February 16, 2016

To: Metro Council of Louisville

From: Sara Attarzadeh

Subject: Current Louisville Market and Future Business Opportunities

To help your council make an informed decision, I conducted an analysis of the current economic situation in Louisville. I present you with my findings, based on the most recent data and statistics available. It appears Louisville is growing in the fields of health care and technology. Attracting a health care IT company like Cerner Corporation could bring the city tremendous benefit.

**Economic Environment and Major Players**

As of 2015, the population of the Greater Louisville Region has risen to 1.4 million people. Of that 1.4 million, more than half are between the ages of 25-64 (“Demographics”). This means there is a strong labor force present in the city. According to Advantage Louisville, the city is seeing a rise in bachelor’s degrees among young adults.

In terms of key sectors of the Louisville economy, trade and health care prevail. The major players include UPS, Humana, and Norton. Of the city’s 10 biggest employers, 6 reside in the health care arena, which remains a strong economic force (Gascon).

**A Shift in Focus: Emerging Tech Presence**

It is important to note the growing dedication to making Louisville a tech hub. Most notably is the local government’s recent strive to secure a spot as a Google Fiber city. Additionally, the Mayor worked with key organizations to create Code Louisville, a programming boot camp, in an attempt to fill software development jobs (Ryan).

**Business Recommendations**

With these findings in mind, it appears Louisville is strategically positioned to bring in a medical software business. Health care companies need to be innovative in order to remain competitive. A local health IT (HIT) company could help do just that. My personal recommendation would be Cerner Corporation. With the previously mentioned growth in college graduates, and increase in tech training, Cerner could very well be the future for Louisville. I advise a further look into this opportunity.

Works Cited

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