

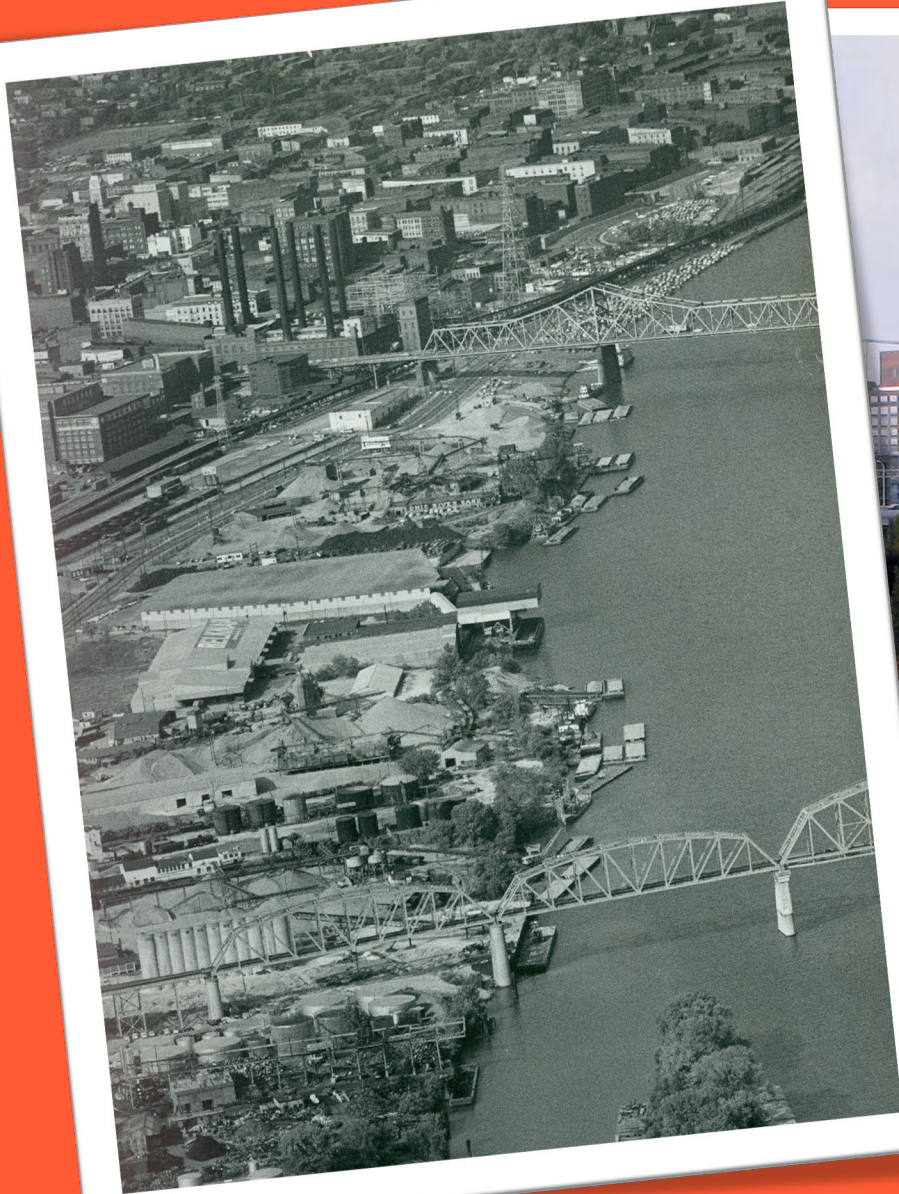
# BUDGET PRESENTATION FISCAL YEAR 2022

JUNE 9, 2021

Deborah Bilitski, President  
Cordell Lawrence, Chief Financial Officer



# Our Waterfront then... and now







**85 acres**  
**2.2 million visitors annually**  
**Most visited urban park**  
**Top tourist destination**





An aerial photograph of a large outdoor festival held on a waterfront park. The park features a large green lawn, a paved walkway, and a small marina with several boats docked. A large crowd of people is gathered on the lawn and along the walkway. In the background, a city skyline is visible, including a prominent skyscraper with a dome. A multi-lane highway runs along the top of the park. The sky is a mix of orange and blue, suggesting sunset or sunrise. A semi-transparent orange box with white text is overlaid on the right side of the image.

**150+ events each year**  
**\$40 million annual**  
**economic impact**  
**Catalyzed \$1 billion in**  
**downtown revitalization**







Our Waterfront is for everyone







## Visitors love Waterfront Park



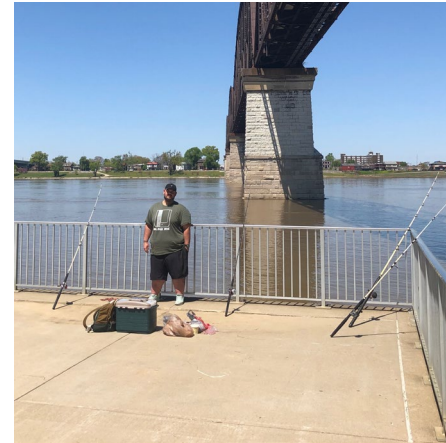
**91%** feel a sense of belonging.

**95%** of locals agree that *“Waterfront Park is for all people in the community.”*

**97%** of visitors would recommend the park.



# Waterfront Park



COVID-19 pandemic





# Financial Impacts

## FY20 – FY21

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**Net Earned Revenue Loss**  
**\$755,000**

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**30% Metro Funding Loss**  
**\$300,000/year**

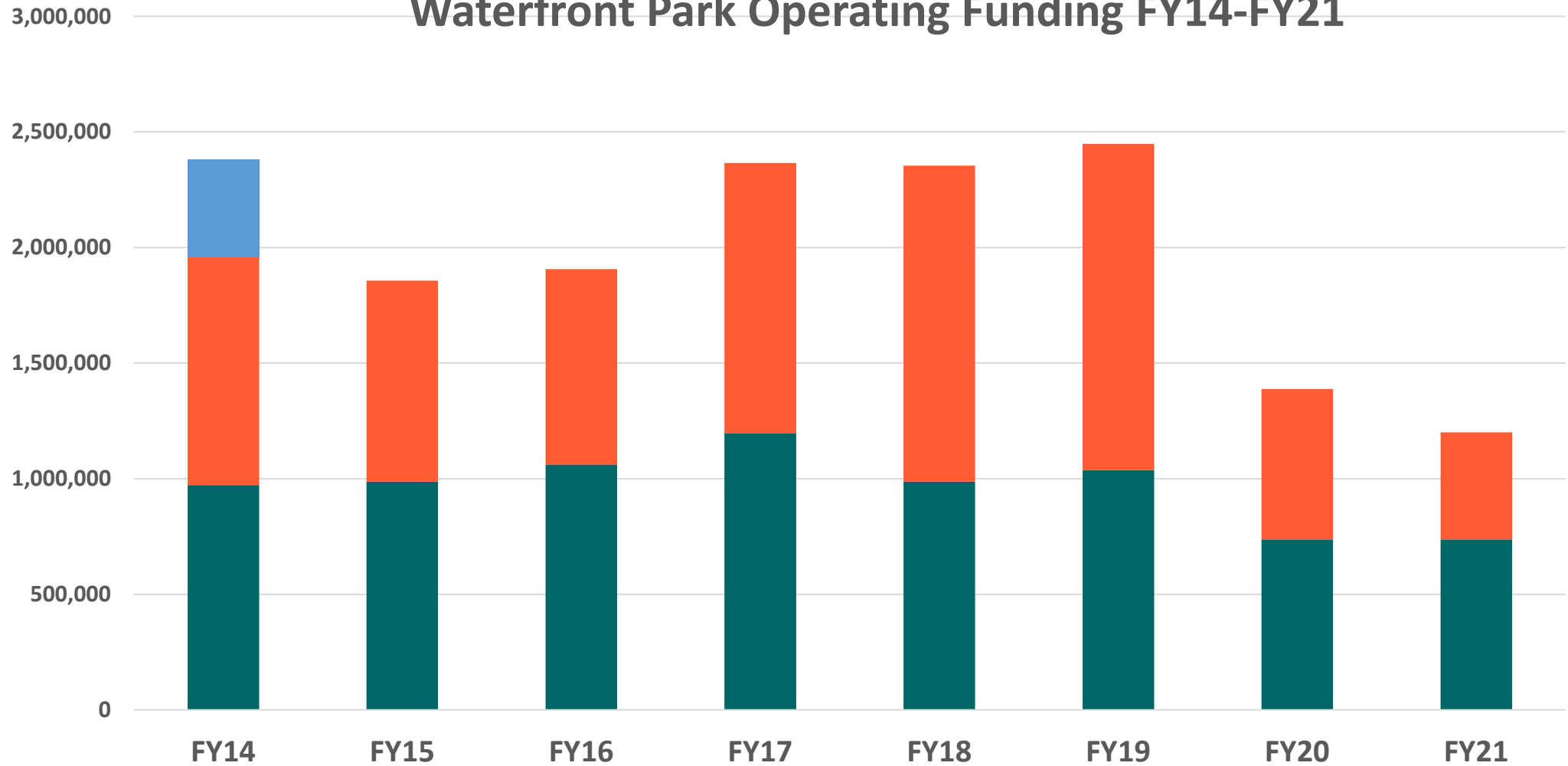
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**Not eligible** for Federal  
**COVID relief funding**  
**(PPP/EIDL)**





## Waterfront Park Operating Funding FY14-FY21

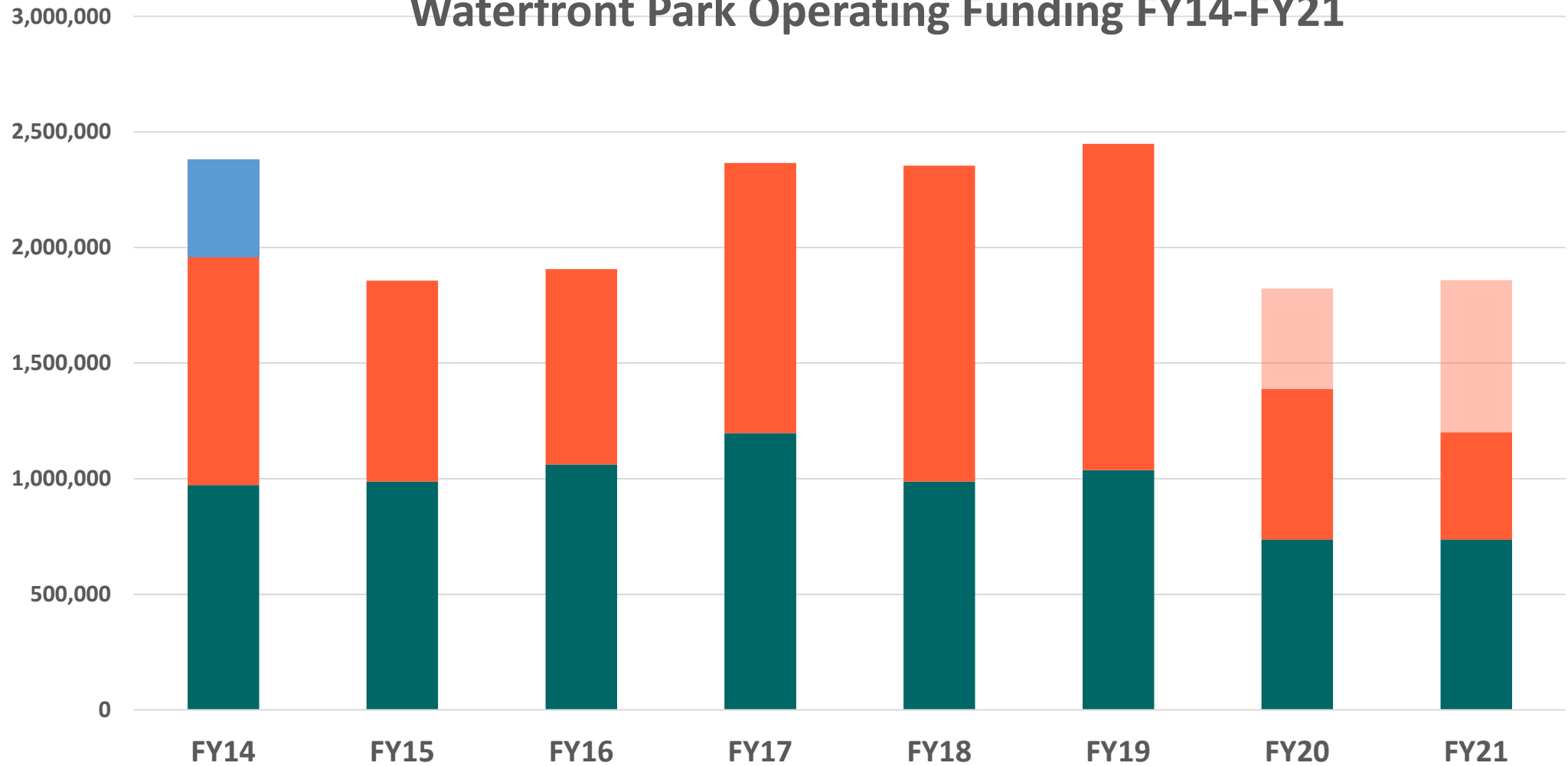


■ Metro Appropriation ■ WDC Earned ■ State Appropriation





## Waterfront Park Operating Funding FY14-FY21



■ Metro Appropriation

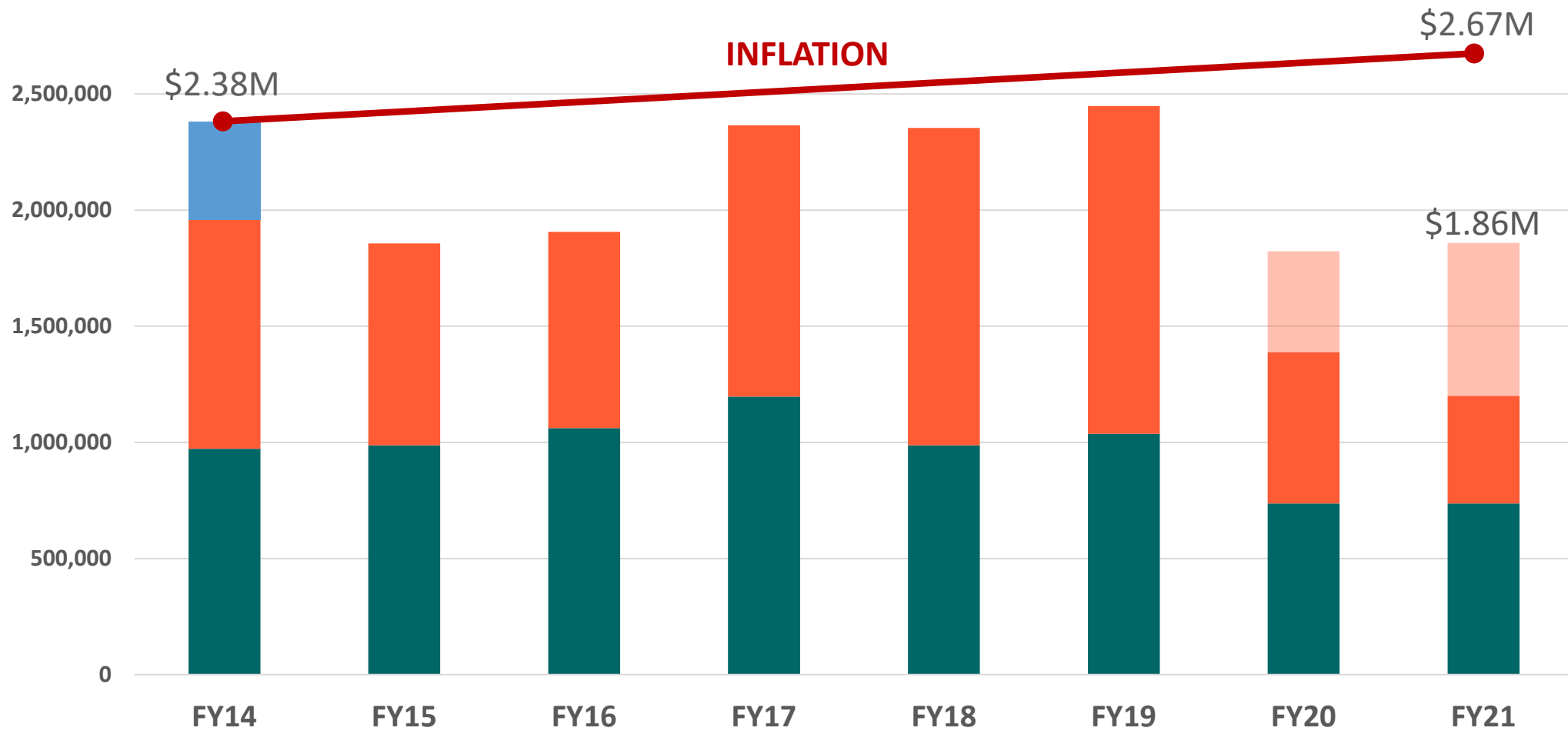
■ WDC Earned

■ State Appropriation

■ Donations/Grants



## Waterfront Park Operating Funding FY14-FY21



■ Metro Appropriation

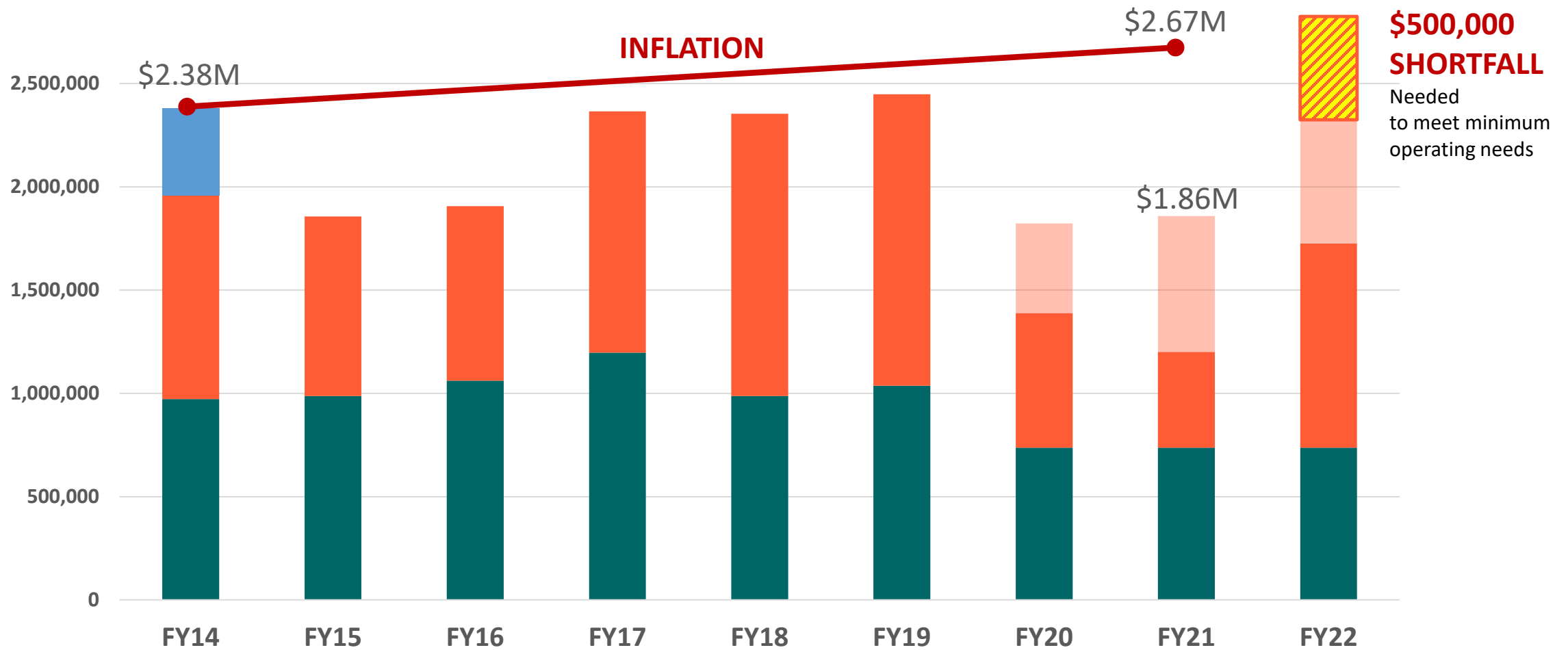
■ WDC Earned

■ State Appropriation

■ Donations/Grants



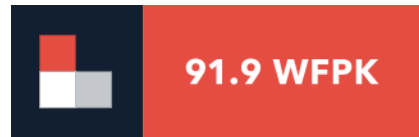
# Waterfront Park Operating Funding FY14-FY22



■ Metro Appropriation   ■ WDC Earned   ■ State Appropriation   ■ Donations/Grants   ■ Shortfall



# WFPK WATERFRONT WEDNESDAY



LOUISVILLE  
WATERFRONT  
FOURTH OF JULY

FRIDAYS  
AT THE  
FRONT



BRUNCH BY  
THE BRIDGE







# LIVE ON THE LAWN

 Waterfront Park





## FY22 Plans

- Fundraising, community partnerships, and revenue generation
- Events and operations
- New park vendors
- Waterfront Park West expansion







MKSK



Waterfront  
Park



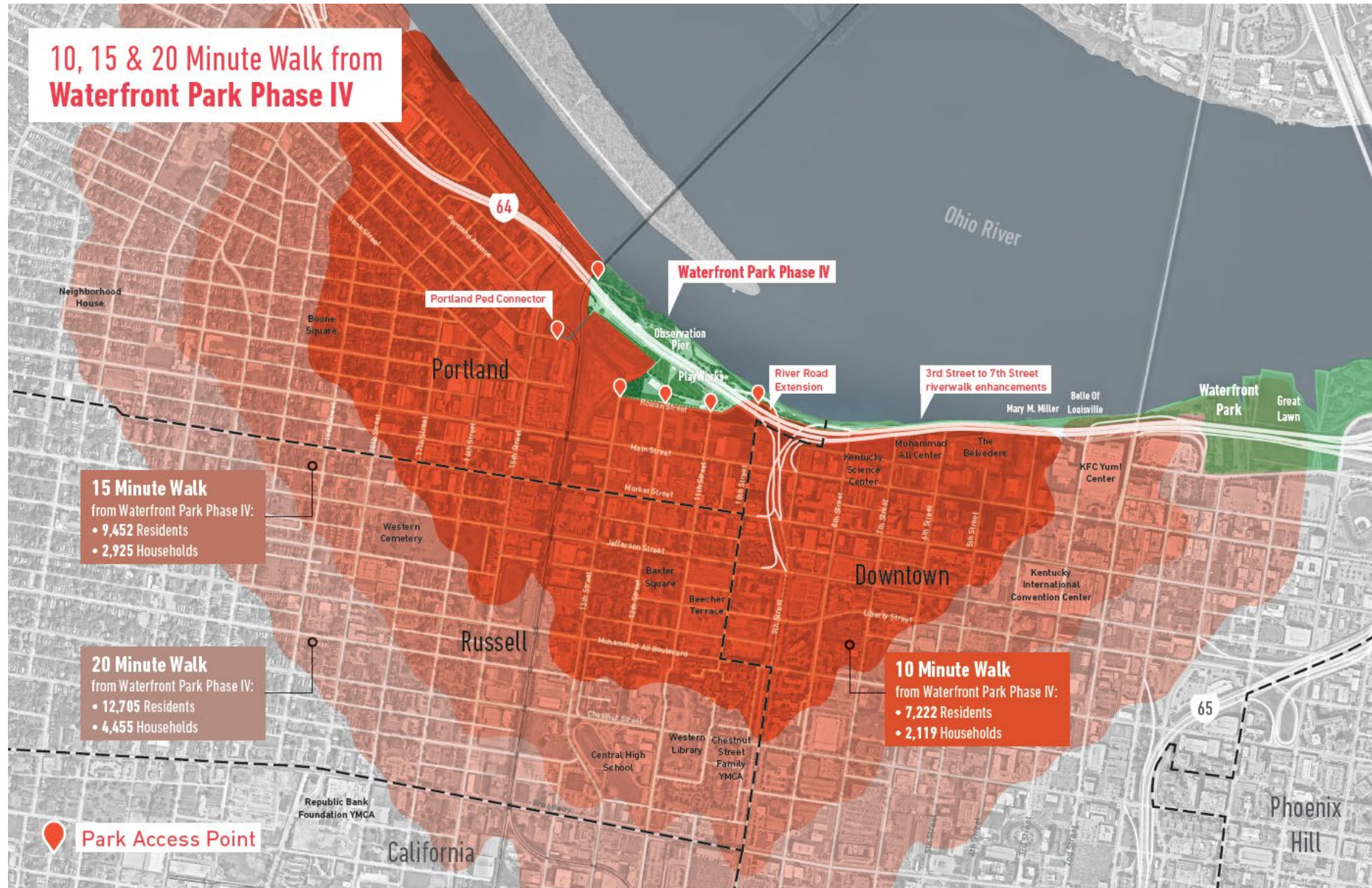


# ONE WATERFRONT VISION





# WALKABILITY TO WATERFRONT PARK PHASE IV







**OBSERVATION PIER**



**MIDWAY CONNECTOR**



**FORT ON SHORE PLAZA**



**FOUNDRY COMMONS**



**EXERSCAPE**



**PLAYWORKS**







**OBSERVATION PIER**



**MIDWAY CONNECTOR**



**FORT ON SHORE PLAZA**



**FOUNDRY COMMONS**



**EXERSCAPE**



**PLAYWORKS**





**Dotmocracy: Tell  
us what inspires  
you**



**Interactive  
engagement  
activities with  
Louisville  
residents**



**Engaging with  
Louisville's  
talented youth**

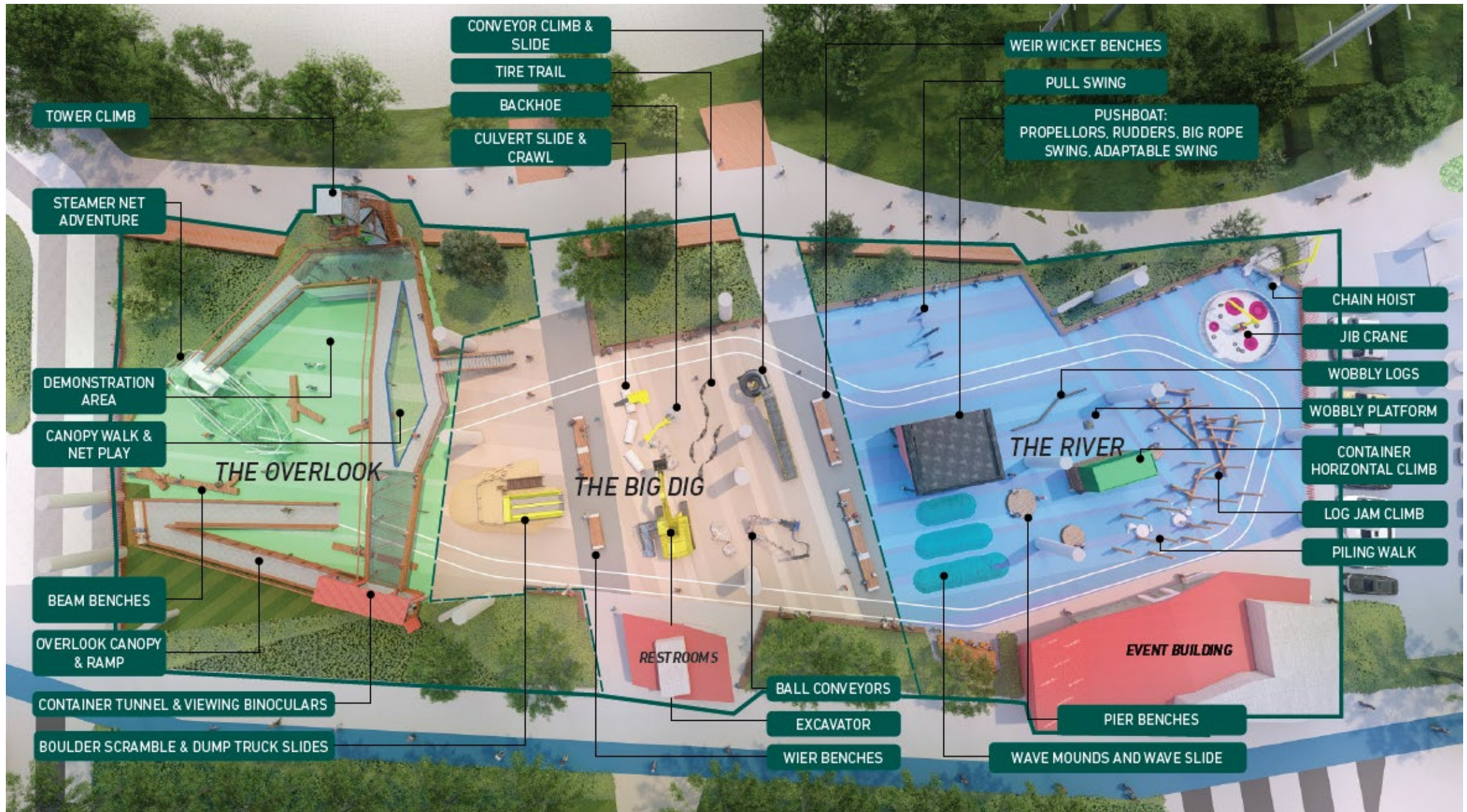


**Hands-on  
charrette  
exercises**





# SITE PLAN & PLAY COMPONENTS









# TO INFORM AND GET FEEDBACK

[Home](#)[We Want Your Feedback](#)[Design Features](#)[Process & Schedule](#)[Engagement](#)[Phase IV Master Plan](#)[Supporters](#)

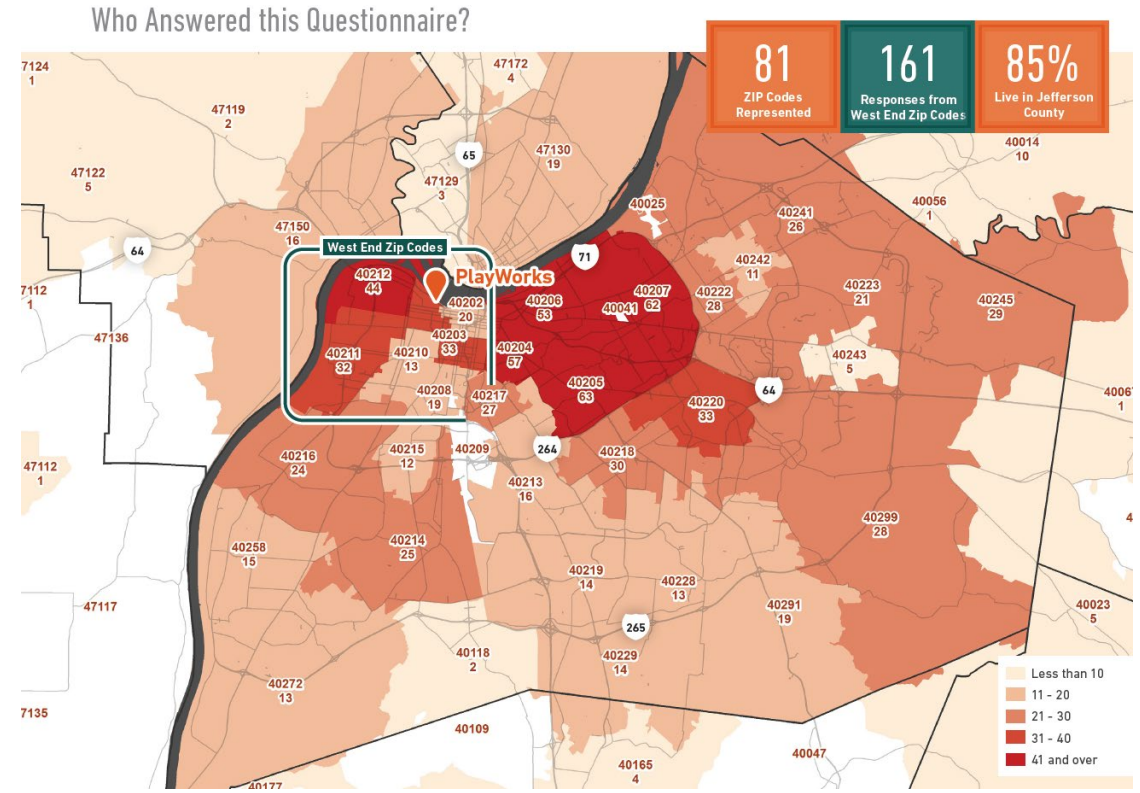
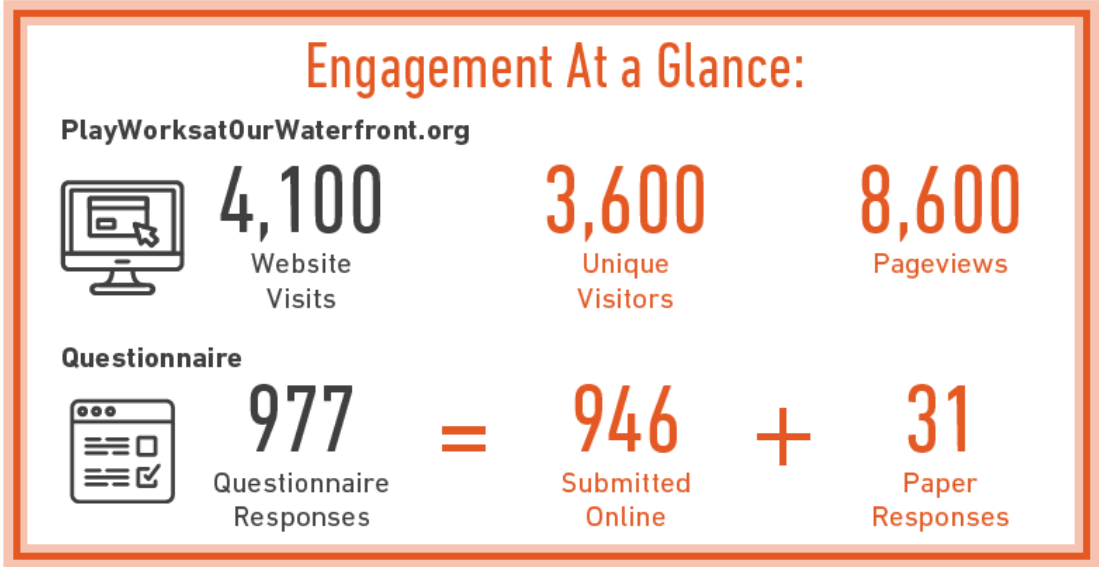
Help us shape the future of **PlayWorks** at Waterfront Park! We are asking for your feedback through a brief questionnaire. Please explore this site to learn about the project before answering the **questionnaire**.

[Learn more about PlayWorks](#)[Go to Questionnaire](#)

[playworksatourwaterfront.org](https://playworksatourwaterfront.org)



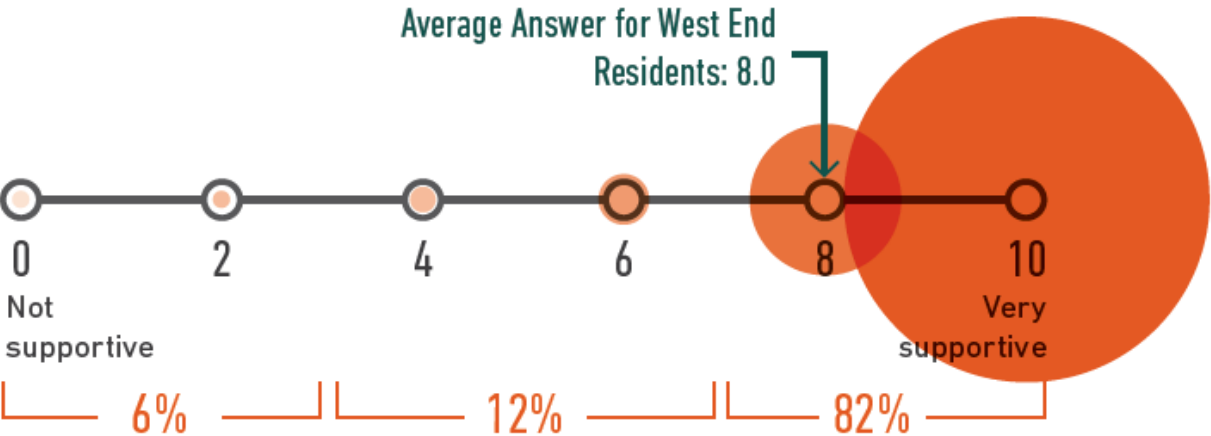
# ENGAGEMENT SUMMARY





# Support for PlayWorks

How excited or supportive are you of PlayWorks at Waterfront Park?



Based on what you've seen, do you think PlayWorks is a good public-private investment?



Does PlayWorks have a "destination factor" (in other words, is it a place you would make a special trip to visit)?



“Great to have a safe, free place for low income families. Should appeal to more adults too.”

“This would give me a reason to bring my family downtown.”

“I think once you consider public opinion and have some small adjustments and redesign, then I think it would be a wonderful investment.”

“If it kept clean and safe it will be wonderful.”

“There will a big appetite to get out and get active in a post-pandemic world.”





## What We Heard: Our Goals for PlayWorks

Make clear delineations between active visitor spaces and cyclists/rollerbladers.

Include additional spaces that appeal to tweens and teens to support a positive intergenerational experience.

Include more sensory/interactive design elements, ie. music, lights, and textured elements.

Make PlayWorks more accessible for those with limited mobility and in the autism spectrum.

Provide amenities that support a safe and comfortable user experience, such as lighting, restrooms, and green spaces.

Reflect the priorities and concerns of West End Residents in the design, such as Wi-Fi access

Develop more flexible seating areas within the play experiences.

Provide spaces for permanent or temporary food and beverage services.

Install adequate lighting and explore other security measures such as cameras and emergency call stations.





# QUESTIONS

