

## 12 Catalysts for Downtown

- I. Expand downtown into an urban retail marketplace, particularly South Fourth Street
- II. Development of a Bourbon Experience that serves as a trailhead to the Bourbon Trail
- III. Implement a Comprehensive Development Plan for UofL's Nucleus Life Sciences Urban Research Park, the VA Hospital Downtown, and the East Market/NuLu District
- IV. Develop market-rate housing for young professionals, empty nesters, singles, and families with a wider range of affordability
- V. Continue to develop KFC YUM! Center/Arena District
- VI. Support the development of Museum Plaza and the expansion of Fourth Street Live!
- VII. Support business development in order to make it easier for businesses to invest in Downtown.
- VIII. Engage colleges and universities in downtown partnerships to expand learning experiences for students and increase economic development/job creation
- IX. Complete funding for Bridges Project
- X. Begin work on a new 10-year Downtown Development Plan
- XI. Implement the new Commercial Loan Program
- XII. Local Business Incubation