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Online Survey for Public Input on Creation of Greater Louisville Brand a Success

More than 1500 participants log-on and share thoughts

October 2, 2006 – (Louisville, KY) – In April 2006, the Greater Louisville Community Branding Project launched a public web survey designed to give citizens throughout the Louisville region the opportunity to answer questions about what makes our city great.

As of August 31, 2006, more than 1500 people had logged on to www.brandgreaterlouisville.com and shared their thoughts and opinions about what makes Louisville unique and special. The information gathered is being used as input in creating a new brand for Louisville.

According to Eileen Pickett, chair of the Greater Louisville Community Branding Project Team, “More exciting than the sheer number of people who participated is the fact that we heard from a wide variety of respondents. It’s interesting to hear what people think about living in Louisville area.”

A few highlights of the respondents include:

- 45 percent of respondents said the best way to describe Louisville to someone who has never been here is that it is a “friendly, welcoming hospitable place/a good place to live”
- 31 percent of respondents described Louisville as a small town with a big city feel
- 26 percent of respondents said when it comes to Louisville there’s “something for everyone,” lots to do for fun
- 66 percent of respondents said they would recommend Louisville’s museums, galleries and other attractions as what visitors to Louisville

should do while here; 59 percent said they would recommend Churchill Downs, the Louisville Bats or other sporting events; 41 percent said the waterfront and the river

- When asked what they would miss most about Louisville if they had to move away, 31 percent of respondents said the welcoming, friendly atmosphere; 19 percent said the area's entertainment and dining options; 18 percent said friends and family.
- When asked the best aspects of living in Louisville, 28 percent said access – easy to get around and easy to get to other places; and, again, 26 percent said the friendly, welcoming aspects of the city and the people.

Everyone who completed the online survey had the chance to register to win great Louisville-related prizes including local restaurant gift certificates, passes to Greater Louisville attractions and The Galt House Hotel & Suites "Live It Up in Louisville" Weekend Getaway Packages. Winners were: Sabrina Talbott, Edward Grantz, Carol Fleischaker, Allison Graven and Lisa Griffin all of Louisville and Stephen Pitsch of Brookfield, WI.

The Greater Louisville Community Branding Project is a public/private partnership with the goal of identifying and establishing a single Louisville brand that will guide current and future marketing efforts for the Greater Louisville area.

The Alliance still wants everyone's opinion. For those who still wish to participate, simply log onto the internet and click on www.brandgreaterlouisville.com.

For additional information on the branding project, or if you would like to schedule someone to make a presentation about the branding research results for your group or organization, call Eileen Pickett at 502-625-0201.

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Greater Louisville Community Branding Alliance

Jerry Abramson, Mayor, Metro Louisville
Barry Alberts, Downtown Development Corp.
Nichelle Anthony, Kentucky Lottery Corp.
Barry Barker, TARC
Mike Berry, Kentucky Derby Festival
Jonathan Blue, Blue Equity, LLL
Mary Michael Corbett, Frost Brown Todd
Terry Davenport, YUM!
Paul Diaz, Kindred Healthcare
Greg Fitzlof, Southern Indiana Chamber of Commerce
Carolyn Gatz, Greater Louisville Project
Melanie Givens, Louisville Urban League Young Professionals
Mary Griffith, National City
Dan Hall, University of Louisville
Hunt Helm, Bellarmine University
David Karem, Waterfront Development Corp.
Paul Klein, GE Consumer & Industrial
Bill Lamb, WDRB-TV
Mandy Lambert, KY Cabinet for Economic Development
Steve Langford, WAVE-TV
Todd Lowe, Partnership for the Creative Economy
Skip Miller, Regional Airport Authority
Steve Moya, Humana, Inc.
Mary Mosely, Schneider Companies/Galt House Hotel
David Nicklies, Greater Louisville Logistics Network
Sandra Patterson-Randles, Indiana University Southeast
David Peterson, Louisville Central Area
Eileen Pickett, Greater Louisville Inc.
Jack Ragland, Southern Indiana Economic Development Council
Joe Reagan, Greater Louisville Inc.
Stephen Reily, IMC Licensing
Ben Richmond, Louisville Urban League
Bill Samuels, Maker's Mark Distillery
Bekki Jo Schneider, Arts & Cultural Attractions Council
John Shake, Greater Louisville Hotel/Motel Assoc.
Andrew Shekan, Churchill Downs
Chris Spalding, YPAL
Mike Spurlock, Greater Louisville Technology Network

Kathi Stearman, Louisville Society of Human Resource Managers
Kent Taylor, Texas Roadhouse
Troy Thomas, Fourth Street Live!
Matt Thornton, Thorntons Inc.
Bruce Traughber, Louisville Metro
Nigel Travis, Papa John's International
Paul Varga, Brown-Forman Corp.
George Ward, Kentucky Commerce Cabinet
Curtis Warfield, Health Enterprises Network
Vicky Weber, Jeffersontown Chamber of Commerce
Will Wolford, Louisville Fire Football
Jim Wood, Greater Louisville Convention & Visitors Bureau
Harold Workman, Kentucky State Fair Board