*The Greater Louisville region is in a heated competition with our peer cities. Our plan is called “Greater Louisville 2020: A Transformational Initiative for Regional Economic Growth” and we need your help.*

# OUR REGION’S KEY CHALLENGES

* INTENSE COMPETITION FOR BUSINESSES, JOBS, AND TALENT
* WORKFORCE CHALLENGES
* BUSINESS ENVIRONMENT

We have 3 Goals:

# RECRUIT BUSINESSES AND GROW JOBS:

The future success of the 15-county Greater Louisville region depends on our ability to generate jobs of the future through recruitment of new companies, retention of businesses already driving our economy, and supporting the creation of new businesses. GLI’s role is to proactively market the region, support existing business expansion, and assist the entrepreneur ecosystem through GLI’s Enterprise Corp, the region’s leading entrepreneurial support organization (ESO). We will tackle this through:

1. BUSINESS RECRUITMENT
2. ENTREPRENEURSHIP
3. SUPPORT EXISTING BUSINESS EXPANSION

# RECRUIT, GROW, AND RETAIN WORKFORCE:

Workforce is a key factor in nearly every business location decision. We must effectively recruit, grow, and retain a workforce that is aligned with the needs of current and future Greater Louisville employers. We will tackle this through:

1. WORKFORCE RECRUITMENT
2. WORKFORCE GROWTH & DEVELOPMENT

# ADVOCATE FOR A STRONG BUSINESS ENVIRONMENT:

Unpredictable, costly government policies can discourage investment and job creation. Business and government must be aligned around a common economic vision. As THE regional “Voice of Business” in the halls of government, GLI serves as an advocate for policies and legislation that will keep our bi-state region economically competitive. We will tackle this through:

1. ACTIVELY LOBBY FOR GREATER LOUISVILLE BUSINESS INTERESTS AT LOCAL, STATE, AND FEDERAL LEVELS
2. REPRESENT GLI REGIONAL INVESTORS

# The Goal

11,260 NEW JOBS

38,000 NEW WORKERS

18,000 NEW DEGREES

72 MILLION DOLLAR BABIES

40+ KEY BILLS PASSED OR BLOCKED

$5.4 BILLION/YR. IN ECONOMIC IMPACT