

Louisville “Southern-ness”



The New Bourbonism— Louisville’s first distillery since Prohibition opened in the heart of downtown in the Fall of 2013 signaling a new era in Bourbon that Louisville Mayor Greg Fischer coined as “Bourbonism” for its convergence of economic development through manufacturing and tourism. The **Evan Williams Bourbon Experience** became the first distillery the public could tour in Louisville as other brands have been coming on line. The **Bulleit Frontier Whiskey Experience** opened at the historic Stitzel-Weller Distillery in the fall of 2014 five miles from downtown and a new brandy distillery opened in the summer of 2014 in the Butchertown neighborhood – **Copper & Kings**. The father and son

team of Carson & Corky Taylor resurrected a family label with the opening of the craft **Peerless Distillery** in summer 2015 and the fall saw the opening of the **Jim Beam** Urban Stillhouse at the Fourth Street Live! entertainment district.

Under construction and soon to join Evan Williams and Peerless on historic Whiskey Row are **Angel’s Envy Distillery** (fall 2016) and **Michter’s Distillery** (2017). In addition, **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. The pub crawl that is the **Urban Bourbon Trail** continues to grow alongside the popularity of bourbon with 35 stops, each well-stocked with at least 50 bourbons; some as many as 150.



Speed Art Museum Reopening – After a three-year, \$50 million expansion at Kentucky’s oldest and largest art museum, the Speed Art Museum finally reopened in March 2016. The new 60,000-square-foot North Building complements the original 1927 space and helps create one of the finest experiential art museums in the country and doubled the overall square footage and nearly tripled the gallery space

from the existing wing. The expansion creates a state-of-the-art space for larger special exhibitions, new contemporary art galleries, a family education welcome center, indoor/outdoor café, museum shop, and a multifunctional pavilion for performances, lectures and entertaining. Additionally, the new Elizabeth P. and Frederick K. Cressman Art Park and public Piazza was created for the display of sculpture that engages adjacent University of Louisville students and faculty and museum visitors.



Louisville’s Culinary Scene – Louisville’s growing food reputation is putting the city on the culinary map. And it’s not just the city’s eclectic, innovative and award-winning restaurant scene, but also locally made products that are setting the city apart (with and beyond the Bourbon!). The accolades continue to grow from the World Food Travel Association’s grand prize award for “Best Destination Experience” to *Southern Living* magazine’s “top 10 tastiest towns in the South,” to Zagat naming Louisville “one of the top eight ‘awesome foodie getaways in the world’” – the only US destination. Travel + Leisure named Louisville one of the “Best Places to Travel” and Fodor’s put

Louisville on their “Go List” for 2015, largely based on culinary reasons. Highlights include: the hot dining corridors of **Bardstown Road**, **Frankfort Avenue**, **NuLu** and **Whiskey Row**; the approximately 50 independent restaurateurs that unite as the **Louisville Originals**; Louisville’s emerging craft beer scene – termed **Lou’s Brews**; and of course the bourbon culture that permeates in the state that produces 95% of the world’s bourbon supply. Louisville is the **Culinary Capital of Bourbon Country**.



NuLu – The East Market District of downtown Louisville, also referred to as NuLu, is in the midst of an exciting rebirth and is becoming the area of town that is known for unique art galleries, specialty stores, antique shops and a growing number of local restaurants. NuLu, meaning New Louisville, is home to the greenest commercial building in Kentucky, many historic restoration projects, as well as several restaurants offering organic and locally sourced ingredients. NuLu has emerged with a culture of sustainability. NuLu was named one of the “20 Hot Food Neighborhoods in 12 Cities” by Zagat and one of the “10 Best

Foodie Streets in America” by Food & Wine.



Butchertown – Just east of downtown Louisville, the Butchertown neighborhood has experienced a renaissance of late. Butchertown Market, a local favorite for handcrafted jewelry, artwork, home décor, Cellar Door Chocolates, Moss Hill toiletries and Bourbon Barrel Foods products, has been joined by an American Brandy Distillery, Copper & Kings, which hosts tours, tastings and special events, and Play Nightclub, which hosts dance parties and drag shows. Additionally, you

can grab a rare, hard-to-find beer at Sergio’s World Beers or pair duck fat popcorn with a craft cocktail at the newly opened Louis’s the Ton. And just this fall the highly anticipated restaurant from Chef Bobby Benjamin joined the neighborhood. Butchertown Grocery houses a casual bistro, market, speakeasy-style bar and live music venue – with performances curated by Patrick Hallahan of local band, My Morning Jacket. Butchertown is also home to the annual Butchertown Art Fair (June) and PorktoberFest (October).



City of Parks - 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 and is part of the **Louisville Loop**, a work in progress to connect 100 miles of bike paths around the city. Louisville is so committed to understanding the value of its parks it wants to be known as the “City of Parks.” As part of the initiative, the **Parklands of Floyds Fork** is nearing completion and attracting large crowds to the already opened spaces. The Parklands 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 is unique in the region and unlike anything currently in development across the country.



Big Four Pedestrian & Bicycle Bridge – The crown jewel of Louisville’s award-winning Waterfront Park was opened in 2014. This old train bridge spans the river at nearly one mile and is open 24/7. A walk or bike ride across the bridge offers magnificent views of the Louisville skyline, the Falls of the Ohio and the Indiana waterfront. A ramp leading down to Jeffersonville, on the Indiana side, has encouraged retail growth and become a dining destination. The Big Four Bridge is a former railroad truss bridge over the Ohio River connecting Kentucky and Indiana. It was completed in 1895. It gets its name from the defunct Cleveland, Cincinnati, Chicago and St. Louis Railway, which was nicknamed the “Big Four Railroad.” It has quickly become one of the city’s favorite attractions for locals and

visitors. Access to the bridge is free. Bike, surrey and Segway rentals are at the base of the bridge. A project is underway to add colored, synchronized LED lights to the bridge.

Transformation Louisville - The city of Louisville is about to be transformed by an additional \$1 Billion investment in infrastructure. Some of the features are a renovated downtown convention center with 200,000 square feet of contiguous exhibit space and the addition of 1,500 hotel rooms including a 600-room Omni Hotel adjacent to the center and the city’s primary entertainment corridors. Add the 10 distilleries that will comprise an Urban Bourbon Experience, and Louisville is an entirely new destination by summer of 2018.

Quotes on Southern-ness & Southern Charm in Louisville

Published Quotes on Louisville

Each year, horse enthusiasts hoof it to Louisville and Churchill Downs, the legendary home of the Kentucky Derby. In addition to equestrian endeavors and bluegrass roots, Louisville boasts a range of exciting attractions the whole family can enjoy. Stroll through Central Park, in the historic district, to people-watch and get a real feel for the city. Visit other nearby parks for hiking, biking and fossil finding. Baseball fans will love the Louisville Slugger Museum, a celebration of the sport's legends. The museum is easy to spot, just look for the humongous bat that leans against the building. - **From TripAdvisor.Com's Top 15 Destinations on the Rise in 2012**

"Midwestern friendliness and Southern charm intersect in the Bluegrass State's most happening city." - **Time Out Chicago**

"The phrase "Louisville, Kentucky" most likely evokes images of horse racing, bourbon and Colonel Sanders. All that is part of the city's true identity. But so is a concentration of small attractions and cultural surprises that make for an entertaining stopover or getaway destination." - **The Atlanta Journal-Constitution**

"Louisville is about as quirky and high-spirited as American cities come." - **Washington Post**

"Hospitality is a household word throughout Kentucky, and it's in Louisville's DNA." - **Piedmont Review**

"Loaded with charm and steeped in fascinating history, Louisville, Kentucky, is truly an American original." - **Bus Tours Magazine**

"As San Francisco is the urban getaway to the wine lover's hallowed territory of Napa and Sonoma, Louisville opens the door to a similar connoisseur culture – and plenty more for everyone to experience." - **Meetings South**

"Kentucky's largest city is notable for more than the world-famous Kentucky Derby. Historic preservation, museums and a bustling riverfront make Louisville a great destination for a long weekend." - **The Tennessean**

"When old money meets new talent, a city is revised. Such is the case in Louisville, Kentucky, where the mint-julep crowd is creating a fertile landscape for emerging artists. Even better, this is being done without a wholesale plunder of the city's Southern charm." - **New York Times**

"Few other cities have such a diversity of activities to fit any taste and budget." - **Southern Living**

"When the Ryder Cup comes to town...participants and visitors alike will find there's plenty to shake a 9-iron at in richly textured Louisville." - **Delta Sky Magazine**

"This quirky, spirited city sits squarely on the divide between the South and the Midwest, between tradition and New Age renewal." - **The Miami Herald**

"When I think culture, I think Kentucky. Louisville – with its theater, music and galleries – makes an award-winning stop. This city rocks and rolls, moves and sways, gets on pointe and almost yodels with cultural happenings on stage and off." -
Southern Living

"Whether you're filling up before a concert or looking for breakfast the morning after a play, Louisville is a great place for great food." - **Southern Living**

"With a burgeoning arts-and-culture circuit, there's more than bourbon fermenting in Kentucky's largest city." - **RL Ralph Lauren Magazine**

"In fact, Louisville seems to be evolving into a majestic city for fine dining." - **Whisky Magazine**

"And who knows what other festivals, cool events and art installations will be revving up in 2009? In Louisville today, anything seems possible." - **Los Angeles Times**

"Louisville, Kentucky, has been building a reputation as one of the best host cities in the nation for quite some time. Whether it's managing the annual 150,000+ spectators and countless A-list celebrities annually for the Kentucky Derby or taking care of 200,000+ golf fans for the 2008 Ryder Cup, Louisville throws out the red carpet and entertains the masses like no other." - **The Bourbon Review**

"Louisville was the natural choice to be the net home of the ABC Kids Expo, with its central location in Kentucky and its over-the-top hospitality." -
Tradeshow Week

"The big race is the top attraction in May, but there's lots more to love about this historic city that the Kentucky Derby." - **Woman' World**

"You'll delight in Louisville's lively culinary scene, its nationally noted arts and entertainment venues and in all the great antiques and arts and crafts stores you'll spend hours poking around in." -
Woman's World

"Kentucky's largest city, Louisville, is quietly earning another impressive reputation: art mecca." -
Affluent Magazine

"Over the last five years, an estimated \$700 million in tourism-related projects were completed, and by 2011, more projects will enhance Louisville's reputation as one the most attractive destinations for conventions and trade shows in the South." -
Meetings South

“The Kentucky Derby may be the main event – but it’s the Southern charm that keeps revelers coming back for more.” - **OK Weekly**

“There’s a lot more to this town than a two-minute horse show. In every sense, Louisville is off to the races.” – **Garden and Gun**

“Louisville is content to hang just under the radar. Louisville isn’t looking to become the next Austin, Seattle, or Atlanta – it’s plenty busy being itself.” – **Garden and Gun**

“Whether you’re in Louisville for the world famous Kentucky Derby, a bluegrass experience, sightseeing or business, you’ll encounter Southern hospitality and a growing awareness of sustainability.” - **Natural Home Magazine**

“Louisville is filled with sophisticated dining options, sporting events, shopping and vibrant fun.” - **The Herald-Dispatch**

"When most fans consider making a baseball trip, it is usually ...spring training, or ... (to the) Hall of Fame (in upstate NY) ... But you might want to add [Louisville](#) as a destination." - **Associated Press**

“No longer just the first stop of the Triple Crown, Louisville is a must-see destination for lovers of architecture, the visual and performing arts, history, fine dining and indie music. It’s a city of parks, museums and dynamic neighborhoods and is home to Fortune 500 companies like Humana, Kindred Healthcare and Yum! Brands, the world’s biggest operator of fast-food chains.” – **American Way Magazine** (American Airlines inflight) May 2010

“The arts scene is alive and well in Louisville.” – **Tidewater Woman February 2010**

“There’s a creative undercurrent that rushes unseen along the streets [of Louisville], lifting it up to new heights.” - **Tidewater Woman** – February 2010

“Louisville has a way of spiriting away the hours.” – **Whisky Magazine**, March 2010

“To some, Louisville is just bourbon, baseball bats and a famous horse race; to those who know better, it’s artistic funk and gentlemanly class.” – **Men’s Journal** April 2010

When most fans consider making a baseball trip, it’s usually...spring training, or [to the] Hall of Fame in [upstate New York] ... but you might want to add Louisville as a destination. – **Associated Press**

“The Derby lasts one weekend, but for the rest of the year, the culinary gems remain.” – **Evansville Living** April 2010

“Louisville - ranked one of the Best Places to Live...a place to sip whiskey and watch the world go by” – **Men’s Journal** April 2010

“While most eyes focus on Louisville but one day a year, the commercial capital of Kentucky has lots of other entertainment options.” – **Penthouse** April 2010

“One must-do trip is the Urban Bourbon Trail.” – **Penthouse**, April 2010

"Today's Louisville is cool and bourbon is hot." **American Way Magazine**, May 2010

"Louisville is a city ... whose first loves are still its bourbon, its baseball bats and a yearly horse race called the Derby." – **New York Times** June 2010

"...as part of an aggressive push to revive the downtown area, (Louisville's) Main Street has undergone a major revitalization with hip bars and restaurants." -**New York Times**, June 2010

"No longer just the first stop of the Triple Crown, Louisville is a must-see destination for lovers of architecture, the visual and performing arts, history, fine dining and indie music." – **American Way Magazine**, May 2010

"Louisvillians...have embraced their heritage more than in the past...they're proud that Louisville is the capital of the American whiskey business." **American Way**, May 2010

"Bourbon Country's diverse offerings range from quaint to edgy, historic to contemporary, pasture to skyscraper, relaxed to energetic..." – **Columbia County Magazine**, June 2010

"On Louisville's Urban Bourbon Trail, the challenge isn't whether to savor bourbon straight up or mixed into creative cocktails. It's which of the bourbons to choose, since each establishment stocks at least 50 and up to 150 bourbon labels." – **Columbia Country Magazine**, June 2010

"With eight famed distilleries dotting the picturesque countryside plus nine celebrated bars energizing downtown Louisville, Bourbon Country is an ideal getaway destination for novices as well as connoisseurs. It's where tradition and innovation mingle to create a distinctly American taste and experience." – **Columbia Country Magazine**, June 2010

"The world famous Churchill Downs is a breathtaking venue...blended with traditional southern hospitality." - **Sports Car Digest**

2011

"Louisville's Main Street is gaining an energy that...is lifting it into the top ranks among downtowns nationally. – **The Lane Report 2011**

"In Louisville, Ky., meeting guests are also greeted with a thriving downtown core." – **Meetings Focus**, March 2011

Louisville: A Welcoming City with unlimited possibilities." – **FacilitiesOnline.com** – March 2011

"The last decade has seen a cultural and civic blooming, with new galleries, restaurants and performance spaces taking their place alongside the city's already robust roster of seductions. Entire neighborhoods - Butchertown, for instance, and East Market - have been reimagined as engines of cultural and culinary expression. Regardless of the changes, Derby City retains its easy charm - a glass

of fine [bourbon](#) and good conversation aren't hard to find. And for the record, it's pronounced 'LOU-uh-vull.' " - Michael Washburn, **New York Times**, April 3, 2011

"Louisville dominates the sporting calendar for two minutes in May, but there's more to this Kentucky city than mint juleps, big hats and purebred horses. Fun-loving Louisville is angling to become another Austin with a burgeoning arts scene, the new KFC Yum! Center sports arena, and a clutch of farm-to-table restaurants." –Janelle Nanos, **National Geographic Traveler**, May-June 2011

"First and foremost, the second you get down here, it's like a whole new world. Customer service means something, there's Southern hospitality, the people are so warm and sweet that I really do not want to leave here, to be honest."

Maria Menounos – Access Hollywood & The Today Show 2011

A burgeoning arts scene and new architecture, combined with high regard for old traditions (read: bourbon, horseracing), make Louisville an intriguing mix of dignified past and bold present. – **Indianapolis Monthly, May 2011**

"...Louisville's lovely Waterfront Park, accented with sculptures and water features,...is also where visitors can book passage on the Spirit of Jefferson or the historical Belle of Louisville. An excursion offers a ...dramatic view of Louisville's historic structures." – **The Tennessean 2007**

"To me Louisville (is one of the cities that) has a story to tell ... but they don't need to jump up and crow. People who live here are very satisfied with what's going on here. I find that sort of quiet confidence in cities attractive." – **Andrew Zimmerman, Host of Travel Channel's Bizarre Foods America to the Courier-Journal, 2012**

"And, like those 'greatest two minutes in sports,' Louisville itself is full of surprises — from the country's largest collection of Victorian homes and a museum dedicated to 21st-century art (housed in a hip, 90-room hotel dubbed 21c Museum) to a vibrant restaurant, theater and music scene that helped propel the town atop Lonely Planet's '10 U.S. travel destinations for 2013' list." – **Laura Bly, "Louisville Hits its Stride Come Derby Time", USA Today, April 26, 2013**

"Kentucky's Louisville is ground zero for a new brand of progressive comfort fare, one that evokes the traditional trimmings of the South while working within the less stuffy idiom of the gastropub." – **Jefrey Urquhart, "Louisville Steps Out of its Comfort Zone," Out Magazine, June 2013**

"This city rocks. Few other cities have such a diversity of activities to fit any taste and budget." – **Southern Living Magazine – January 2014**

"Nashville gets all the buzz, but it's Kentucky's southern alt-rock scene that is burgeoning...discover the next big whiskey-soaked thing (at Louisville's Forecastle). – **Vogue – May 2014**

So, if you're a millennial, you may think Kentucky may not be the best place for you. But have you met Louisville? - **Unravel - February 2017**

