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Greater Louisville 2020: Shaping our region's future

By [GREATER LOUISVILLE INC.](#) | August 19, 2018 8:00 pm



The nation's economy is growing at an impressive rate. Bureau of Economic Analysis statistics are generally favorable, and many businesses are thriving. But in the middle of this positive fervor, there are important questions emerging for our city: How well is *our* economy growing? How do we capitalize on these trends? What can we expect for Louisville's future?

In short, the Greater Louisville region is in heated competition with its peer cities. At stake is the future of key businesses, jobs, and people. To lead the region into this intensely competitive and important time, Greater Louisville Inc. has launched

Greater Louisville 2020 – an aggressive, comprehensive economic growth initiative that will require a community-wide commitment.

You can (and should) learn more about the campaign ... because its success (or lack thereof) will impact you and every area resident.

GLI is hosting a business luncheon to discuss Greater Louisville 2020 at 11:30 a.m. on Monday, August 27, at the newly re-opened Kentucky International Convention Center. The event is entitled *Shaping Louisville's Future: The Time is Now*. And, indeed, the time is now if we're going to win in the competition to recruit businesses to the area and attract bright people to fill those jobs.

Shaping Louisville's Future will include keynote addresses from Brown-Forman CEO Paul Varga and Kindred Healthcare CEO Ben Breier. They will reflect on

Louisville's business environment and share their views on how this region can continue to transform into even more of a booming economic center.



“Greater Louisville 2020 is the roadmap we must fund and follow if we are serious about creating sustainable economic growth,” Varga said. “It’s the difference between aggressively moving forward and competing with our peer cities or being left behind.”

“This lunch event will present a clear picture of this region’s challenges,” said Breier. “Attendees will receive a clear understanding of what is at stake, of the opportunities that exist, and how they can play a part in our success moving forward.”

Campaign organizer Bill Samuels, Jr. will publicly announce local progress on the effort to raise the stated goal of \$7.5 million for the Greater Louisville 2020 campaign at the luncheon as well.

“This initiative is about taking a proactive approach to growing high quality businesses and jobs in our community,” Samuels said. “We can strengthen the



business percentage of our tax base by attracting new businesses to the Greater Louisville region, and by recruiting new talent to support our existing businesses, so they stay and thrive. Our aim is to continue our targeted efforts to advocate for a better business environment.”

Though the Greater Louisville 2020 initiative is an unprecedented campaign for our local business

community to raise funds strategically targeted at stimulating growth, this type of campaign is not unheard of from Louisville’s competitors, according to GLI President Kent Oyler.

“Nashville, Indianapolis, Charlotte, and many other peer cities have aggressively raised funds from both the private and public sectors to grow their economies,” Oyler said. “As this region’s largest convener of business leadership, GLI sees Greater Louisville 2020 as an absolute necessity.”

Oyler said a successful Greater Louisville 2020 campaign will enable the city to address three key goals:

- Recruit businesses and create a minimum of 5,000 primary jobs creating an annual payroll impact of nearly \$596 million by 2020;
- Aggressively work to recruit 38,000 additional people to join the region’s workforce, which will result in a \$2 billion payroll impact (based on a workforce employed at a median salary range of \$54,000)
- Expand GLI’s business advocacy locally, statewide in Kentucky and Indiana, as well as in Washington, D.C.

If you go:

Shaping Louisville’s Future: The Time is Now
 Monday, August 27, 11:30 a.m. to 1 p.m. EST
 Kentucky International Convention Center
 221 4th Street (Ballroom D)
 Louisville, KY 40202

[Click here for registration information.](https://insiderlouisville.com/sponsored/greater-louisville-2020-shaping-our-regions-future/)

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In our work to help transform the 15-county/2-state region we call home, GLI is incorporating the aspirations and inspiration of small businesses as well as large companies. We're considering the needs of those opening their doors last year just as much as businesses operating over a century. Our efforts must nurture homegrown businesses while accommodating companies that relocate to our region. We commit to working towards a supportive business environment for traditional companies such as manufacturers and logistics experts and healthcare professionals right alongside those in the high-tech, digital and creative and entrepreneurial marketplaces.



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