



A LOUISVILLE LANDMARK

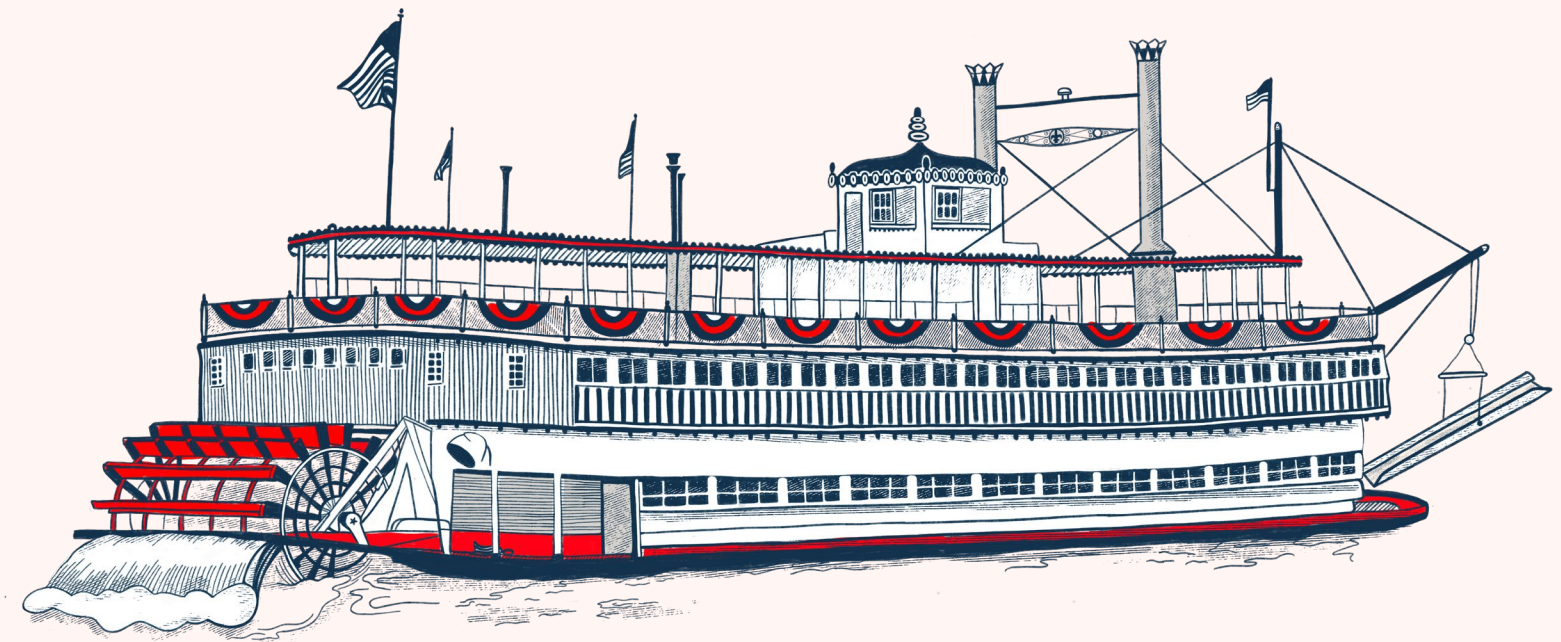
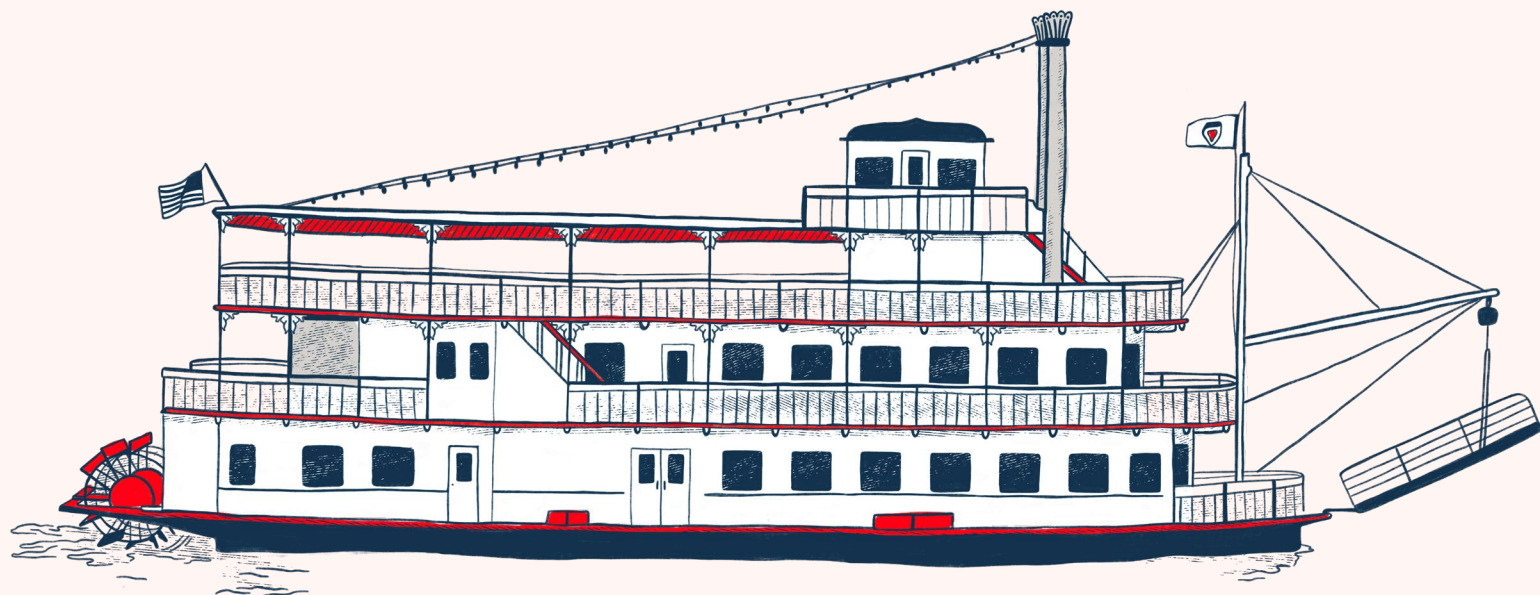
The Belle is a cherished symbol of our city.

For many Louisvillians, the Belle is also their first and, perhaps, only experience on the water, providing community-wide access to the river that no one else can.

BELLE OF LOUISVILLE
RIVERBOATS

Our Mission

Transforming from “party boat” to
educational & cultural organization



To provide community access to the river and
to Louisville’s history by providing meaningful
and engaging experiences on the water, like no
one else can.

We further commit to providing programming
that allows passengers to explore history, the
arts and cultural heritage in a way that
represents diverse histories and honest
experiences.

BELLE
LOUISVILLE

Two YEAR PLAN

Our most urgent priorities in support of this mission include:

PROFESSIONALIZE

Build structure and processes consistent with a modern \$3MM non-profit organization

ENHANCE THE EXPERIENCE

Create a meaningful passenger experience that appeals to diverse audiences

GROW SUPPORT

Expand audiences and grow our support base to become more self-sustaining

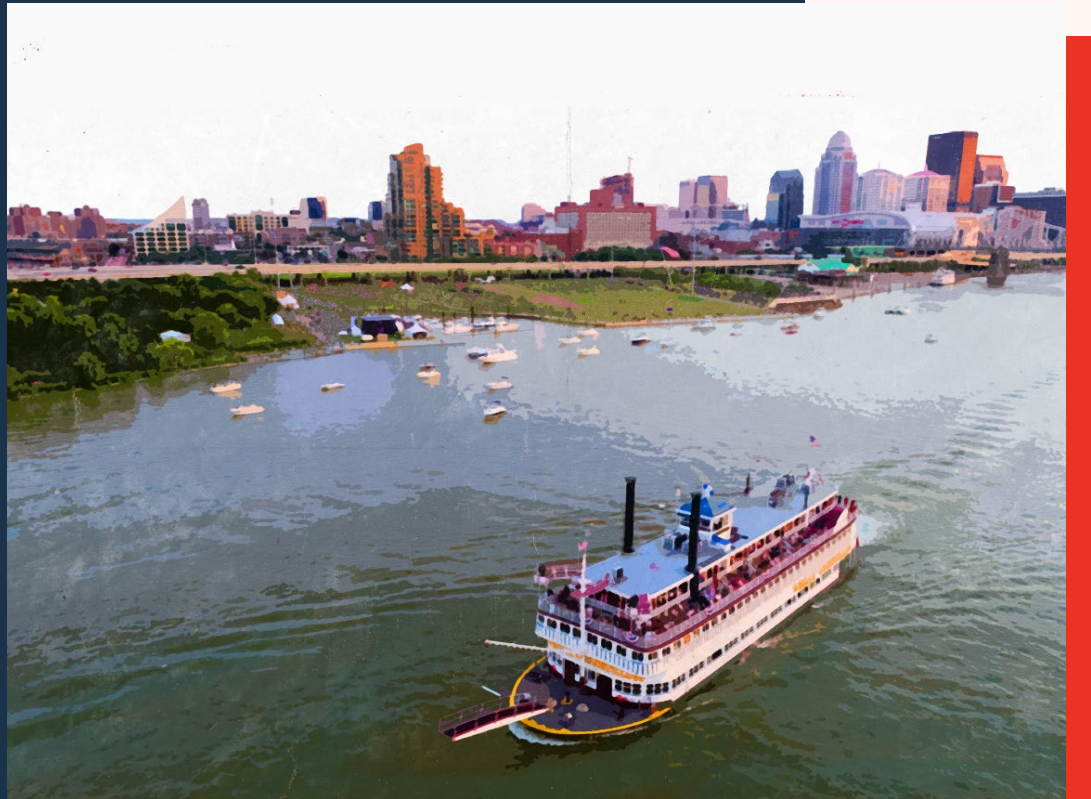
BUILD A BRAND

Create a well-defined brand based on our authenticity and uniqueness that Louisvillians can be proud of

COMMUNITY OUTREACH

GENERAL PUBLIC

- ✓ Spring Break Staycation Week
\$5 Harbor History cruises
- ✓ Addition of three low-cost cruise types:
Throwback Thursdays, Anchors Away (trivia) & Kids Cruise series, plus Harbor History
- ✓ New Jefferson County resident discount
On all mid- & VIP-level cruises
- ✓ Non-profit charter rates
To be more supportive of schools, churches & community organizations
- ✓ Arts & Cultural Alliance's "Cultural Pass" participation
One adult & all kids in party = free sightseeing
- ❑ "District Days on the Belle"
Highlight music programs of neighborhood schools



COMMUNITY OUTREACH

EDUCATION

- ✓ Kids Cruise series = option for camps, summer childcare
- ☐ Dramatically expanding school offerings
Working w/JCPS social studies & music curriculum leads and other cultural organizations to develop in-person and virtual content
- ☐ Developing public programming for Unfiltered Truth Collection (Louisville Tourism)
- ☐ Pursuing virtual reality project
In partnership with JCPS & U of L



6/7/2021

	2018-19 Actual	2019-20 Actual	2020-21 Budget	2020-21 YE Forecast	4/30/2021- DRAFT YTD 2020-21
METRO FUNDING	\$ 328,000	\$ 28,000	\$ 528,000	\$ 1,253,000	\$ 528,000
TOURISM GRANT		\$ 500,000	\$ -		
OPERATING REVENUE	\$ 2,741,243	\$ 1,879,088	\$ 3,210,652	\$ 1,443,621	\$ 1,027,594
	\$ 3,069,243	\$ 2,407,088	\$ 3,738,652	\$ 2,696,621	\$ 1,555,594
COST OF SALES	\$ 753,223	\$ 491,455	\$ 853,442	\$ 375,341	\$ 136,339
GROSS MARGIN	\$ 2,316,020	\$ 1,915,633	\$ 2,885,210	\$ 2,321,280	\$ 1,419,255
Total Employee Costs	\$ 1,852,592	\$ 1,720,285	\$ 2,009,177	\$ 1,596,372	\$ 1,281,372
OPERATING EXPENSES	\$ 2,499,343	\$ 2,201,965	\$ 2,885,210	\$ 2,286,372	\$ 2,017,834
NET INCOME	\$ (183,323)	\$ (286,332)	\$ (0)	\$ 34,908	\$ (598,579)



6/7/2021

When we begin to return to pre-COVID
ticket sales

	FY21	FY22	FY23	FY24	FY25	FY26
TOTAL REQUESTED METRO FUNDING	\$ 1,253,000	\$ 975,000	\$ 710,000	\$ 475,000	\$ 400,000	\$ 350,000
Decreasing each year by		22%	27%	33%	16%	38%
OPERATING REVENUE	\$ 1,443,621	\$ 2,190,750	\$ 2,847,975	\$ 3,275,171	\$ 3,525,171	\$ 3,701,430
TOTAL REVENUE	\$ 2,696,621	\$ 3,165,750	\$ 3,557,975	\$ 3,750,171	\$ 3,925,171	\$ 4,051,430
COST OF SALES	\$ 375,341	\$ 615,729	\$ 820,493	\$ 948,651	\$ 1,023,651	\$ 1,076,529
GROSS MARGIN	\$ 2,321,280	\$ 2,550,021	\$ 2,737,483	\$ 2,801,520	\$ 2,901,520	\$ 2,974,901
OPERATING EXPENSES	\$ 2,286,372	\$ 2,540,800	\$ 2,678,340	\$ 2,758,690	\$ 2,841,451	\$ 2,955,109
NET INCOME	\$ 34,908	\$ 9,221	\$ 59,143	\$ 42,830	\$ 60,069	\$ 19,792
CAPITAL EXPENSES	\$ 700,000			\$ 100,000		\$ 350,000
for sending boats to USCG mandated drydock	<i>Belle of Louisville</i>			<i>Mary M. Miller</i> Shipyard-related labor costs have been added to operational budget		<i>Belle of Louisville</i> Shipyard-related labor costs have been added to operational budget

SUMMARY

Total additional assistance needed FY22 -FY26 (estimated)

= \$3,360,000

Operational subsidy = \$2,910,000

Capital for Mary's & Belle's next drydock projects = \$450,000

Deferred maintenance project costs not included.



BELLE OF LOUISVILLE
RIVERBOATS

