

DOWNTOWN MOVING FORWARD

ADAPT AND REINVENT

DOWNTOWN IS LOUISVILLE'S HEART AND SOUL.

It's the center of our business community and the fuel to our tourism engine. As our seat of government, it's where big decisions are made, and where the community makes its voice heard. It's where residents of all ages and diverse backgrounds make their home, and where many exercise their faith. It's where the community celebrates, and where the world visits – through our arts and culture, our bourbon destinations, our culinary scene, and more.

Yet, the intense challenges of 2020 have left scars on our previously thriving downtown. Traditional office occupancy has declined as organizations look to new ways to work. While hotels, restaurants and attractions are rebounding, there's no question that downtown's usage patterns have changed – as have public perceptions of stability, viability, and safety.

The 2022 Bingham Fellows class is turning these challenges into opportunities, after more than a year of analysis and study, along with stakeholder input and engagement. Three initiatives are now moving forward to spur downtown's resurgence – not to the same downtown that we were pre-pandemic, but to a reimagined downtown that best serves today's needs and desires in a more welcoming and inclusive way.



**BINGHAM
FELLOWS**

CLASS OF 2022 PROJECT: CitySpots

TURNING SPACES INTO PLACES

Studies prove abundant benefits to physical, mental and environmental health – along with employee creativity and job fulfillment – when people connect in person, and in quality outdoor spaces. Yet, the aftereffects of 2020 have exposed voids of underutilized sidewalks, plazas and outdoor areas.

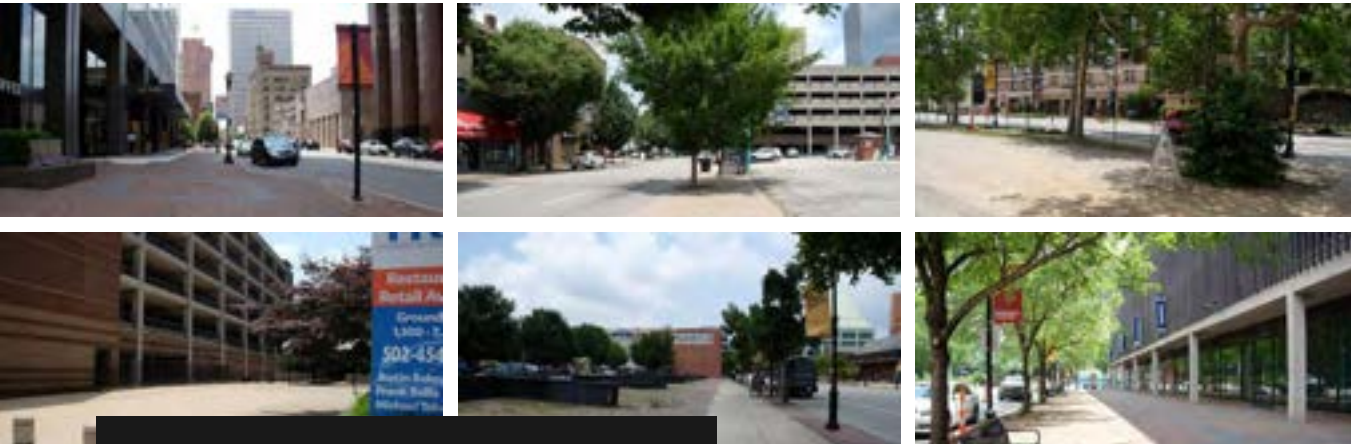
Converting these raw spaces into defined “places” presents opportunities to change how

people use, and view, downtown. Enter CitySpots, a network of welcoming spaces and urban surprise where people meet, eat, play, or relax – rekindling vibrancy across downtown, and helping employers meet the needs of what today’s workforce looks for in a job location.

Potential CitySpots sites along Main and Fifth streets are inventoried and cataloged, along with a roadmap for public-

private partnerships to create them, under the umbrella of the Louisville Downtown Partnership. The initial “spot” will open in spring of 2023 on Fifth Street near Metro Hall.

Whether grabbing lunch under a colorful umbrella, catching up on emails in an Adirondack chair, or swaying away an afternoon in a tire swing, CitySpots will help downtown rediscover the art of hanging out.



UNREALIZED POTENTIAL

Louisville’s downtown is dotted with under-programmed and under-utilized outdoor spaces. These present opportunities for creativity in space planning and activation to attract and engage users and visitors of downtown.

“Cultures and climate differ all over the world, but people are the same. They’ll gather in public, if you give them a good place to do it.”

JAN GEHL - INTERNATIONAL URBAN ARCHITECT

PILOT SITE

The first CitySpot will energize a dull, underutilized space in the heart of our civic and business community at 5th and Jefferson adjacent to Metro Hall.



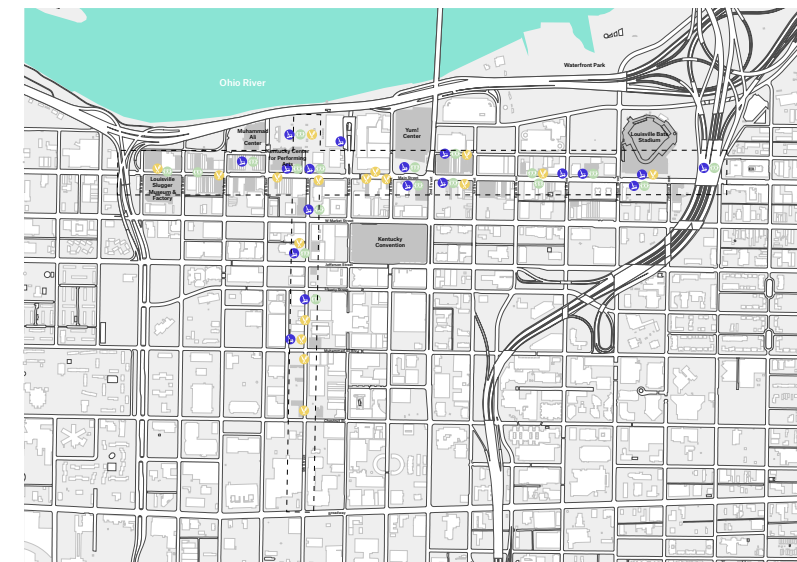
BEFORE



AFTER

SMALL CHANGE, BIG IMPACT

This initial CitySpot will serve as a welcoming front porch to Metro Government and a place for civic engagement that supports adjacent businesses and increases the desired vibrancy of downtown. The pilot will illustrate how small changes can make a big difference in terms of the people’s usage and perceptions of downtown – demonstrating what “can be” and inspiring involvement across the business community to help create more CitySpots across downtown.



RIPPLE EFFECT

The team identified the Main and Fifth Street corridors as the strategic start to the program due to the number of potential CitySpot locations in a contiguous stretch, along with synergistic opportunities with existing infrastructure, businesses in the area, and planned developments.



Artist: Ashley Cathey. Located at 6th Street and River Road



CLASS OF 2022 PROJECT:

LouMoment Maker

ELEVATING, EMPOWERING, AND ENGAGING EVERYONE TO MAKE CULTURAL MOMENTS THAT MATTER.

Like many cities across the country, downtown Louisville is facing big challenges. Our post-pandemic world has moved much of the workforce out of downtown. Businesses are closing, residents are leaving, and our civic pride is suffering.

When faced with crisis, challenge, and change, there is one thing that creates human connection and the power to express who we are and how we feel: *Art.*

ART

A thriving arts community is essential to a city's identity, sense of belonging, and success.

Louisville has the elements in place to become better known as an arts city. Louisville is one of a handful of American cities with a professional orchestra, opera, ballet, theater, and children's theater. Louisville's JB Speed is the oldest and largest art museum in the state, and there are numerous galleries, studio complexes and workshops that offer a wide range of visual art experiences.

The city's downtown historical and commerce districts contain stunning architecture, culturally relevant attractions, and numerous public art displays. Metro

government actively supports public art events throughout the community, with a dense calendar of concerts, plays, exhibits and art festivals all through the year.

Despite all of these elements being in place, local artists encounter challenges bringing their vision and cultural point of view to life in public spaces. After listening to artists, neighborhood leaders, business owners, civic organizations, and government officials, we learned what stands in the way of creating more cultural spaces is confusion over the process. The steps needed for community-led art projects are relatively simple to achieve, however, the information is in disparate locations with no

clear path. Even those with the connections and means to bring cultural activations to life find themselves mired in bureaucratic challenges.

The goal of LouMomentMaker is to demystify the process of creating cultural activations throughout the city. Paving the way for unique, cultural experiences, whether permanent installations or temporary activations, that speak to our history, who we are, and who we are becoming.

Working with Metro Louisville's Public art administrator, LouMoment Maker will be made readily available to all through the arts and creative section of louisvilleky.gov.

Prominent arts organizations in Louisville are on board to champion and share the guide with their constituents.

Art makes a city great, and we live in a great city. LouMomentMaker provides a path that elevates, empowers, and engages everyone in our community to unleash their creative spirit and make moments that matter.



Louisville Artist Jaylin Stewart discussing her public art projects.

Special thanks to Louisville Visual Art.



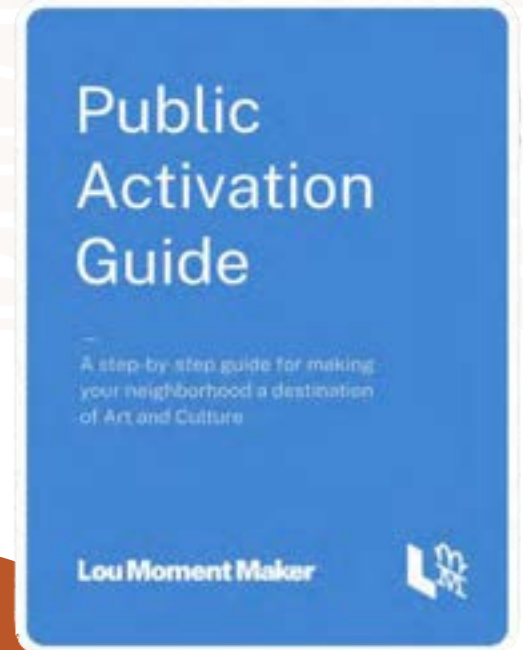
Artist: Victor Ving @greetingsfrom. Located at 1101 Central Avenue

"If you are someone who wants something great to happen where you live or work, this shows you how."

STEPHEN GEORGE
President & CEO, Louisville Public Media

"All art is good food and good medicine that helps to promote individual, collective and community wide health, healing and well being. We need as many ways as possible to connect art, artists and arts organizations with audiences. LouMomentMaker is a vital tool that helps to do just that by providing a how-to guide that connects art and artists with an audience."

ANDRE KIMO STONE GUESS
President & CEO, Fund for the Arts



LET'S SHOW THE WORLD WHAT WE CAN DO.



CLASS OF 2022 PROJECT:

MELANnaire Marketplace

CREATING WELCOMING AND EQUITABLE RETAIL OPPORTUNITIES

Louisville has a long, rich history of Black-owned business. The Walnut Street business district (now Muhammad Ali Boulevard) once was a vibrant and thriving business, social and cultural gathering place for Black Louisvillians. The area was a vital economic engine for the Black community during racial segregation from the 1920s to 1950s, until it was demolished during the period of urban renewal. Structural and systemic racism has created barriers for Black-owned businesses ever since. Current statistics reveal that 23.4% of the Louisville Metro population is Black, yet only 2.4% of its businesses are Black-owned. The lack of Black-owned businesses in downtown has prevented the area from being viewed as representing the diverse needs and desires of the entire community.



The MELANnaire Marketplace, a Black- and woman-owned business, will support the growth and prosperity for start-up or small Black-owned merchants who lack access to funding to open their own brick-and-mortar shops, need support for their business operations or overhead costs, and need mentorship or training in business ownership.

The ultimate goal for the MELANnaire Marketplace is to produce a long-term strategy for financial profit and business stability—while providing quality downtown opportunities that are welcoming and equitable to all.

HOW TO CONNECT:

- 🌐 melannaire.com
- 📷 [melannairemarketplace](https://www.instagram.com/melannairemarketplace)
- 📍 [melannairemarketplace](https://www.facebook.com/melannairemarketplace)



About the Bingham Fellows

The Bingham Fellows program is the advanced leadership program of the Leadership Louisville Center. Created in 1988 through a \$500,000 endowment from the Mary and Barry Bingham Sr. Fund, the Fellows are social entrepreneurs who have the imagination and talent needed to gather critical resources and create social change. Side by side with peers, participants work to develop dynamic and innovative solutions to our community's most pressing challenges. Now graduating the 30th class, the Bingham Fellows have an impressive track record of providing community issues with visibility and momentum.

The Fellows don't ponder what might be. They roll up their sleeves, shine a spotlight on an issue and put new ideas to work. Their impact includes recent projects such as the West Louisville community development organization OneWest, regular Café Louie conversations with elected officials at Louisville Free Public Library locations, a sustainable model for neighborhood 'Little Free Libraries,' creation of City Champs, a talent attraction and retention program now managed by Greater Louisville Inc., and assistance leading to the opening of the Smoketown Family Wellness Center. The impact of the Fellows goes back to the 1990s with the creation of The Housing Partnership, construction of the Presbyterian Community Center, growth of local farmers' markets, and numerous other positive outcomes.

2022 BINGHAM FELLOWS

CITY SPOTS

BRIAN BUTLER

Stites & Harbison PLLC
Partner

CARRIE BUTLER

Transit Authority of River City | TARC
Executive Director

NIKKI CARVER

JP Morgan Chase & Co.
Commercial Banker

HANK HILLEBRAND

Poe Companies
Director or Development

LOUIS R. JOHNSON

Gresham Smith & Partners
Executive Vice President

MATT KAMER

BCH Agency
Partner, Director of Public Relations

FR. FRED KLOTTER

Holy Spirit Church
Pastor

STEVEN KNIFFLEY

Spalding University
Chief Diversity Officer/Associate Professor

RIGGS LEWIS

Norton Healthcare
System Vice President, Health Policy

JEFF O'BRIEN

Louisville Forward
Chief

DOUG OWEN

JLL
Senior Vice President

BROOKE PERRY PARDUE

Parks Alliance of Louisville
President/CEO

CHIP SNYDER

PNC Bank
Market Manager, Real Estate Banking

ROBBIE TINDALL

Humana, Inc.
Vice President, Provider Network Operations

LOUMOMENT MAKER

CHRISTIAN ADELBERG

Kentucky Performing Arts
VP, Marketing and Communications

KRISTIAN ANDERSON

Louisville Visual Art Association
Executive Director

YVONNE AUSTIN-CORNISH

Louisville MSD
Manager - Customer Relations

CALLIE BAUMANN

CVS
Pharmacy Technology Operations &
Office of the CIO

MEGAN BREIER

Beam Suntory
VIP Experiential Programming and Education
Manager

JOE FRANKLIN

Venture Connectors
Board Member

CHRISTOPHER FULLER

K. Norman Berry Associates Architects
PLLC | KNBA
Principal

JILL HORN

Brown-Forman Corporation
Director, Global Community Relations

MK LINDSEY

Crawford Hoying
Vice President

DAVID LOPEZ

Teach For All
Global Knowledge Lead for Fundraising and
Development

AMEERAH PALACIOS

HDR Engineering
Strategic Communications Lead - KY, TN, AR

LARRY PORTARO

GE Appliances, a Haier company
Senior Director, New Product Introduction

GARTH WILLIAMS

Derby City Gaming
General Manager

NICOLE YATES

Passport Health Plan
Associate VP, Growth and Community
Engagement

MELANAIRE MARKETPLACE

JULIE BENTON

& Well
President

MATTHEW BRADLEY

Christ Church Cathedral
Dean

CHRIS COFFMAN

Frost Brown Todd LLC
Member

PRENASHEE COLLINS

TBAIN&Co.
VP of New Product Development

LAVEDA GIPSON

Aetna Better Health of Kentucky
Pharmacy Director

EMILY LIU

Louisville Metro Government
Director

BEN SIMMONS

Schmidt Associates
Associate / Client Liaison

NACHAND TRABUE

Bates Community Development Corporation
Executive Director

SHERRI WALLACE

University of Louisville
Professor

CHRIS WARD

DMLO CPAs
President and CEO

KATHY MAYBERRY WASHINGTON

Simmons College of Kentucky
Director, Title III Programs

JOHANNA WHEATLEY

Republic Bank
Vice President, Treasury Management Officer II

2021 STEERING COMMITTEE

CLEO BATTLE (BF '20, LL '15)

President & CEO
Louisville Tourism

ANDRE KIMO STONE GUESS (LL '98)

President & CEO
Fund for the Arts

REBECCA FLEISCHAKER (LL '22, IL

'05, FL '00) Executive Director
Louisville Downtown Partnership

RANDY FRANTZ (BF '20, LL '19)

Assistant Executive Director
TARC

BILL SCHRECK (LL '00, FL '90)

Retired Louisville Metro Government, Former
Interim Director
Louisville Downtown Partnership

REP. PAM STEVENSON (D-43) (BF '14,

LL '13, FL '12) Retired Colonel
US Air Force

BILL WEYLAND (BF '20)

CSO
Weyland Ventures



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