

WATERFRONT PARK 25TH ANNIVERSARY IMPACT REPORT:

Celebrating Legacy, Inspiring Future -
Your Support Sustains Our Community



Waterfront Park

Donor supported public park

25 YEARS – A RETROSPECTIVE

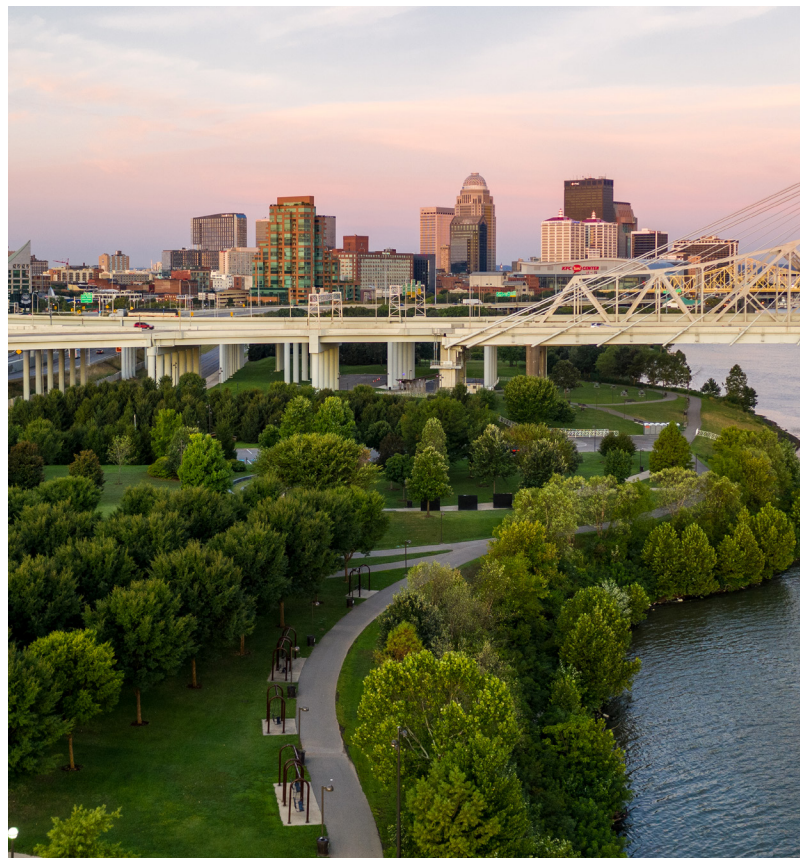
Yesterday

Waterfront Park, a nationally recognized, donor-supported public park in downtown Louisville along the Ohio River, reached an important milestone in 2024, celebrating 25 years of park excellence. The first 55-acres of the park were dedicated in 1999, transforming the area from an inaccessible wasteland of scrap yards, sand and gravel operations, and asphalt terminals to an award-winning, vibrant front lawn that is the most visited destination in our downtown.

Today and Tomorrow

Today, our waterfront contains 85-acres of manicured lawns, tree groves, picnic areas, public art, playgrounds, event spaces, stunning river views, and boasts one of the Best Riverwalks in the country. It is a vital component of the health and wellness infrastructure of our community, a hub for gatherings fueling our downtown and tourism economy, and a greenspace that improves the water and air quality while reducing the urban heat island effect. A 22-acre expansion is underway that includes an extraordinary children's play area, a large observation pier, and other exciting amenities. The first 3.5 acres, Waterfront Park PlayPort, a one-of-a-kind experiential learning play area designed in partnership with the Kentucky Science Center, will open in Spring 2025.

In celebration of 25 years, we reflect on the remarkable achievements we've accomplished together and ask for your continued support to ensure future generations can enjoy this space forever.



IMPACT BY THE NUMBERS



Who Visits the Park?

- 2.4 million visit annually
- Local visitors come from all 7 counties in the region and all 26 Metro Council Districts
- Nearly ½ of all visitors are families with children
- Park visitors are more diverse than the city as a whole with income diversity and racial and ethnic diversity
- 91% of visitors feel a sense of belonging in the park



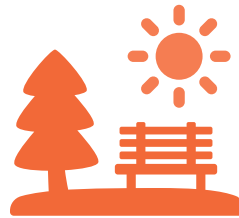
Health and Community Engagement

- More than 30 nonprofits utilize the park to fulfill their missions each year
- More than 300 events, programs, and activations were provided for the community in 2024
- 5 miles of well-maintained walking paths along our river's edge contribute to the health and well-being of our community
- 844 community members volunteered their time to beautifying Waterfront Park in 2024



Regional Attraction

- Top 3 Riverwalk in the country
- Most visited destination in downtown Louisville
- 24% of park visitors come from outside the region
- 100,000 walk the Big Four Bridge each month of summer



Environmental Impact of the Park

- 85-acres of greenspace along our rivers edge improves air and water quality for our region
- 3.5-acre experiential learning area in our westward park expansion is under construction (19 additional acres of converted greenspace are forthcoming)
- 300+ tons of trash are removed annually by our maintenance team
- 1,500+ trees make up our tree canopy, with 60 new trees planted this year to ensure its long term health and sustainability

MORE THAN A GREENSPACE

Our 2024 Events Offered Something for Everyone

Our waterfront is a vital hub for community gatherings in downtown Louisville. With hundreds of diverse activities year-round, it serves as a vibrant anchor for our region.



The quality of life in our area benefits from a wide variety of programming at our river's edge, offering something for everyone. From music festivals, summer camps, craft beer and barbecue tastings, flea markets, outdoor movies, art festivals, prayer vigils, health walks, competitive sporting events, fireworks, Christmas tree markets, and more, the annual events at Waterfront Park contribute more than \$40 million to our downtown economy.



CONTINUOUS IMPROVEMENT

As we celebrate our 25th anniversary, we are reminded that our work is never complete. Our dedicated team of nine landscape professionals works tirelessly, seven days a week, year-round, to ensure the park remains welcoming and pristine. Their daily tasks include maintaining our lawns, trees, playgrounds, public art, and the Big Four Bridge for the enjoyment of our 2.4 million annual visitors. Along with this routine maintenance, we consistently undertake significant capital improvements and repairs to ensure the park remains beautiful, welcoming and accessible.

RECENT PARK ENHANCEMENTS

The Turf Mutt Foundation Great Lawn is Enhanced and Rededicated

The second half of the paver installation under the interstate overpass on the Great Lawn was completed in late 2023. This project converted over an acre of previously uneven sand surface into a functional space with 51,000 square feet of new pavers, improving accessibility, and enhancing functionality for special events.

In October of 2024, we announced a new partnership and officially rededicated the TurfMutt Foundation Great Lawn in recognition of their generous sponsorship. This support enables us to maintain the space for the benefit of the community.



Playground, Picnic Area, Boat Dock, and Walking Path are Improved

The aging Adventure Playground received an update last winter, replacing worn rubber surfaces with synthetic turf, brightening the space, and improving accessibility. Two new picnic areas were installed. In Autumn of 2024, we resurfaced nearly one mile of walking path along the river's edge that was eroding due to recurrent flooding. The concrete surface of the boat docks near the Brown-Forman Amphitheater was replaced, improving access for emergency vessels, special events, and visiting boaters.

Gracehoper's Home is Restored

The Overlook at Waterfront Park is undergoing a complete restoration through the generous support of the Humana Foundation. The Overlook is home to the iconic Gracehoper Sculpture by Tony Smith, a gift from the Humana Foundation honoring its first chairman, Wendell Cherry, to the Kentucky Center for the Arts. The project will replace dead and declining trees with those better suited for the environment, replace the crushed granite surface with new soil and grass, and install a subsurface irrigation system. More than an acre of hardscape is being converted to greenspace which will reduce the urban heat island effect, improve water quality, and enhance air quality.

Abraham Lincoln Has a New Hat

Sometimes, the unexpected happens. In late 2023, the hat at the Lincoln Memorial went missing. But thanks to our diligent staff and donor support, we were able to quickly replace it. We partnered with Ed Hamilton's Studio, the original designer, to create a new mold and recast Abraham Lincoln's iconic hat, which is now proudly back in place beside him.



WATERFRONT PARK PLAYPORT WILL OPEN SOON

Construction is nearing completion on the first 3.5 acres of the 22-acre Phase IV westward expansion of Waterfront Park. The new Waterfront Park PlayPort, located between 10th and 14th streets along the Ohio River, is a unique learning playground. Each piece of equipment has been custom-designed and fabricated to ensure the enjoyment of all children in our community.

This historic site marks the location of the first settlement in Louisville, Fort on Shore. The area's connection to the Portland Canal, a massive construction project, and the manufacturing that occurred historically on the site is honored through this one-of-a-kind experiential learning area and the authentic play equipment, which tell the story of the space.



SUPPORT THE PARK FOR FUTURE GENERATIONS AND HELP US GROW

As Louisville Waterfront Park celebrates 25 years, we reflect on the transformation from an industrial site to a vibrant 85-acre green space that serves as the heart of our city. This year alone, the park hosted over 300 events and welcomed 2.4 million visitors, supporting families, nonprofit organizations, and cultural events that enrich our community. We are also excited about the upcoming expansion that will revitalize the area between 10th and 14th streets.

Maintaining this free and accessible space requires continuous support. With only 40% of our funding provided by government sources, we need additional community support to preserve Waterfront Park for future generations.

Your donation directly impacts the park by:

Expanding Accessible Green Spaces

The Phase IV westward expansion will add 22 acres, including the 3.5 acre PlayPort experiential learning area for children of all abilities.

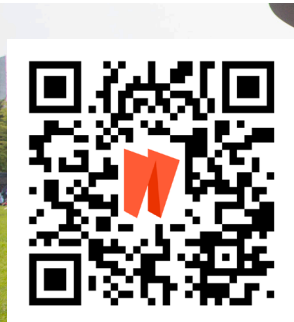
Safeguarding Our Environment

More than 1,500 trees and miles of well-maintained greenspace improve our air quality, protect our waterways, and mitigate the urban heat island effect.

Preserving Community Spaces

Your contributions support the maintenance and improvement of amenities like the Big Four Bridge, playgrounds, and the Top 3 Riverwalk in the nation, ensuring they remain welcoming, beautiful, and accessible for all.

Help us celebrate this milestone anniversary by supporting our community's front lawn. Your contribution will help to expand our waterfront and ensure it remains a vital, cherished asset for generations to come.



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