OPPORTUNITY ZONE GROUPS

Louisville has eight different Opportunity Zone groups, each with distinct personalities and competitive advantages.
CATALYTIC INVESTMENTS AT STRATEGIC POINTS TO CREATE A WEST LOUISVILLE RENAISSANCE AND FOSTER INVESTMENT WITHOUT DISPLACEMENT

- $225m Vision Russell initiative to build resident wealth & opportunities, including a $29.5m redevelopment of Beecher Terrace
- Portland “urban acupuncture” led by private investment
- “Track on Ali,” a multi-use athletic facility
- 18th Street Commercial Corridor
- Waterfront Park Phase IV

$1 billion in investment in west Louisville since 2014

Central Business District
The Assets
• Heritage West is collection of opportunities anchored by the “Track on Ali,” a multi-use athletic facility currently under development on the edge of the historic Russell neighborhood.
• This complex will become a nucleus of regional and national athletic competitions.
• The City also owns the Madison Street Warehouses on an adjacent 6-acre, former industrial property at 30th Street and Muhammad Ali Blvd.

The Opportunities
• Partner with OneWest, the Louisville Urban League, and others in the $35 million multi-use athletic facility to catalyze burgeoning development in the Russell neighborhood.
• Redevelop the Madison Street Warehouses into a small business incubator, along with complementary hotel, retail, restaurant, and multi-family residential uses, an investment estimated in excess of $15 million.
CENTRAL BUSINESS DISTRICT CATALYTIC INVESTMENT: LOUISVILLE GARDENS

The Assets

• City-owned, historic 6,000-seat performance venue—a needed middle-size space in a city where most indoor venues are under 3,000 seats or over 20,000.
• Primed for restoration as an arts and entertainment venue, convention facility, and mixed-use space, at an estimated cost of $65 million.
• Located in the heart of downtown, a few blocks from 4th Street Live! and award-winning hotels, including 10 new downtown hotels since 2009.

The Opportunity

• City seeking development partner to create a new mixed-use facility.
• City offering other incentives and land.
BOURBONISM
A new and rapidly growing year-round tourism draw

**The Assets**
- Louisville is the official start of the Kentucky Bourbon Trail
- 1.4 million visitors a year
- Nine distilled spirits attractions in a growing Bourbon District

**The Opportunity**
- Invest in the “Napa Valley of Bourbon,” with distilleries, attractions, and adjacent hospitality
Opportunity Zone Investment Prospectus Guide

Authored by Bruce Katz and Ken Gross

A How-To for Opportunity Zones

acceleratorforamerica.com/OZGuide
Don’t let these opportunities pass you by.

LOUISVILLE FORWARD WEBSITE:  
louisvilleky.gov/louisvilleforward

OPPORTUNITY ZONE WEBSITE:  
louisvilleky.gov/government/louisville-forward/opportunity-zones-louisville