

Welcoming millions and catalyzing a billion

Waterfront Park has sparked investment

“For 20 years, my father tried to develop the 100 block of Main Street. Outside developers said it wasn't possible because our waterfront was filled with industrial uses. We were finally able to start the Whiskey Row redevelopment in 2008 because we had the beautiful Waterfront Park as an anchor and amenity. Without Waterfront Park, Whiskey Row would not be possible.”

-Julie LaValle Jones, Developer

2.2 MILLION
people visit annually

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

including IRONMAN®, the Kentucky Derby Festival®, Forecastle Festival, WFPK Waterfront Wednesdays, and more!

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

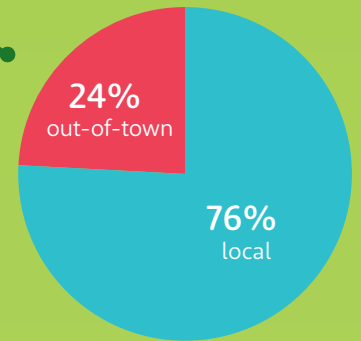
That supports at least **707 JOBS**, including 1% of all downtown jobs.

All while instilling confidence in developers and investors who wouldn't have bet on downtown if it weren't for the Park.

Waterfront Park is for everyone

The Park is more diverse than the city as a whole

1 IN 4 visitors lives out-of-town



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



35% people of color 65% white 45% ages 34 and below 55% ages 35+ 22% incomes less than \$35,000 40% incomes \$35,000-\$75,000 38% incomes \$75,000 +

Nearly half of all visitors are families with children.

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”