



FAMOUS LOUISVILLIANS

From actors to authors, sports legends to history makers, Louisville and Kentucky has produced some remarkable people, all recognized as individuals of note.



ARTS & ENTERTAINMENT

Foster Brooks

Born in Louisville, Foster Brooks began his career at WHAS-AM. He gained recognition after reporting about the Ohio River flood of 1937 and then moved out West where he started working as a stand-up comedian.

Lance Burton

A magician from Louisville, Lance Burton found a love for magic at a very young age. He moved to California after he turned 20 and quickly found success. He appeared on “The Tonight Show” with Johnny Carson 10 times and appeared another 10 times during Jay Leno’s tenure as host. Burton has also performed for both Queen Elizabeth and President Reagan.

Tom Cruise

American actor and producer, Cruise is best known for his roles in such movies as “Risky Business,” “Jerry Maguire,” “A Few Good Men” and “Top Gun.” Cruise has been nominated for three Academy Awards® and won three Golden Globe Awards®. Before becoming one of the biggest stars in Hollywood, Cruise lived in Louisville and attended Saint Xavier High School during his time in the city.

Irene Dunne

Nominated five times for the Academy Award® for best actress, Irene Dunne was famous from the 1930s to the 1950s. Growing up in Louisville, her father worked as a steamboat inspector. Dunne starred in many films including “The Awful Truth” and “My Favorite Wife,” both with Cary Grant. Dunne has a star on the Hollywood Walk of Fame.

Bob Edwards

Louisville native Bob Edwards, is a Peabody Award-winning member of the National Radio Hall of Fame (inducted in 2004). He is the former host of NPR’s “Morning Edition” and the current host of “The Bob Edwards Show” on Sirius XM Radio. He is a graduate from St. Xavier High School and the University of Louisville.

Ed Hamilton

Living in Louisville, Hamilton is an American sculptor who specializes in public art. He gained national attention in 1992 when his Amistad Memorial was unveiled in New Haven, Conn., and in 1998 for his African-American Civil War Memorial, “The Spirit of Freedom” in Washington, D.C. His work can be seen around town, including on the Belvedere, the Frazier History Museum and his Abraham Lincoln Memorial in Waterfront Park.

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Lionel Hampton

One of the first jazz vibraphonists, Lionel Hampton had a long and successful career as a percussionist, pianist, bandleader and actor. Born in Louisville, but lived all over the country as a child picking up musical knowledge along the way. Throughout his career, he performed with some of the most notable jazz musicians of the time including Louis Armstrong and Charlie Parker.

Helen Humes

Born in Louisville, Humes was an American Jazz and R&B singer who started her career in 1927. In 1938, Humes became a singer with the Count Basie Orchestra replacing Billie Holiday. She was given the key to the city of Louisville in 1975.

Jennifer Lawrence

As of 2016, Jennifer Lawrence is the highest-paid actress in the world. She is the youngest person to accrue four Academy Award® nominations. She won the Academy Award® for Best Actress in 2012 for her role in "Silver Linings Playbook"; the second youngest ever to win the award. Lawrence is a native to Louisville, and with no prior training she convinced her parents at the age of 14 to take her to New York where she met her talent agent and began her career.

Victor Mature

Born and raised in Louisville, Victor Mature left for California and was discovered performing on stage at the Pasadena Community Playhouse. He starred in many Hollywood productions, including Cecil B. DeMille's "Samson and Delilah."

My Morning Jacket

Louisville-rooted rock band that formed in 1998 is now a world-renowned music maker. Still going strong after seven studio releases, the band's sound, rooted in rock and country, is often experimental and psychedelic. The group's fan base began to grow in part because of its live performances. The band has performed several times at Bonnaroo and Austin City Limits. It has also curated the lineup for local music festival Forecastle.

Diane Sawyer

Former ABC World News anchor began her career in Louisville at WLKY. Her father, Erbon Powers "Tom" Sawyer, was a county judge whom Jefferson County's first state park, E.P. "Tom" Sawyer State Park, was named after.

Nicole Scherzinger

Attended grade school and high school in Louisville, and is best known as the lead singer for The Pussycat Dolls. While her music career continues as a solo artist, she was the winner of the "Dancing with the Stars" season 10 Mirror Ball Trophy, and has served as a judge on "The X Factor."

Ben Sollee

A Kentucky native, Ben Sollee began playing cello in elementary school. His love for folk and jazz music comes through in his music. Often arriving to his Kentucky performances by bike, Sollee is an activist for many causes, especially those affecting the state of Kentucky.



SPORTS

Muhammad Ali

Ali is undeniably the most famous person to call Louisville home. Born and raised in Louisville, Ali was loved and revered throughout the world but always considered Louisville to be his home. It held a special place in his heart, and the city reciprocated that feeling back to him. Ali, originally known as Cassius Clay, was born in Louisville on January 17, 1942. It was here he honed his ability as a boxer, and it was here he returned to after winning Gold in the 1960 Rome Olympics. He returned often after capturing the title of Heavyweight Champion of the World. After his retirement from boxing he was involved with the vision and direction of the Muhammad Ali Center. And it is here, in Louisville, that "The Greatest" has his final resting place in Cave Hill Cemetery.

Denny Crum

Former men's college basketball coach at the University of Louisville who guided the Cardinals to two NCAA championships and six Final Fours. He is honored in the Naismith Memorial Basketball Hall of Fame and is one of the major figures in the history of sports in Kentucky.

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Pat Day

The all-time leading rider at Churchill Downs, Pat Day is a local legend. He has been inducted into the National Museum of Racing and Hall of Fame and has won the Eclipse Award for outstanding Jockey four times. Day won the 1992 Kentucky Derby on Lil E. Tee. Day retired in 2005, and has committed to spend the rest of his life spreading the Gospel.

Darrell Griffith

Darrell Steven Griffith, also known by his nickname “Dr. Dunkenstein,” was born in Louisville and got his basketball career start at Male High School. Though heavily recruited by colleges across the country, Griffith stayed at the University of Louisville and delivered the school’s first-ever NCAA men’s basketball championship in 1980. Griffith spent his entire professional career with the Utah Jazz of the National Basketball Association and is now retired.

Bud Hillerich

The 120-year history of the Louisville Slugger baseball bat began in the talented hands of 17-year-old John A. “Bud” Hillerich. He crafted the very first bat for local baseball star Pete Browning in his father’s woodshop. The first use of the term “Louisville Slugger” was in 1893 when the bat became a baseball staple.

Paul Hornung

Heisman Trophy winner, and an inductee to the College Football Hall of Fame and the Pro Football Hall of Fame, Paul Hornung was a player for the Green Bay Packers. Each year the Paul Hornung Award is given to the most versatile player in college football.

Lamar Jackson

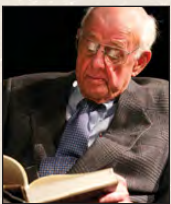
University of Louisville’s star quarterback who is the most recent winner of the Heisman Trophy. At 19, Jackson is the youngest player ever to win college football’s greatest award, and the first player from the University of Louisville ever to win the award.

Rick Pitino

Current head coach for the University of Louisville men’s basketball. Pitino holds the distinction of being the first coach in NCAA history to lead three different schools (Providence College, the University of Kentucky and the University of Louisville) to a Final Four, and the only coach in the NCAA to lead two different schools to an NCAA National Championship (Kentucky and Louisville).

Pee Wee Reese

Pee Wee Reese played baseball for the Dodgers, but got his start in the minor leagues playing for the Louisville Colonels. An inductee to the Pro Baseball Hall of Fame, he contributed to seven National League Championships for the Dodgers and was himself a 10-time All Star. Reese is also famous for his support of teammate Jackie Robinson, the first African-American player in the major leagues, especially in Robinson’s difficult years.



AUTHORS

Dianne Aprile

Graduating from both the University of Louisville and Spalding University, Dianne Aprile has lived and worked in Louisville for most of her life. She is the author of four nonfiction works. She also wrote for Louisville’s daily newspaper, *The Courier-Journal*, for nearly 30 years.

Wendell Berry

Wendell Berry is originally from Henry County, Ky. He is an American novelist, poet, environmental activist, cultural critic and farmer. A prolific writer, Berry has written many novels, short stories, poems and essays. Berry is also a recipient of the National Humanities Medal.

Sallie Bingham

Since her first novel was published in 1961, Sallie Bingham has been writing a variety of things, including plays, short stories, poems and memoirs. Her works have been included in many anthologies and publications. She is also the founder of the Kentucky Foundation for Women, which encourages the use of feminist ideas in artistic expressions.

FAMOUS LOUISVILLIANS

Sue Grafton

Sue Grafton, an American author, is most noted for her 'alphabet series' starting with the book "A is for Alibi." Grafton was born and raised in Louisville, graduated from the University of Louisville, and still lives here part-time today with her husband.

Alice Hagan

Best known for her 1901 novel, "Mrs. Wiggs in the Cabbage Patch," Alice Hagan was a writer from Louisville. Her Cabbage Patch sequels, stories about an Irish ghetto in Louisville, are her most popular works.

Sena Jeter Nasland

An American writer, she is the author of eight works of fiction, including "Ahab's Wife" in 1999, and "Four Spirits" in 2003, both named a **New York Times** Notable Book of the Year. In 2005, Nasland was named Poet Laureate of Kentucky. She is co-founder and program director of Louisville's Spalding University brief-residency MFA in Writing, where she edits "The Louisville Review" and Fleur-de-Lis Press. She recently retired from her position as Distinguished Teaching Professor at the University of Louisville.

Hunter S. Thompson

American author and journalist, and one of the principle symbols of American counterculture, Hunter Stockton Thompson was born in Louisville and spent his early youth in the city. Thompson created and popularized Gonzo journalism, a style in which the author becomes an active, central character in the story they are reporting or portraying. His books on politics and society, including "The Hell's Angels," a detailed expose on the famous motorcycle club, and the cult-classic "Fear and Loathing in Las Vegas," were regarded as groundbreaking among journalists. Thompson is well known for his use of illegal substances and love for firearms. Hunter died in 2005 at the age of 67.



HISTORICAL

Louis D. Brandeis

Born in Louisville, Brandeis graduated from Harvard Law School at the age of 20 with the highest-grade average in the law school's history. President Woodrow Wilson appointed Brandeis to the U.S Supreme Court in 1916. Brandeis, the first Jewish Justice, was to become one of the most famous and influential figures to serve on the high court. His opinions were, according to legal scholars, some of the greatest defenses of freedom of speech and the right to privacy ever written by a member of the Supreme Court. He retired from the court in 1939. The University of Louisville's law school is the Louis D. Brandeis School of Law. The remains of Brandeis, along with his wife, are interred beneath the portico of the law school.

George Garvin Brown

Founder of Brown-Forman, George Garvin Brown started out as a pharmaceuticals salesman who had the bright idea to bottle and seal whiskey to ensure quality. Since he started it in 1870, Brown-Forman has grown into a huge American-owned wine and spirits company, producing Old Forester, Jack Daniels and Woodford Reserve among others.

Tom Bullock

A Louisville native, and an esteemed bartender, Bullock was the first African American to publish a cocktail book; his was one of the last drink collections released before the United States banned alcohol sales during Prohibition. Written in 1917, the book was titled "The Ideal Bartender."

George Rogers Clark

War general and Louisville founder, Clark was the highest ranking American military officer on the Northwestern frontier during the Revolutionary War. In 1778, he helped settle Corn Island, an outpost at the Falls of the Ohio, which later became Louisville. Clark died at Locust Grove, now a historic home in Louisville. He is buried in Louisville's Cave Hill Cemetery.

William Clark

Younger brother of George Rogers Clark, William Clark was an American explorer and soldier. Clark, along with Meriwether Lewis, helped lead the Lewis & Clark Expedition of 1804 to 1806 across the Louisiana Purchase to the Pacific Ocean, and claimed the Pacific Northwest for the United States.

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John Colgan

Inventor of “Taffy Julie” in 1883, which was later known as bubble gum. Another inventor beat Colgan to the patent, though he is still credited with the invention.

Thomas E. Edison

The inventor spent nearly two years in Louisville as a young telegrapher. Some of his inventions can be seen at the Thomas Edison House, an 1850s shotgun-style home, where Edison rented a room while he worked as a telegrapher for Western Union.

Mildred & Patty Hill

Louisville-born sisters and kindergarten teachers wrote the “Happy Birthday” song. Originally called “Good Morning to You,” it later changed to this traditional birthday anthem. The sisters are buried in Cave Hill Cemetery, and were posthumously inducted into the Songwriters Hall of Fame.

Abraham Lincoln

The 16th President of the United States, Abraham Lincoln was born in LaRue County, Ky., right down the road from Louisville. Often referred to as the best president in the history of the United States, Lincoln led the country through the Civil War. He is credited with ending slavery in America. Louisvillian Joshua Speed was a roommate of Lincoln’s in Springfield, Ill., and became life-long friends. Lincoln spent time with Speed at his family’s plantation, Farmington, in Louisville in 1841. Joshua’s brother James Speed served at Lincoln’s Attorney General during his presidency.

Thomas Merton

Merton was a Trappist monk who lived at the Abbey of Gethsemani outside of Bardstown, Ky. He is world renowned as a Christian writer, social critic and interfaith pioneer. It was in Louisville that Merton experienced his famous epiphany and spiritual vision in 1958. He wrote about it in his book “Conjectures of a Guilty Bystander.” The place where it happened is commemorated with a historical marker at the corner of Fourth and Muhammad Ali Boulevard. Bellarmine University, in Louisville, is home to the Thomas Merton Center. It is home to the largest collection of the works of Thomas Merton.

Frank Neuhauser

Son of a Kentucky stonemason and Louisville resident, Frank was 11 years old in 1925 when he spelled “gladiolus” correctly to win the nation’s first spelling championship.

Colonel Harland Sanders

Harland David “Colonel” Sanders was an American fast food businessman who founded Kentucky Fried Chicken, now re-branded as KFC. His image remains the “face” in KFC promotions. The “Colonel” is buried in Louisville’s Cave Hill Cemetery.

Zachary Taylor

Twelfth president of the United States, who lived on the frontier of Louisville during his youth. Taylor was buried in the Taylor family plot, which was later turned into a National Cemetery with the help of the Commonwealth of Kentucky. In 1926, it was renamed the Zachary Taylor National Cemetery.



HOMETOWN HERO BANNERS

When you visit Louisville, make sure to keep an eye out for some of the “famous Louisvillians” gazing at you from banners that hang on buildings around the city. With the purpose of building pride within the local community and enhance Louisville’s image as an exciting city, these banners recognize and honor the city’s famous sons and daughters. Visit www.louheroes.org for information and locations of all the banners.



LOUISVILLE'S NEW SOUTHERN CUISINE

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New Southern Cuisine is one of the most popular food movements in the country right now. It has been for years actually. It's talking about traditional, regional Southern dishes and putting your own unique twist on them. One of the cities currently making the most noise in the movement is Louisville. We're teaching it in our culinary schools. We're pushing it to new extremes in our restaurants. Adding Korean, Vietnamese, French and Italian influences to it. Our chefs are experimenting with it on television, writing books filled with savory new creations, and introducing it boldly to new places around the world.

No, Louisville did not invent New Southern Cuisine. We've tweaked it. Fried it. Poached it. And, most importantly, added Bourbon. So, welcome to an entirely new, New Southern Cuisine experience. Welcome to a region that produces more than 95% of the world's Bourbon. Welcome to a city with more than 2,500 restaurants. Welcome to a city with numerous James Beard nominated chefs and restaurants. Welcome to the Urban Bourbon Trail. Welcome to farm-to-table, not as something new, but as the way it's always been. Welcome to one of the forefronts of the Southern "Lardcore" movement. We welcome you to Louisville – the Culinary Capital of Bourbon Country.

Bon Appétit has called Louisville "One of the best foodie small towns in America." **Zagat** says, "Louisville is one of the 7 up and coming foodie towns in America." **Southern Living** named Louisville "One of the top 10 tastiest towns." And **Food & Wine** calls Louisville's East Market Street "One of the 10 Best Foodie Streets in America."

A culinary adventure in Louisville takes you deep into the heart of the Bourbon Country lifestyle. Naturally, that means you can expect our chefs to be absolutely fearless when it comes to adding Bourbon into their recipes. And don't be surprised when you ask a Louisville chef what to pair with a certain dish, the answer is "Happy Hour."

So, think James Beard inviting Jim Beam over for dinner. Think about a place where the most spectacular Bourbon creations may actually come from the chefs. Think about all the welcoming tables waiting for you when you make a reservation for Louisville as the destination of your next big culinary adventure.

After all, when you put so many award-winning chefs and restaurants so close to so many award-winning distilleries, something tasty is bound to happen.

LOUISVILLE'S SIGNATURE DISHES

Hot Brown

No doubt about it, Louisville owns the bragging rights on the Hot Brown.

The legendary open-face sandwich which is made with Texas toast, thick-sliced turkey, cheesy Mornay sauce, crisp bacon and tomatoes, all baked until bubbling hot, was born here.

It all began at Louisville's historic Brown Hotel back in the 1920s. History goes that more than 1,200 guests would come each evening for the downtown hotel's dinner dance. When tired of dancing into the wee morning hours, the guests would head to the restaurant for a bite to eat. Then chef Fred Schmidt recognized that the guests were wanting more than the traditional ham and eggs. Schmidt decided to cook up a new, mouthwatering menu item. The Hot Brown was born.

These days, the Brown Hotel has become synonymous with the tasty entree and estimates making between 400 and 500 each week. The requests double during Kentucky Derby season.

But the Hot Brown is not just a local favorite. It's received attention all over the globe, including in **Southern Living**, the **Los Angeles Times** and **The Wall Street Journal**. It's also been spotlighted on the "TODAY Show," "Good Morning America" and Travel Channel's "Man vs. Food."

SOUTHERN CUISINE

Benedictine

Thanks to Louisville caterer, restaurateur and cookbook author Jennie Benedict, a cucumber and cream cheese spread, known for its catchy green color, has become a famous Kentucky culinary favorite. Say “Benedictine” to any Louisvillian and their thoughts will turn to a snack, not a beverage.

Miss Jennie Benedict invented her savory spread in a one-room kitchen in the family backyard around the turn of the 20th century and famously served it to Louisville high society and workers alike earning it her namesake years later.

Now the scrumptious spread and finger sandwich filling is a menu must-have for any Kentucky host worth their salt. It’s almost a guarantee that it will be served at baby and bridal showers in the Bluegrass, as well as Derby parties and spring luncheons.

Bourbon Balls

It’s no secret that in Bourbon Country the state’s signature spirit is a favorite ingredient in a slew of recipes, but perhaps none is more popular (or sweeter tasting) than the bourbon ball.

The bite-size sugary treat was created by Ruth Booe of the Rebecca Ruth Candy Co., in 1936, in Frankfort, Ky., the state capital just east of Louisville. The story goes that the Bourbon-filled chocolate balls were born as the result of a comment by the Kentucky Governor, who remarked that there was no better taste than a bite of chocolate followed by a sip of bourbon. Booe’s recipe has been hailed over the years by *Gourmet* magazine and *The New York Times*.

Kentucky’s most famous candy, in its original version, is a melt-in-your-mouth combination of pecans, bourbon and chocolate. Most families have their own adapted recipes, much like “Derby Pie®” and local chocolate shops have infused their own spins with added flavors from cayenne to mint or peach flavors.

Derby Pie®

Just by the name, it’s obvious that this delicious dessert originated in the hometown of the “greatest two minutes in sports.” The Derby-Pie® was created in the 1950s at the Melrose Inn in Prospect, Ky. The restaurant’s owners and creators, Walter and Leandra Kern, were assisted by their son George.

Derby-Pie® is a chocolate and walnut tart in a pie shell usually with a pastry dough crust. It is made with walnuts and chocolate chips.

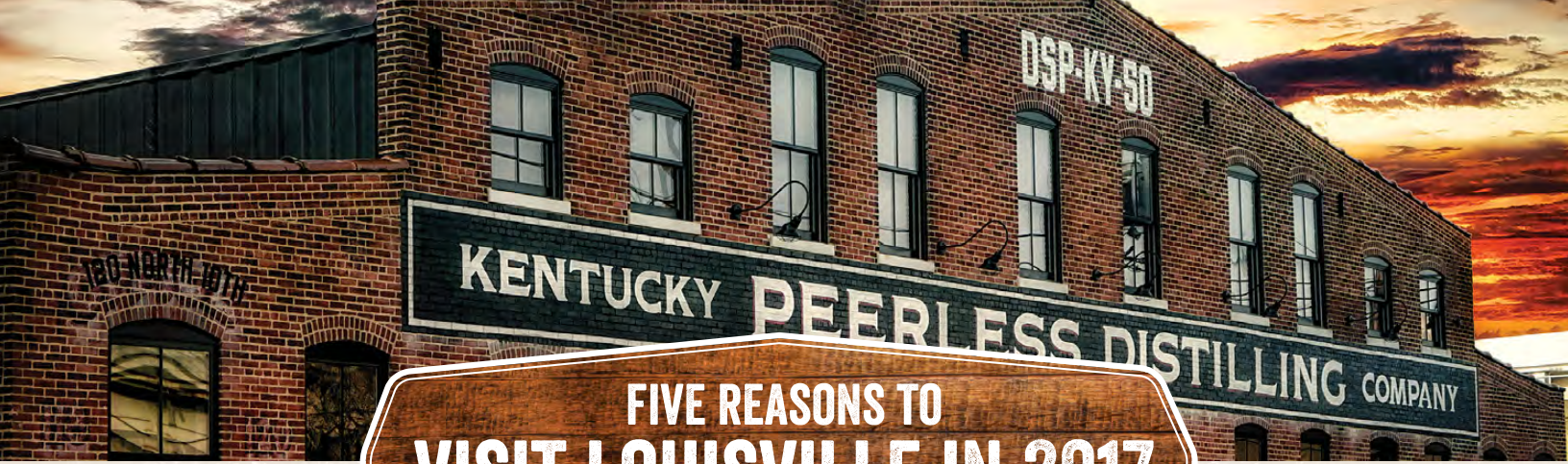
The name Derby-Pie® was chosen because various family members, who each had their own idea for what to call the dish, couldn’t agree on a moniker. So they put the name ideas on a piece of paper and threw them into a hat. Needless to say, Derby-Pie® was the winner.

Derby-Pie® is the registered trademark of Kern’s Kitchen. The recipe is top secret, known only to a few Kern family members and a single Kern’s employee, who actually mixes the recipe today.

Old Fashioned Cocktail

Though the Mint Julep is certainly the star of the Kentucky Derby, the Old Fashioned was declared the city’s official libation in 2015. A private club in downtown Louisville (the Pendennis Club) has claimed its invention since the 1880s. Legend has it that a guest at the bar ordered a cocktail, but warned the bartender that he wasn’t a fan of bourbon. Not wanting to serve a non-bourbon drink in the Bluegrass (it is Bourbon Country, after all), the bartender concocted a drink that ended up being a huge hit with the customer.

The traditional bourbon cocktail is said to have been popularized by Pendennis club member and master distiller, Colonel James E. Pepper, who introduced the cocktail to the Waldorf Astoria Hotel in New York City. You’ll find everything from traditional to innovative variations of the classic cocktail at bars all around Louisville. Quench your thirst by ordering up an Old Fashioned at any of the 30-plus restaurants and bars along Louisville’s Urban Bourbon Trail.



FIVE REASONS TO VISIT LOUISVILLE IN 2017

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Being the home of the Kentucky Derby is undeniably Louisville's claim to fame as an incentive for a place that people want to visit. And, while we know that the Derby is a pretty great reason, there are a multitude of other events, attractions, bourbon, food and just plain fun, that should have a visit to Louisville at the top of your travel plans. And if these aren't enough, **TripAdvisor** just named Louisville a **TripAdvisor** Traveler's Choice Award for being a Top 10 U.S. Destination on the Rise.

Here are five of those reasons that will inspire you to make it to Louisville in 2017.

BOURBON

Bourbon may belong to the Commonwealth of Kentucky, but the spirit has a special place in the heart of Louisville. From distillery tours and tastings, to hitting the stops along the Urban Bourbon Trail, there's no better place, or time, to experience the magic of America's native spirit. There are now five bourbon distilleries open with more scheduled to open soon. In 2013, the **Evan Williams Bourbon Experience** became the first distillery to open on Louisville's historic Whiskey Row since Prohibition. It was also the first that the public could tour in Louisville; several others soon followed. The **Bulleit Frontier Whiskey Experience** opened at the historic Stitzel-Weller Distillery. The father and son team of Carson & Corky Taylor resurrected a family label with the opening of the **Peerless Distillery** and the **Jim Beam Urban Stillhouse** opened in downtown's entertainment district. **Angel's Envy Distillery** is the newest distillery to open. And, **Old Forester** plans a distillery and visitor experience in two former barrel warehouses dating back to the 1850's. The new Whiskey Row attraction will open in 2017. **Rabbit Hole Distillery** is scheduled to open in 2017 in Louisville's NuLu neighborhood.

Copper and Kings brings brandy to "bourbon country," distilling brandy in used bourbon barrels in the historic Butchertown neighborhood.

The pub crawl that is the Urban Bourbon Trail continues to grow alongside the popularity of bourbon with over 30 stops, each well-stocked with at least 50 bourbons; some as many as 150.

HUNGER GAMES EXHIBITION STOPS IN LOUISVILLE

The Hunger Games: The Exhibition will open on April 1 at the Frazier History Museum. Visitors are invited to step inside and explore the world of Panem and follow Katniss Everdeen's inspirational journey, from her humble beginnings in District 12 to her emergence as the Mockingjay. The exhibit will feature seven galleries including District 12, Tribute Train, The Capitol, Making the Games, District 13, Fan Gallery and Katniss's Journey. Highlights include iconic costumes from the films, such as the Girl on Fire dress, the Mockingjay dress and the Mockingjay armor; key artifacts including the Mockingjay pin, Cinna's sketchbook and Katniss's bow; and interactives, including an explorable map of Panem, gamemaker's control table and a stunt choreography interactive.

OUTDOOR MUSIC FESTIVALS

Just like food and drink is more appetizing in Louisville, live music sounds better when it's experienced at one of the city's two premier outdoor annual music festivals. Forecastle will celebrate its 15th year when it returns to the Louisville Waterfront in summer. What began as a neighborhood event has grown in to one of the country's most anticipated summer festivals. This home-grown, three-day festival is about music, art and activism. Weezer, Odesa and Cage the Elephant, plus numerous others, have already been announced in the 2017 lineup of performers. Long live rock and roll at the Louder Than Life festival in the fall. In addition to a line-up of music legends, Louder Than Life spotlights bourbon, craft beer and local cuisine.

VISIT LOUISVILLE IN 2017

GREEN SPACE AND FRESH AIR

Sometime the best getaway is one spent in the great outdoors. Known for its numerous parks, Louisville has always known the importance of beautiful greenspace. The city's park system was designed by Frederick Law Olmsted, undoubtedly the most prominent landscape architect of our time. Louisville's Waterfront Park stands as the gold-standard for other cities looking to reclaim public space. Louisville is so committed to understanding the value of its parks it wants to be known as the "City of Parks." The city's newest park, The Parklands of Floyds Fork, recently completed its final phase. The Parklands is a systemic world-class addition to Louisville parks. It includes four major parks linked by a park drive, a world-class urban trail system and a remarkable water trail, all tracing Floyds Fork, a classic Kentucky stream. This nearly 4,000-acre development began in 2011. Louisville is also home to Jefferson Memorial Forest. At over 6,000 acres, it's the largest municipal urban forest in the United States. Outdoor activities, such as fishing, hiking, camping, biking, environmental education and team building are available, as well as enjoying nature itself at its most spectacular.

GOOD FOOD: NEW SOUTHERN CUISINE

New Southern cuisine is one of the most popular food movements in the country right now. It has been for years. It's taking traditional, regional Southern dishes and putting your own unique twist on them. One of the cities currently making the most noise in the movement is Louisville. We're teaching it in our culinary schools. We're pushing it to new extremes in our restaurants. Adding Korean, Vietnamese, French and Italian influences to it. Our chefs are experimenting with it on television, writing books filled with savory new creations, and introducing it boldly to new places around the world. No, Louisville did not invent New Southern Cuisine. We've tweaked it. Fried it. Poached it. And, most importantly, added Bourbon. So, welcome to an entirely new, New Southern Cuisine experience. **Bon Appétit** has called Louisville "One of the best foodie small towns in America." **Zagat** says, "Louisville is one of the 7 up and coming foodie towns in America." **Southern Living** named Louisville "One of the top 10 tastiest towns." And **Food & Wine** magazine calls Louisville's East Market Street "One of the 10 Best Foodie Streets in America." Now's the time to come and get a bite.



NEW AND UPCOMING LOUISVILLE AREA HOTELS

1,202 new rooms have opened in the last 2 years.

Approximately 1,044 more rooms confirmed in the Louisville area pipeline over the next 24 months.

With approximately 2,000 more rooms tentatively scheduled to open in the next 24 months.

RECENTLY OPENED DOWNTOWN:

Aloft – Louisville’s first Starwood brand hotel opened Fall 2015. The 175-room Aloft Hotel is on Main street/Whiskey Row one block from the KFC Yum! Center.

Embassy Suites on Fourth Street – The 304-room hotel opened in 2015. The \$85 million project includes meeting space, a CVS Pharmacy, and two restaurants and complimentary airport shuttle.

Hilton Garden Inn at Clay Commons – Steps from Fourth Street Live!, a 162-room Hilton Garden Inn on the corner of Third and Chestnut in downtown Louisville opened in November 2014 with Louisville’s first rooftop bar (8Up) and restaurant and a ground-level open air patio.

Holiday Inn Express Downtown – An eight-story, 145-room Holiday Inn Express & Suites in downtown at 800 W. Market Street was built for \$18.5 million. It opened April 2016.

Vu Guesthouse – a 34-room boutique hotel located in a revitalized tobacco warehouse. Opened in the fall of 2016.

RECENTLY OPENED IN GREATER LOUISVILLE:

Aloft East – This is Louisville’s second Aloft Hotel. A 125-room hotel located at Westport Road and Indian Lake Drive.

Drury Inn & Suites Louisville North – A 137-room hotel at 9597 Brownsboro Lane.

Hampton Inn by Hilton Louisville East (Hurstbourne) – 86 rooms at 1150 Forest Bridge Road.

Home2Suites by Hilton Louisville East (Hurstbourne) – 74 rooms at 1150 Forest Bridge Road.

Woodspring Suites – 121 rooms at 1202 Kentucky Mills Drive.

WoodSpring Suites/Value Place – 124 rooms at 3308 Preston Highway.

UNDER CONSTRUCTION:

Hilton Garden Inn St. Matthews – Opening Fall 2017 at 400 Sherburn Lane with 148 rooms.

Home2Suites Nulu – the first hotel to come to the hip Nulu neighborhood will be the Home2Suites in June 2017 with 100 rooms at the corner of Jefferson and Hancock Streets.

Omni Hotel Louisville – Omni Hotels & Resorts will build a 612-room convention hotel in downtown Louisville at Third and Liberty streets. Investment estimated at \$289 million. The project will also include an upscale grocery and retail space for other shops. Completion is expected in spring 2018. The luxury four-diamond hotel will have 70,000 square feet of meeting space, a spa, fitness center, two full-service restaurants, rooftop pool-side café and a lobby lounge. The hotel will be accessible via skywalk to an additional 300,000 square feet of meeting and exhibit space at the Kentucky International Convention Center.

LOUISVILLE AREA HOTELS

TownePlace Suites + Fairfield Inn & Suites - Poe Cos. will build a four-story, 157-room hotel on 27 acres of vacant land in the 10000 block of Champion Farms Drive, in the Springhurst area. The hotel, which is estimated at nearly 82,000 square feet, would carry both the TownePlace Suites and the Fairfield Inn & Suites flags.

TownePlace by Marriott Jeffersonville - Right across the river in Jeffersonville, Ind., this property will have 93 rooms and is slated to open in Spring 2017.

PLANNED DOWNTOWN:

Cambria Hotel - A \$38.6 million, 150-room boutique hotel is planned in Louisville's hip NuLu neighborhood. Should open in the summer of 2018.

Canopy by Hilton - a new Hilton link which will have a neighborhood-style feel, this hotel is slated to have 260 rooms and open in the Starks Building on 4th Street in Spring 2019.

Homewood Suites - scheduled to open March 2018, this property will have 133 rooms and open at the corner of 7th and Market Streets downtown.

Hotel Indigo - Planned for the Republic Building, the Hotel Indigo would have 110 rooms and open in Spring 2019.

Westin and Moxy - Planned for northwest corner of First and Main streets. 15-story, dual-branded Westin and Moxy hotels, with about 300 rooms, at \$80 million cost. The Westin will have about 220 rooms and be a fairly traditional hotel. With guests entering off Main Street, the Westin is expected to have a first-floor restaurant, an 8,000-square-foot ballroom and a rooftop pool and bar. The free-standing historical building facades at the southern border of the property will be incorporated into the design. The 80-room Moxy hotel will be a little edgier in its design. A new Marriott brand, the Moxy is self-described as a "boutique hotel with the social heart of a hostel."

PLANNED OTHER:

Best Western Plus - scheduled to break ground in Spring of 2017 and open in 2018 in Clarksville, Ind., with 80 rooms.

Candlewood Suites - scheduled to open just east of downtown on Zorn Avenue with 100 rooms in December 2017.

Home2Suites - will bring 94 rooms near the Expo Center at 2920 Crittenden Drive in late 2017.



LOUISVILLE ATTRACTIONS

BOURBON IN LOUISVILLE

Bourbon may belong to the Commonwealth of Kentucky, but the spirit has a special place in the heart of Louisville. From distillery tours and tastings, to hitting the stops along the Urban Bourbon Trail, there's no better place, or time, too experience the magic of America's native spirit.

There are now five bourbon distilleries open with more scheduled to open soon. In 2013, the ***Evan Williams Bourbon Experience*** became the first distillery to open on Louisville's historic Whiskey Row since Prohibition. It was also the first that the public could tour in Louisville; several others soon followed. The ***Bulleit Frontier Whiskey Experience*** opened at the historic Stitzel-Weller Distillery. The father and son team of Carson & Corky Taylor resurrected a family label with the opening of the ***Peerless Distillery*** and the ***Jim Beam Urban Stillhouse*** opened in downtown's entertainment district. ***Angel's Envy Distillery*** is the newest distillery to open. And, Old Forester plans a distillery and visitor experience in two former barrel warehouses dating back to the 1850's. The new Whiskey Row attraction will open in 2017. ***Rabbit Hole Distillery*** is scheduled to open in 2017 in Louisville's NuLu neighborhood.

Copper and Kings brings brandy to "bourbon country," distilling brandy in used bourbon barrels in the historic Butchertown neighborhood.

The pub crawl that is the Urban Bourbon Trail continues to grow alongside the popularity of bourbon with over 30 stops, each well-stocked with at least 50 bourbons; some as many as 150. **BourbonCountry.com**

MUSEUM ROW ON MAIN

Museum Row includes 10 original attractions within four walkable blocks. Museum Row on Main partners offer a reciprocal discount. Just show your ticket from one partner when buying a ticket at another Museum Row attraction, you'll get a \$1 off admission.

21c Museum Hotel

Evan Williams Bourbon Experience

Frazier History Museum

Kentucky Center for the Performing Arts

Kentucky Science Center

KentuckyShow!

KMAC

Louisville Glassworks/Payton Glass Center

Louisville Slugger Museum & Factory

Muhammad Ali Center

LOUISVILLE ATTRACTIONS

Actors Theatre of Louisville

Internationally known as one of America's foremost regional theatre companies, Actors Theatre presents a diverse array of stage plays. Actors is housed in a National Historic Landmark building with a restaurant and art gallery. The theatre hosts the annual Humana Festival of New American Plays that is hailed as "the most important event in American theatre." Its annual productions of "Dracula" and "A Christmas Carol" are always holiday sell-outs. ActorsTheatre.org

Belle of Louisville and Spirit of Jefferson

Celebrating over 100 years, the Belle of Louisville is the oldest Mississippi-style steamboat still in operation in the world. She also claims the distinction of being a National Historic Landmark. No other river steamboat in America has lasted as long, been to as many places, or traveled as many miles. She continues to cruise the Ohio River from Memorial Day to the end of October. Her "baby sister," the Spirit of Jefferson, is a diesel powered, smaller vessel made to look like a steamboat. She cruises year-round. BelleofLouisville.org

Churchill Downs

Churchill Downs is America's most historic racetrack and one of the most hallowed grounds in thoroughbred racing. This is the track, with its iconic twin spires, where horse racing royalty is made. The Kentucky Derby, the "fastest two minutes in sports," is held every year on the first Saturday in May. Since 1875, when the track was built, the pageantry and tradition of this most famous race has captured the hearts of millions. The track is the oldest continuously operated racetrack in the U.S. Its grandstand, with its twin Edwardian spires, is a National Historic Landmark. ChurchillDowns.com

Fourth Street Live!

This buzzing entertainment district is just a few blocks from almost everything you want to see and do downtown, including Museum Row on Main and many hotels. The complex offers bars, restaurants and clubs, including Hard Rock Café, TGI Friday's, Guy Fieri's Smokehouse and Gordon Biersch Brewery and Restaurant. Warmer weather brings outdoor concerts and events to Fourth Street Live! 4thStLive.com

Frazier History Museum

This world-class museum provides an unforgettable journey through history with ever-changing and interactive exhibits, daily performances by costumed interpreters and engaging special events and programs. An ever-changing selection of unique and intriguing temporary exhibits compliment the permanent collection of historical artifacts and exhibits. FrazierMuseum.org

Kentucky Derby Museum

Adjacent to Churchill Downs, visitors can experience the history and pageantry of the Kentucky Derby year-round. The thundering hooves of the thoroughbreds and the excitement of the fans that arises each Derby season is beautifully captured in a 360-degree high definition multimedia show. The museum also features interactive exhibits, memorabilia, a gift shop and a café overlooking a paddock with a resident horse. Admission to the museum includes a guided tour of Churchill Downs. DerbyMuseum.org

Kentucky Kingdom and Hurricane Bay

Kentucky Kingdom and Hurricane Bay is the place for summer-time fun. The 63-acre amusement park and water park reopened in 2014 after a total revamp. While the park kept some of its old favorites, it continues to add new, thrilling rides each season. Its Storm Chaser roller coaster captured the number one spot when it was named **USA Today's** 10Best Readers' Choice 2017 for New Amusement Park Addition. With roller coasters, a Giant Wheel, water rides, a wave pool, plenty of good food, games to play and shows to entertain, there is something for everyone for a day of fun. KentuckyKingdom.com

Kentucky Science Center

The Kentucky Science Center is the State Science Center of Kentucky. It features over 40,000 square-feet of hands-on exhibits and a four-story digital theater. Explore three floors of exciting, interactive exhibitions that offer educational science for both children and adults. It's a place where people of all ages are encouraged to do science in engaging, educational and entertaining ways to inspire a lifetime of learning. KyScienceCenter.org

KentuckyShow!

If Kentucky was a movie, then KentuckyShow! would be its trailer. KentuckyShow! is an exciting, emotionally compelling large screen multi-media experience that captures Kentucky's people, culture, history, music, spirit and more! Narrated by Kentucky's own Ashley Judd, KentuckyShow! is shown daily on Kentucky's only state-of-the-art, 4-story white screen, 3D digital theater in the Kentucky Science Center. kentuckyshow.com

LOUISVILLE ATTRACTIONS

KFC Yum! Center

Catch a game or see a show at the KFC Yum! Center, the state-of-the-art arena in downtown Louisville that has become the hub of some of the biggest sporting and entertainment events in the city. This 22,000+ seat arena is home to both the women's and men's University of Louisville basketball programs, as well as the stop for major concert tours. Since its opening in 2010, the Yum arena has hosted such superstars as Bruce Springsteen, Taylor Swift, Justin Timberlake, Garth Brooks, the Who, Coldplay and Madonna to name a few. KFCYumCenter.com

KMAC

Founded in 1981, the Kentucky Museum of Art and Craft (formerly Art and Craft Foundation) was started as a way to build interest in the state's rich craft heritage, which led to a collection of American Folk Art from the region. The Museum explores the relationship between art and craft by identifying art as big ideas and craft as the intersection between process, materials and labor. **Admission is free to the museum through June 2017.** KMACMuseum.org

Louisville Glassworks/Payton Glass Center

The art of glass is alive and well in Louisville. Originally opened as Glassworks, the facility was the first of its kind in the United States when it opened over 10 years ago. It is a unique mix of retail, commercial and residential space all dedicated to the art of glass. Visitors can experience flameworking, glassblowing, hands on workshops, art classes, studio tours, glass galleries and gift shops. PaytonGlassCenter.com

Louisville Mega Cavern

Louisville Mega Cavern is an underground adventure rich in history, geology, mining, recycling, green building technology and just simply huge in scale. The man-made cavern is part of 17-miles of corridors located beneath the city of Louisville. It is one of the largest caverns in the United States. The cavern is home to Mega Tram – an underground tour that highlights the uniqueness of the cavern; Mega Zips – the world's only fully underground zip lines; Mega Quest – the world's only fully underground ropes course and Mega Bike Park – the world's only underground bike park. During the holidays, Mega Cavern is home to a spectacular underground light display known as Lights Under Louisville. LouisvilleMegaCavern.com

Louisville Slugger Museum & Factory

Watch the makings of the legendary Louisville Slugger baseball bat and leave with your very own sample at one of the city's most iconic attractions. Admire the world's biggest bat and discover a prehistoric baseball glove. Count the home run notches Babe Ruth carved into his Louisville Slugger, and hold the actual bats used by such baseball legends as Micky Mantle, Johnny Bench, David Ortiz, Derek Jeter and many more past and present heroes. SluggerMuseum.com

Louisville Zoo

The Louisville Zoo is one of the most popular attractions in the region. You'll discover over 1,700 exotic animals in naturalistic and mixed animal settings representing both geographical areas and habitats. Get up-close-and-personal to Western lowland gorillas and pygmy hippos in the Gorilla Forest. Glacier Run provides a truly unique experience where one can visit the animals, talk to the keepers about conservation and become temporarily immersed in the life of the tundra. The exhibit recreates the natural habitat for some of the zoo's most popular residents including polar bears, seals and sea lions. The town of Glacier Run is modeled after Churchill, Canada, the polar bear capital of the world. LouisvilleZoo.org

Muhammad Ali Center

As a boxer, Muhammad Ali brought unprecedented speed and grace to his sport, while his charm and wit changed forever what the public expected a champion to be. A vision of the Ali family, the Muhammad Ali Center opened in 2005 and celebrates the life and legacy of the world-class boxer and global humanitarian. The six-story multicultural center and award-winning museum features exhibits spotlighting the six core values Ali strived to live by throughout his life: Confidence, Conviction, Dedication, Respect, Giving and Spirituality. Highlights include a mock boxing ring, Ali boxing memorabilia, a theater that screens a short film showcasing Ali's life, and a full-size boxing ring, where a projector displays "The Greatest," his signature fight. AliCenter.org

Muhammad Ali Childhood Home Museum

Ali lived in the West Louisville house during his childhood in the 1940s through the early 1960s. The home was recently renovated (and returned to its original pink color) and reopened for public tours in spring 2016. A bronze marker located in front of the house reads: "Cassius Marcellus Clay Jr. was born on Jan. 17, 1942, at Louisville General Hospital. He grew up and lived in this house....Here is where young Clay's values were instilled." AliChildhoodMuseum.com

LOUISVILLE ATTRACTIONS

21c Museum Hotel

Pose with the red penguins and discover why this uber-cool museum is the city's epicenter of culture, activity and artistic expression. 21c is North America's first museum dedicated solely to collecting and exhibiting contemporary art of the 21st century. 21chotels.com

Old Louisville Tours

Old Louisville is considered to be one of the most beautiful neighborhoods in the city. Declared a historic preservation district in the 1970s, Old Louisville is home to the largest collection of Victorian homes in the country. Constructed mainly between 1880 and 1905, the residences of Old Louisville showcase a wide variety of building styles. The neighborhood also claims to be the most haunted in the country, and is host to the annual St. James Court Art Show. Walking tours, ghost tours and architectural tours are available year-round. LouisvilleHistoricTours.com

Speed Art Museum

The Speed is the oldest, largest and the foremost museum of art in Kentucky. It reopened in spring 2016 with the completion of a \$60 million renovation and expansion. Along with renovating the existing Speed, the expansion added new exhibit space, a cinema, indoor café, museum store and a Grand Hall for performances, lectures and special events. The overall space has been doubled and gallery space was tripled. A new art park and public piazza was also added that features sculptures created specifically for the Speed. **Admission is free to the museum on Sundays through 2020.** SpeedMuseum.org

Waterfront Park

With 85 acres of green in the middle of downtown and grand views of the Ohio River, Waterfront Park is a playground of all ages. Visit the water fountains or throw a Frisbee on the Great Lawn. Rent a surrey and peddle your way to a picnic lunch. Or walk or bike across the Big 4 Bridge – the crown jewel of the waterfront. The bridge connects Louisville to Southern Indiana and is open for public use 24/7. Waterfront Park is also the site of dozens of concerts, festivals and community events. LouisvilleWaterfront.com



LOUISVILLE'S EVENTS & FESTIVALS

LOUISVILLE'S CAN'T-MISS EVENTS & FESTIVALS

Named one of the best cities for festivals and events in North America by the International Festivals & Events Association, you'll never find a shortage of things to do in Louisville, regardless of the season. Whether you're into the arts, music, history, eating or shopping, there is something to see and do for everyone.

Here's a rundown of some of Louisville's most popular festivals and events:

Bourbon Classic - Designed for both the Bourbon connoisseur and enthusiast, this weekend event, held in February, explores the best of the best in the world of Bourbon, from the craftsmanship of distilling to the enjoyment of the spirit in its many forms. Noted mixologists from across the country compete in the World's Best Bourbon Cocktail Competition.

Brew at the Zoo - This summer event, held at the Louisville Zoo, features tastings from local craft breweries, wineries and restaurants, as well as a silent auction, animal encounters and live entertainment.

Derby City BrewFest - The plaza at KFC Yum! Center is hopping at this Derby-Eve event featuring live music and more than 60 beers from local and regional craft brewers.

Festival of Faiths - A nationally acclaimed annual interfaith event of music, poetry, film, art and dialogue with internationally renowned spiritual leaders, thinkers, and practitioners. Held in the spring, festival programming honors the union between thinking globally and acting locally.

Forecastle Festival - Founded in 2002 by Louisville native JK McKnight, Forecastle has grown from a neighborhood event to one of the country's most anticipated summer festivals, drawing tens of thousands of fans from across the world to Louisville's scenic 85-acre Waterfront Park. In addition to featuring a who's who of musical acts, Forecastle promotes local artists, as well as environmental activism and outdoor recreation.

Holiday in the City - This month-long celebration of the holidays in Louisville transforms an area at Fourth and Jefferson streets in downtown Louisville into a Holiday Square. A city Christmas tree, ice-skating rink, live music and shopping are highlights. It kicks off the Friday after Thanksgiving with **Light Up Louisville**, a city holiday tradition for more than 30 years, featuring Santa, the lighting up of downtown Louisville and fireworks.

Humana Festival of New American Plays - Held at the internationally acclaimed Actors Theatre of Louisville, the Humana Festival celebrates contemporary playwrights by presenting a repertoire of up to seven new works incorporating a wide spectrum of themes, theatrical forms and styles of dramatic literature.

I Am Ali Festival - This community festival pays tribute to Louisville's most famous native son, Muhammad Ali. Several area attractions and organizations will celebrate the legacy of the boxing legend and global humanitarian with a variety of special events and exhibits throughout the city.

IdeaFestival - This world-class event attracts leading and highly diverse thinkers from across the nation and around the globe every September to explore and celebrate innovation, imagination and cutting-edge ideas.

Ironman Louisville - One of North America's most popular Ironman races, this triathlon, held in October, consists of a 2.4-mile swim, a 112-mile bike ride and a 26.2-mile run. The event serves as a qualifier for the Ironman World Championship in Kailua-Kona, Hawaii.

EVENTS & FESTIVALS

Jack O' Lantern Spectacular - This fall event features more than 5,000 artistically-carved pumpkins lighting up a one-third-mile trail in Louisville's scenic Iroquois Park.

Kentuckiana Pride Festival - Held on the Belvedere in downtown Louisville in June, the weekend festival has been a tradition for more than 15 years. It kicks off with a parade through downtown Louisville and features local and regional entertainment.

Kentucky Bourbon Affair - Bourbon lovers can enjoy cocktail parties, polo on the Waterfront and a slew of other festivities centered around Kentucky's native spirit at this June shindig.

Kentucky Derby - The most prestigious horse race in America, and the first jewel of the Triple Crown, takes place every year on the first Saturday in May at legendary racetrack, Churchill Downs.

Kentucky Derby Festival - The Kentucky Derby is transformed into a nearly month-long party at this premier festival, which kicks off with Thunder Over Louisville, one of the nation's largest annual fireworks extravaganzas. Other highlights include: The Great Balloon Race, the Great Steamboat Race, Marathon/MiniMarathon and the Pegasus Parade.

Kentucky Reggae Festival - Live reggae music, ethnic food, unique vendors and more are highlights of this May festival.

Kentucky Shakespeare Festival - Held in Old Louisville's Central park every summer, Kentucky Shakespeare presents the Bard's most popular works. It's the longest-running free festival of its kind in the country.

Kentucky State Fair - The annual end-of-summer tradition features a midway of rides and a slew of attractions, including rooster crowing contests, pig-racing contests and top-name concerts.

Lights Under Louisville - Load up the car for an underground light show at Louisville Mega Cavern (the only light show of its kind in the world). With more than 850 displays and two million lights, Lights Under Louisville has been named a top holiday attraction by *Southern Living* magazine. The 30-minute glowing journey will take visitors through part of 17 miles of underground passageways.

Louisville Brewfest - This celebration of local beers and breweries features dozens of delicious brews crafted by breweries from Louisville and around Kentucky every September. Be sure and check out the Brewseum, a self-guided trip through exhibits and demonstrations highlighting the history of craft beers in Louisville.

Louisville International Festival of Film - This fall fest gives independent filmmakers a chance to screen artistic films not usually shown at commercial venues. Seminars, events and parties are also part of the lineup.

Louisville Pride Festival - This street festival, under way in Louisville's Highland's neighborhood, is the city's second annual Pride Festival. Taking place in September, the event celebrates art, entertainment food, the LGBT community and more.

Louder Than Life - This fall festival celebrates rock music and features a star-studded lineup. Bourbon, craft beer and local cuisine also reign supreme.

Muhammad Ali Humanitarian Awards - This star-studded event publicly recognizes and celebrates the greatness of people from all around the world who are making significant contributions toward securing peace and/or social change in their communities and on a global basis.

NuLu Festival - This fall celebration of all things local offers live music, micro-brewed beers, food and shopping.

St. James Court Art Show - This juried fine arts and fine crafts show host 725 artists from North America on the first full weekend in October. Held in the heart of historic Old Louisville among the country's largest collection of Victorian homes.

Tailspin Ale Fest - This premier February festival for the craft brewer and craft beer drinker features more than 150 craft beers in a revived World War II airplane hangar at the oldest continually operating airfield in North America.

World Fest - International music, dance and food are the stars of this three-day annual festival held Labor Day weekend.



LOUISVILLE FACTS

LOUISVILLE: JUST THE FACTS

Since 1968, the Louisville Convention & Visitors Bureau's (LCVB) primary goal has been to enhance the city and county's economy through tourism development - to promote and sell Louisville as a destination for conventions, trade shows, corporate meetings and pleasure and business travel on a worldwide basis. The LCVB was one of the first Destination Marketing Organizations to become accredited in 2006, by the independent, international standards program developed by the Washington, D.C., based Destination Marketing Association International.

Visitation: Louisville hosts more than 24 million visits annually for an estimated economic impact of \$1.6 billion which supports 26,000 local tourism-related jobs.

City Founding: 1778

Population: Metro Louisville is comprised of Jefferson, Oldham and Bullitt counties in Kentucky, and Clark, Floyd, Harrison and Scott counties in Indiana, totaling a population of 1.3 million in the MSA (Metropolitan Statistical Area).

Population Rank: 1st in Kentucky; 30th in the U.S.

Land Area: 325.2 square miles

Weather: Louisville experiences four distinct seasons, summer tends to come early, fall lasts longer, and the relatively short winters bring more rain than snow. March is usually the wettest month. October the driest.

History: Named for King Louie XVI of France in appreciation for his assistance during the Revolutionary War, Louisville was founded by George Rogers Clark in 1778.

Sister Cities: Montpellier, France; Quito, Ecuador; Tamale, Ghana; Mainz, Germany; La Plata, Argentina; Perm, Russia; Jiujiang, China; Leeds, England; Adapazari, Turkey.

Taxes: 6% sales tax; 16.07% hotel tax

Airport: Just 10 minutes from downtown, Louisville International Airport offers non-stop service to 24 destinations and convenient connections to cities worldwide. The airport accommodated nearly 3.4 million passengers in 2015. It is the third busiest cargo airport in North America; seventh in the world. It is home to Worldport - UPS's International air express hub.

Hotel rooms: 19,150

University of Louisville: Located just south of downtown, U of L is a state-supported research university. It was established in 1798 and operated as a municipally supported public institution for decades before joining the university system in 1970. The school has 12 colleges and schools and a student body of over 22,000 and nearly 7,000 faculty and staff.

Outdoors: Known as the "City of Parks," Louisville prides itself on its greenspace. The city is home to 18-designed Frederick Law Olmsted parks. Louisville Waterfront Park is an award-winning park on the banks of the Ohio River. And, Jefferson Memorial Forest, at 6,500 acres, is the largest municipal urban forest in the United States.

LOUISVILLE FACTS

The Kentucky Derby: Since 1875, Churchill Downs has been the home of the Kentucky Derby (known as the “Run for the Roses” and “the greatest two minutes in sports”), the first leg of the Triple Crown of thoroughbred horse racing. The Derby is held annually on the first Saturday in May.

“The Greatest”: Muhammad Ali was born and raised in Louisville. Most notably known for his boxing career, Ali became a champion of human rights and social justice after retiring from the ring. He is buried in Louisville’s Cave Hill Cemetery.

Gateway to Bourbon Country: Home to six, and counting, Urban Bourbon distilleries in the city, Louisville has reclaimed its role as “Center of the Bourbon Universe” from pre-Prohibition days when every distiller had an office on “Whiskey Row” (today’s Main Street). Bourbon is part of the heritage and culture of the city that boasts 30-plus restaurants on the Urban Bourbon Trail.

Arts: Louisville is one of only a few cities of its size in the U.S. with a professional full-time orchestra, opera, ballet, children’s theatre, dinner theatre and Broadway series. Actors Theatre of Louisville is internationally renowned as one of America’s foremost regional companies.

Food: New Southern Cuisine, where bourbon is a food group and regional favorites include Benedictine, Burgoo, Derby Pie®, the Hot Brown, Modjeskas, and fried chicken. Birthplace of the Old Fashioned, named the city’s official cocktail in 2015. And toasting with Mint Juleps every Kentucky Derby.

Time Zone: Eastern Standard, November – March; Eastern Daylight Savings, March – November.