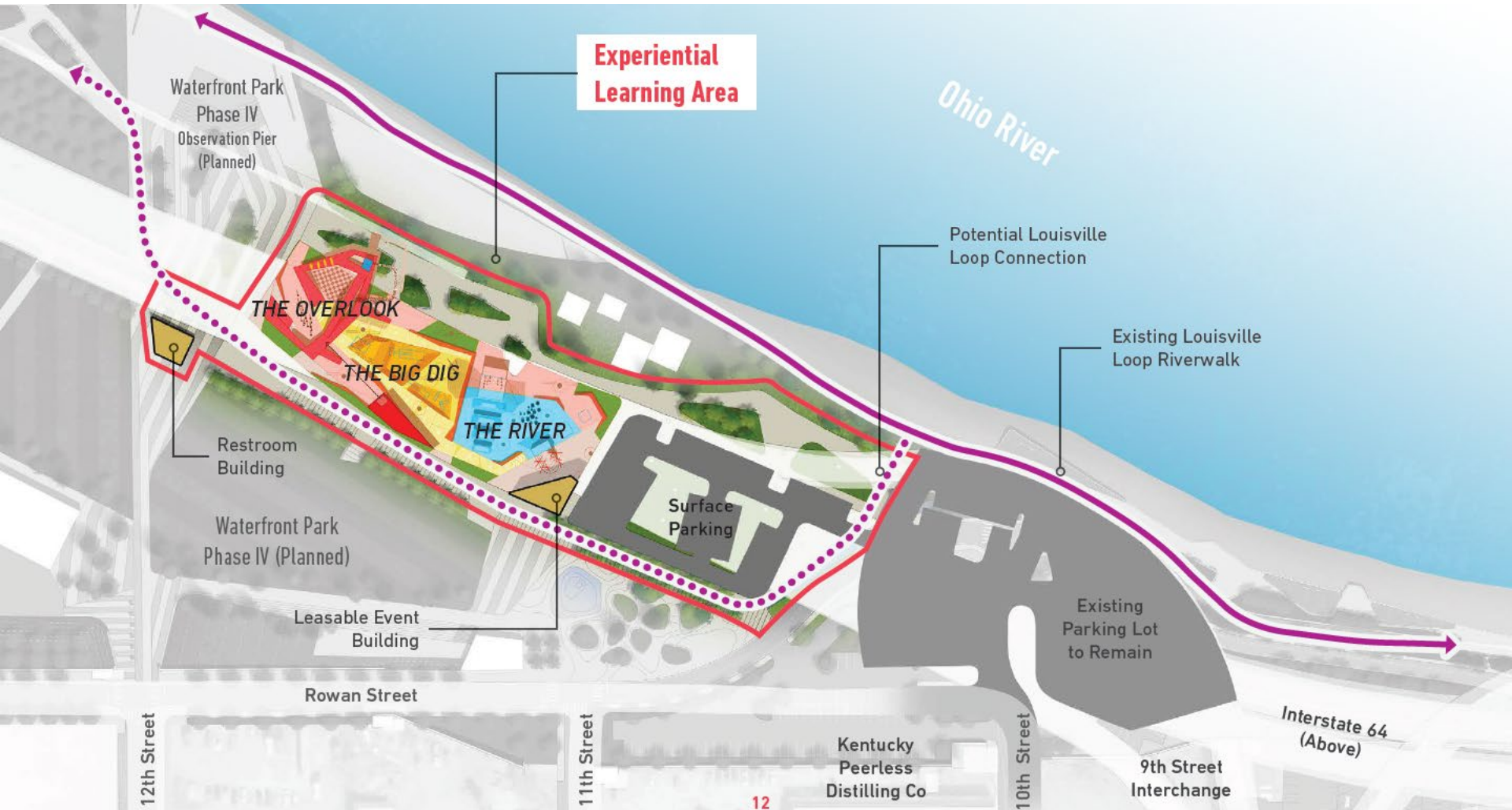
PHASE IV



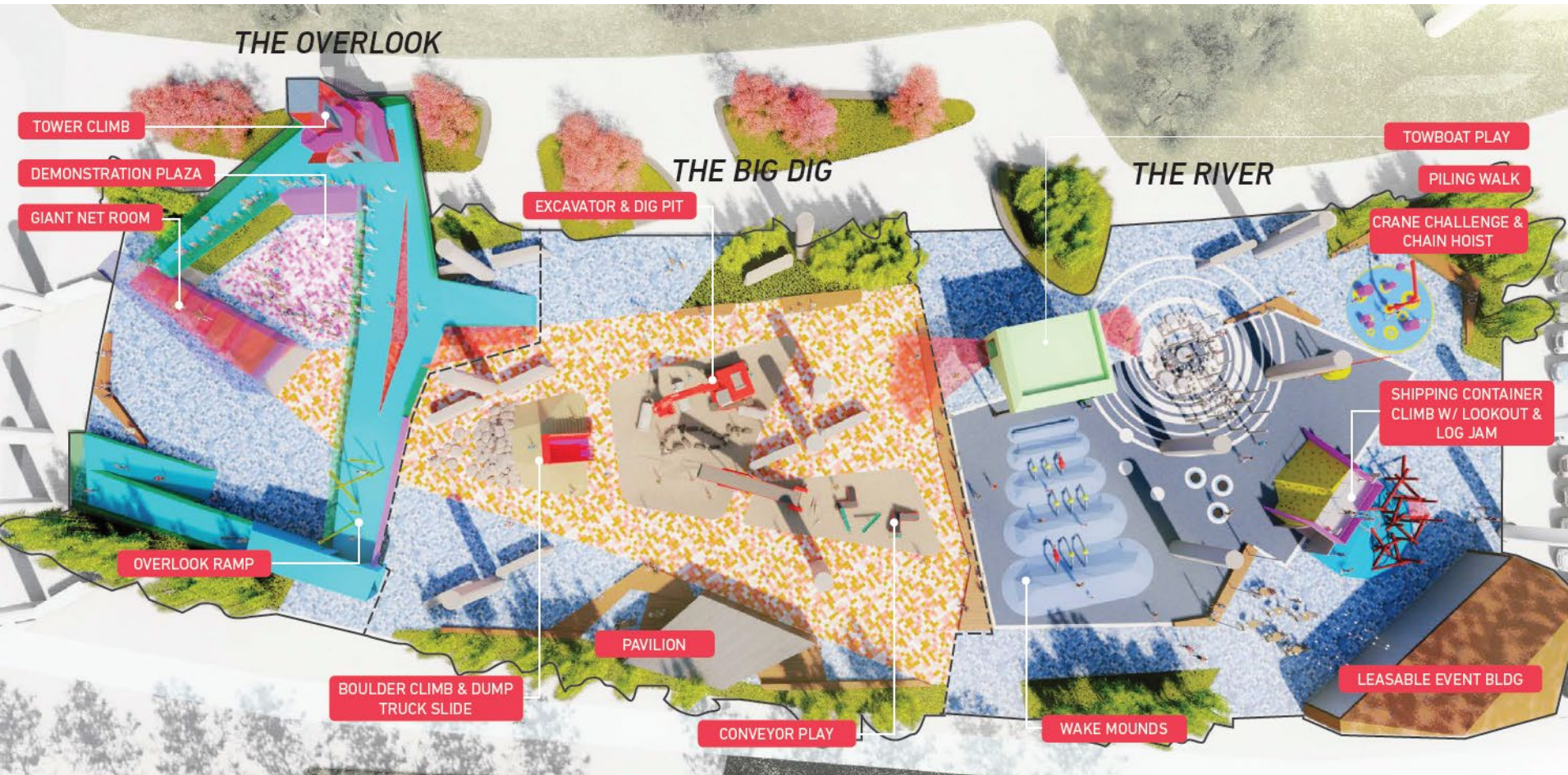
PHASE IV

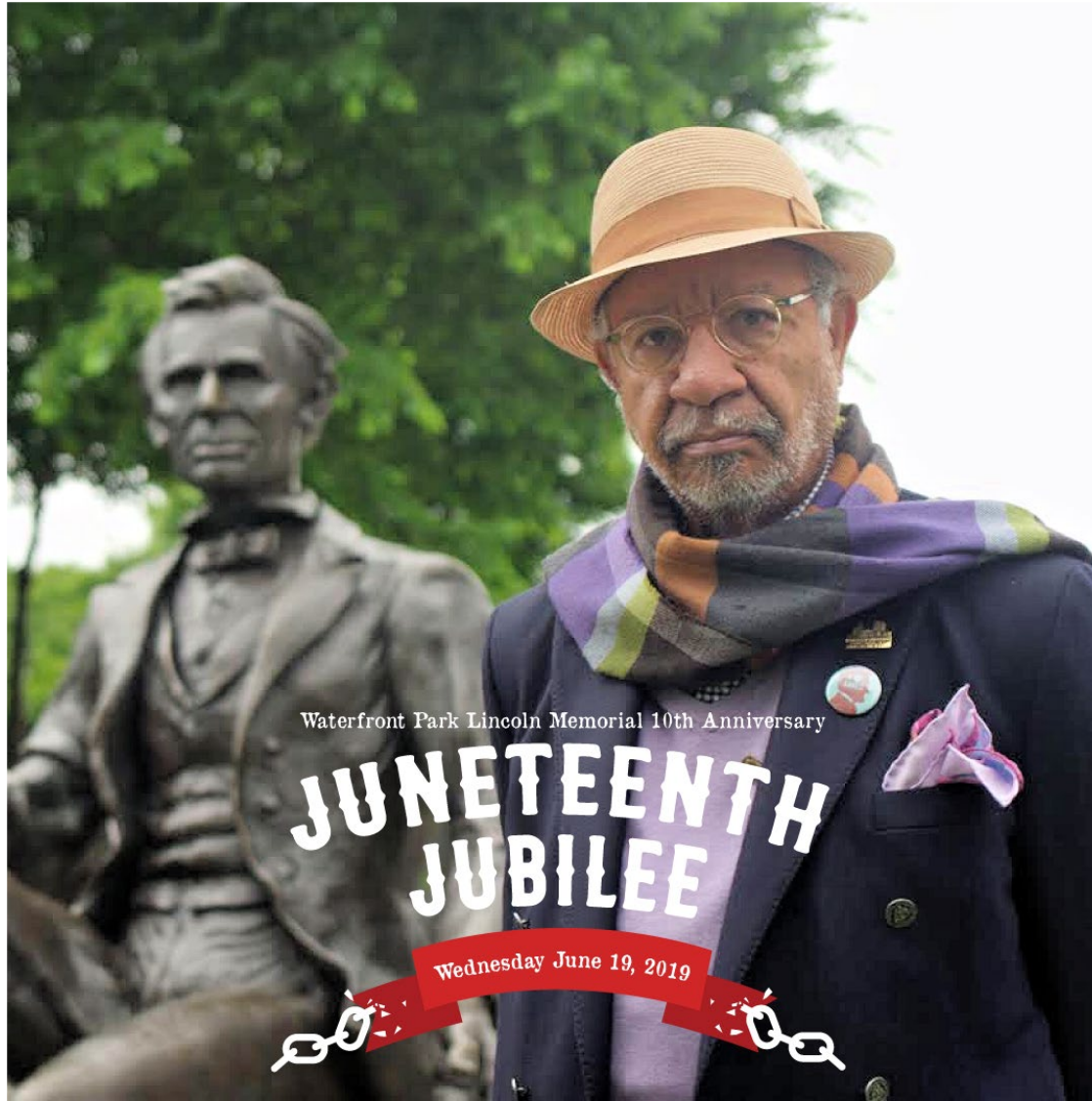


PHASE IV



Experiential Learning Area





7:30 PM

Gather at KFC Yum! Center Plaza

8:00 PM

Parade to Waterfront Park

8:30 PM

Artistic Performance at the
Lincoln Memorial