

NEW PROJECTS AND ANNOUNCEMENTS

Released Economic Impact Report
Expanded Ambassador candy giveaways
(Valentine's Day, Derby weekend,
Light Up Louisville/holidays)
Developed and installed new banner
campaign
Rebranded Ambassador vehicles and
uniforms
Hosted Inaugural Downtown Open
House
Launched ongoing series of commercial
broker/property manager and major
employer roundtables
Expanded flowerpot program
Increased visible branding through
giveaways and event booth set-up
Announced I Was Here AR pilot
Contracted sidewalk chalk artist

Co-hosted first Downtown Cyclouvias on
Main St.
Launched Food Truck Wednesday series
Hired Marketing & Communications
Specialist
Increased Metro fee in lieu assessment
Launched Friends of Downtown campaign
Announced Baird Urban Sports Park
leagues and open play hours
Launched Street Gallery (& expansion of
Alley Gallery) program
Co-hosted World of Work 2.0 forum
Kicked off year-long Downtown Strategy
planning process
Launched S. 4th Night Market
Hosted first Friends "perk" event
Exceeded fundraising expectations
Sponsored 17 events in Downtown

