

BUDGET PRESENTATION FISCAL YEAR 2021

MAY 18, 2020

Deborah Bilitski, President
Cordell Lawrence, Chief Financial Officer



Waterfront Park

- **Most visited urban park**
- **#2 tourist destination**
- **2.2 million visitors annually**
- **Visitors from all Metro Council districts and every surrounding county**
- **1 in 4 park visitors is from outside the region**

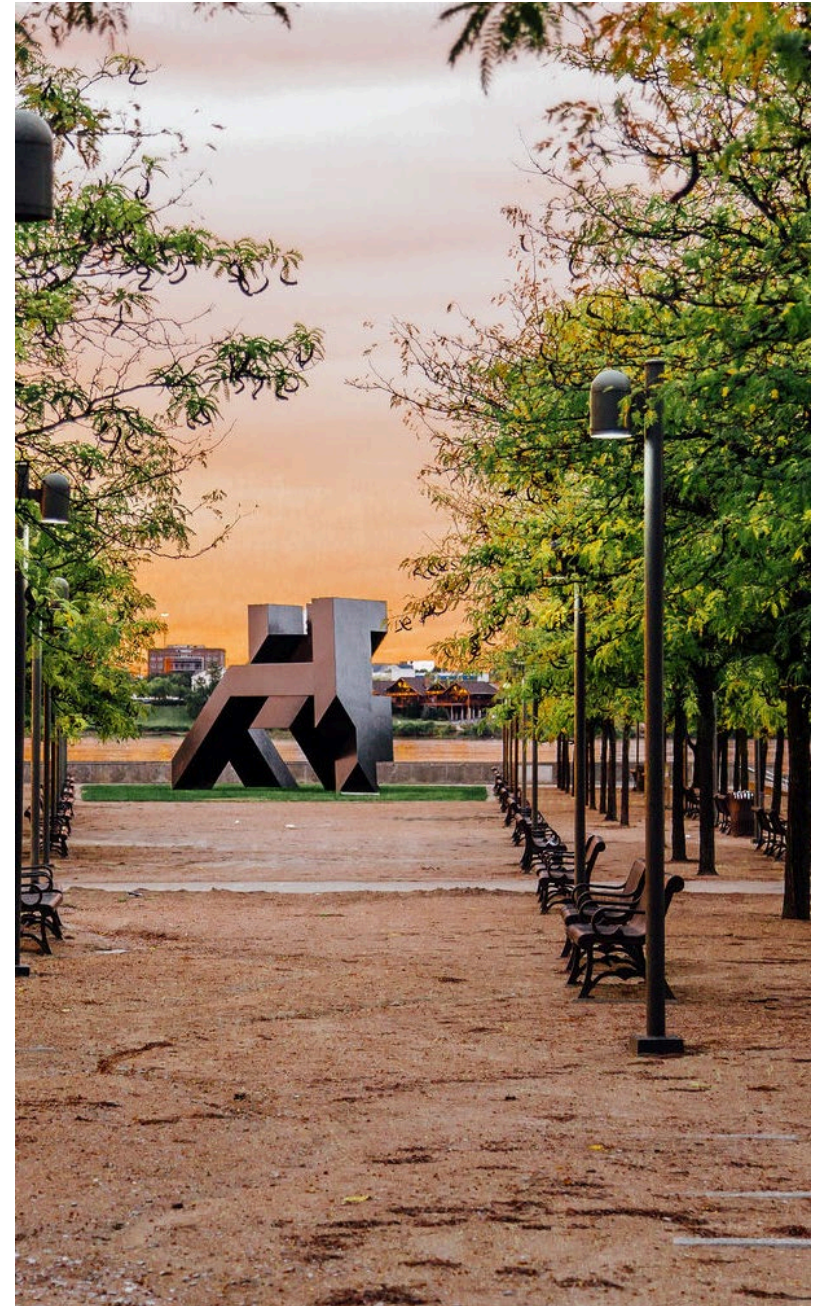
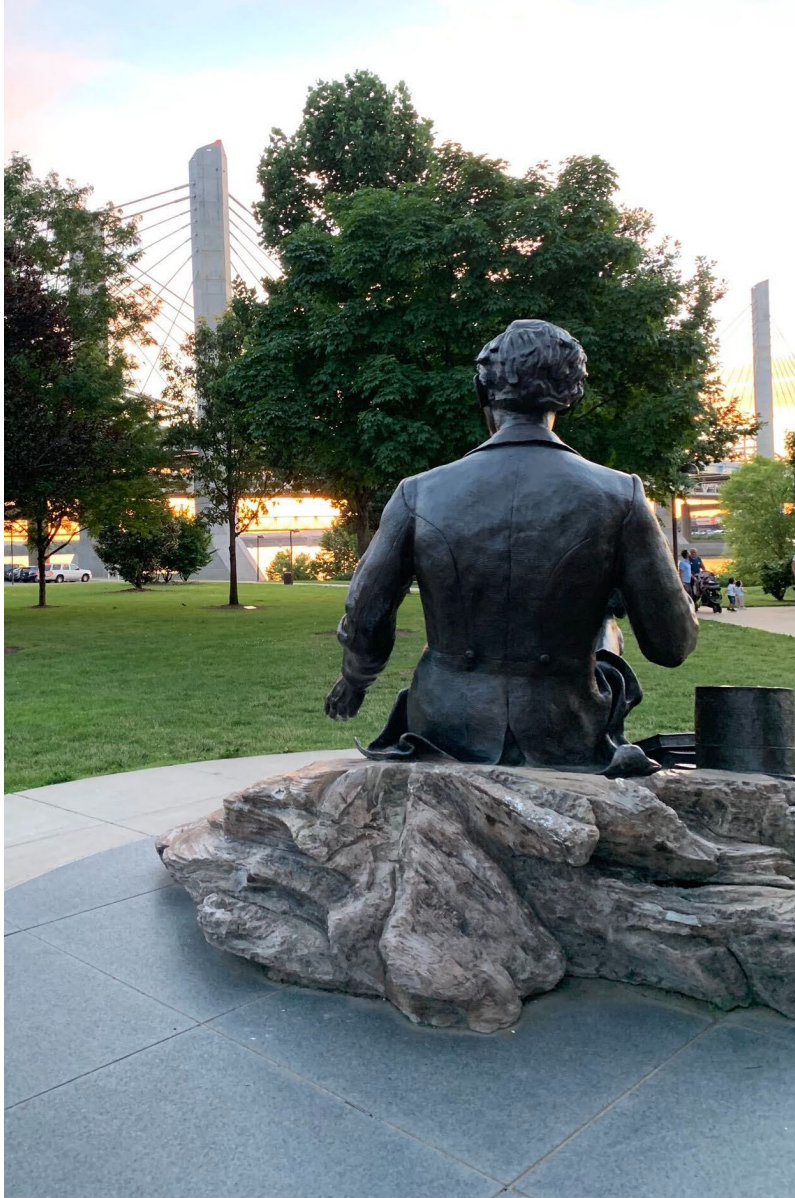


Waterfront Park

- **150+ events** each year
 - Kentucky Derby Festival
 - Forecastle
 - WFPK Waterfront Wednesday
 - Juneteenth Jubilee
 - Waterfront Fourth of July
- **\$40 million** annual economic impact



Waterfront Park



Waterfront Park

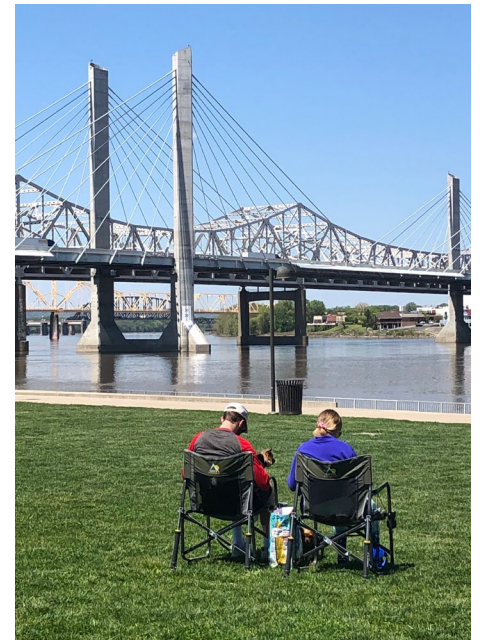
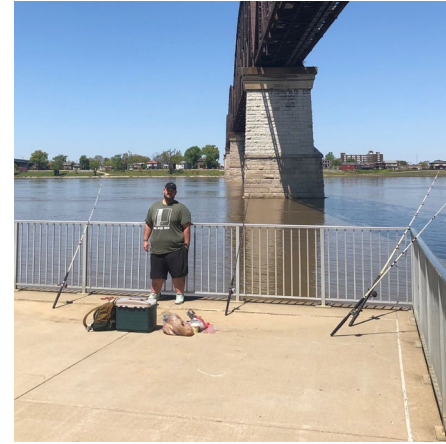


PARKS ARE PROVIDING AN ESSENTIAL SERVICE

5 of 6 adults find visiting local parks essential to their physical and mental well-being during the COVID-19 pandemic.



Waterfront Park



Waterfront Park Workouts

Stay healthy at home with workout videos featuring local fitness instructors each week brought to you by Waterfront Park!

LOUISVILLE
waterfront park



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2nd Annual JUNETEENTH JUBILEE

A weekly docuseries
beginning on June 19th
featuring local artists and
promoting black-owned
businesses



JUNETEENTH JUBILEE 2020



RIVERVIEW PARK IMPROVEMENTS







PLAYWORKS AT WATERFRONT PARK



PLAYWORKS AT WATERFRONT PARK



THE RIVER



THE BIG DIG

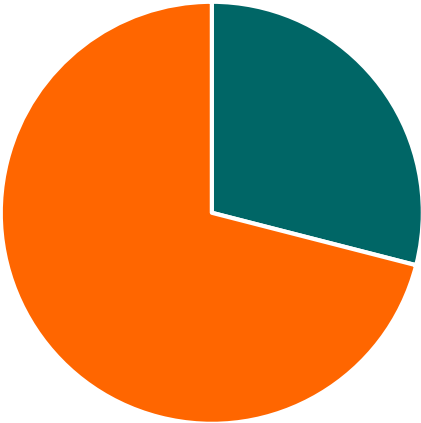


THE OVERLOOK



METRO FUNDING COMPARISON

Waterfront Park Operating Budget



■ Metro Funding (29%) ■ Earned Revenue (71%)

**Metro appropriation to Waterfront Park
29% of operating budget**

Metro Parks Operating Budget

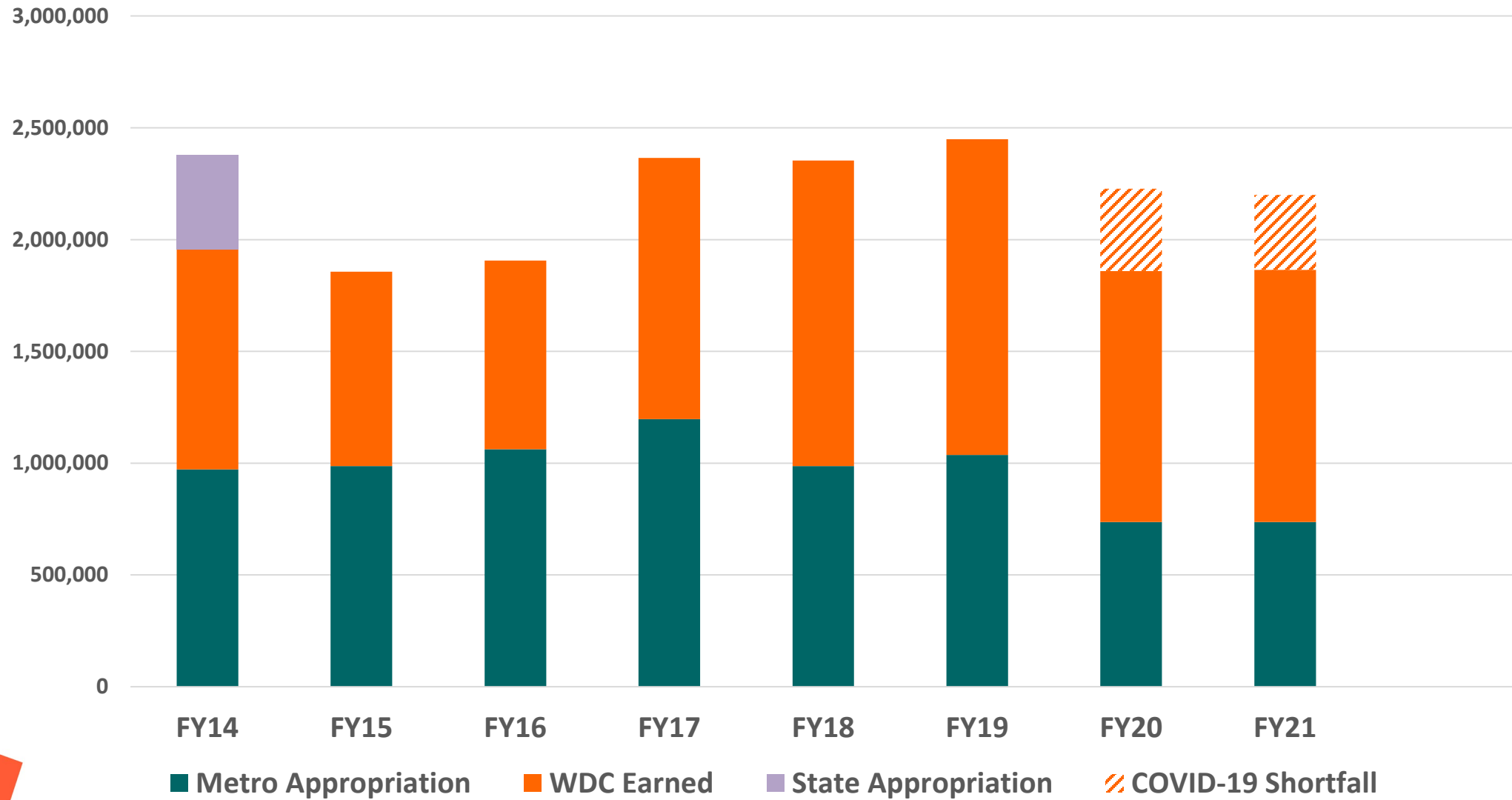


■ Metro Funding (73%) ■ Earned Revenue (27%)

**Metro appropriation to Metro Parks
73% of operating budget**



Waterfront Park Operating Funding FY14-FY21



COVID-19 PROJECTED NET REVENUE LOSSES

FY20

Four Courses on the Big Four	\$135,000
WFPK Waterfront Wednesday	\$ 50,000
Event Revenue	\$133,000
Restaurant Revenue	<u>\$ 50,000</u>

Total	\$368,000
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FY21

Waterfront Fourth of July	\$ 77,000
WFPK Waterfront Wednesday	\$ 50,000
Event Revenue	\$133,000
Restaurant Revenue	<u>\$ 75,000</u>

Total	\$335,000
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