



[GLI]

SAN ANTONIO

GLIDE 2024

PRESENTED BY NORTON HEALTHCARE

2024 GLIDE TAKEAWAYS



SAN ANTONIO

GLIDE 2024

PRESENTED BY NORTON HEALTHCARE

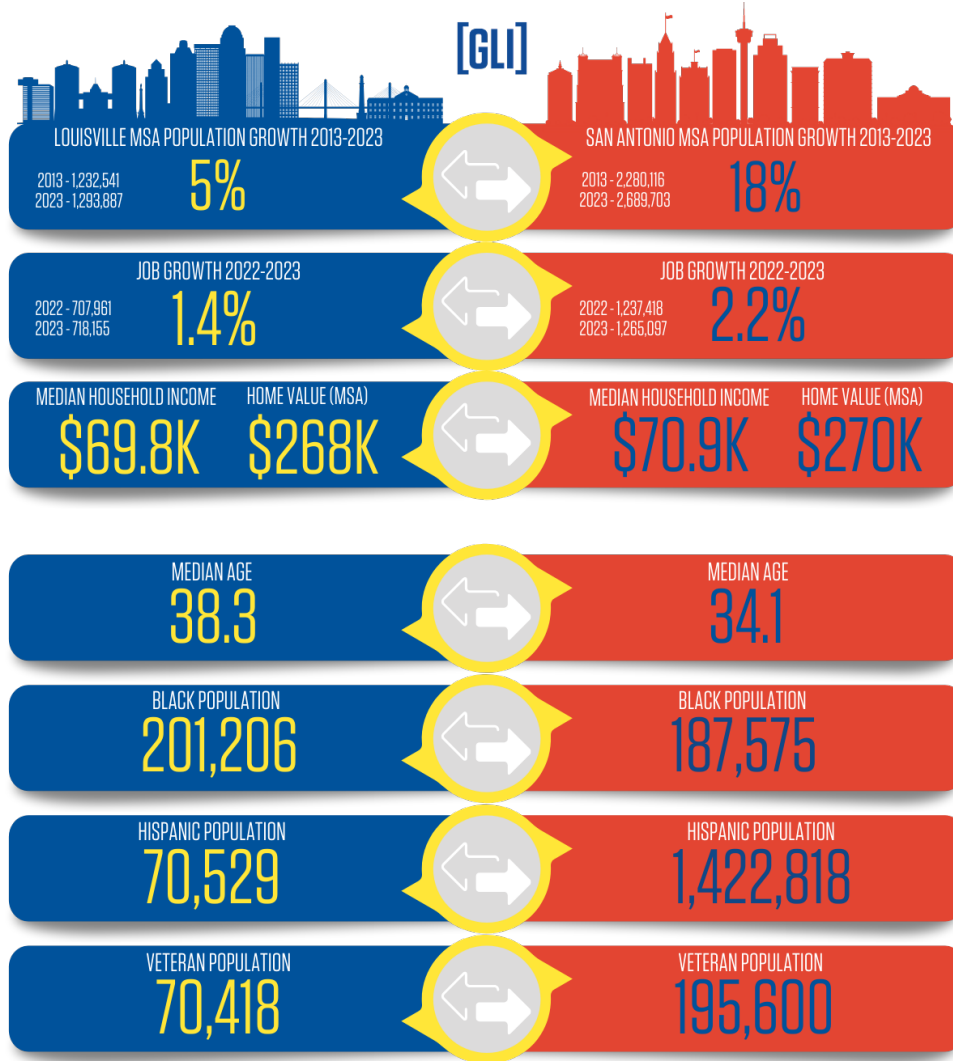
In September, a group of 140 regional business leaders traveled to San Antonio, Texas for Greater Louisville Inc.'s annual Greater Louisville Idea Development Expedition (GLIDE). Every year, GLIDE travels to a different city across the globe to glean best practices that can be applied to growing Greater Louisville. During the three-day trip, attendees met with San Antonio business leaders, entrepreneurs, and elected officials and toured some of the city's most innovative developments. What resulted are ideas on how Greater Louisville can replicate the strategies San Antonio uses to grow its population and economy, while addressing chronic problems like homelessness and affordable housing.

The following report distills feedback from GLIDE participants on their biggest takeaways and suggested next steps to grow Greater Louisville.



San Antonio to Louisville Comparison

Context matters! GLI intentionally shares basic demographic comparisons between Greater Louisville and our GLIDE city with participants every year because it sets expectations regarding how to tailor and scale ideas. Take a look at how the two regions compare:



DATA ABOVE IS BASED ON LOUISVILLE/SAN ANTONIO MSA. SOURCES: LIGHTCAST, BUREAU OF LABOR STATISTICS, US CENSUS BUREAU- LOUISVILLE/SAN ANTONIO

400 headquarters & major operations for global companies

7TH largest city in the U.S. by population

8 county region (MSA)
Atascosa, Comal, Medina, Bexar, Guadalupe, Wilson, Kendall

15 higher education institutions. 160K+ students enrolled

EMPLOYERS

MAJOR

- Joint Base San Antonio - 80,000 emps
- H-E-B - 20,000 emps
- USAA - 18,300 emps
- Randolph Air Force Base - 11,000 emps
- Methodist Healthcare System - 9,600 emps

SAN ANTONIO

BY THE NUMBERS

39M annual visitors & 31M+ overnight guests

4 major military installations @ Joint Base San Antonio (JBSA)

24.5 minute average commute

In 2023, San Antonio was named the fastest growing city in the US.

3 professional sports teams

Known for the Alamo, this is the #1 tourist attraction in TX & is one of the city's 5 Spanish colonial missions.

GLIDE TAKEAWAYS & NEXT STEPS

DOWNTOWN CULTURE AND DEVELOPMENT

DEVELOPMENT AND PERMITTING

What we saw: San Antonio has streamlined their development and permitting process to make it quicker and easier for developers to get projects approved in 60 days or less. They do this while also working with the City's Office of Historic Preservation to maintain the facades of historic buildings.

What we're doing: As Louisville Metro Council reviews the city's Land Development Code, GLI will continue to advocate for a shortened review process that creates more certainty for developers and a faster timeline that incentivizes investment in the region.

SAFETY

What we saw: While San Antonio faces the same downtown safety concerns as Louisville, they recently conducted an audit of downtown security cameras with the goal of deterring crime and quickly address any criminal activity in their urban core.

What we're doing: GLI and the Louisville Downtown Partnership will work with Louisville Metro and LMPD to determine resources needed for a downtown security audit. GLI will educate the business community on LMPD's partnership with FususConnect and Flock monitoring programs to strengthen law enforcement resources to deter, prevent, and solve crimes.





GLIDE TAKEAWAYS & NEXT STEPS

DOWNTOWN CULTURE AND DEVELOPMENT

DESTINATION FOR TOURISM

What we saw: San Antonio's UNESCO City of Creative Gastronomy designation makes the city a destination for foodies and cultural enthusiasts. While a UNESCO designation is a thorough process and takes time, it is recognized around the world and a major driver for tourism.

What we're doing: After hearing about the process, categories, and the designation's economic impact, GLI will talk with Louisville Tourism to determine the viability of a UNESCO application for Louisville.

“San Antonio's population growth is not the only thing moving fast, so is their speed of development. I was surprised to hear how San Antonio successfully prioritizes historic preservation while also moving new developments through the approval process in under 60 days. I am looking forward to working with GLI to advocate for changes to Louisville's development code to provide more certainty and efficiency for investors and developers.”

– **Condrad Daniels**
President, HJI Supply Chain Solutions,
Chair of GLI's Board of Directors

GLIDE TAKEAWAYS & NEXT STEPS

TALENT AND WORKFORCE

TAPPING INTO MILITARY TALENT

What we saw: Known as Military City USA, San Antonio is a hub for military families and retired military personnel. The city and state have rolled out programs and initiatives to create a supportive environment for servicemembers transitioning into civilian roles and their spouses.

What we're doing: GLI will work to support and connect valuable existing resources to address healthcare accessibility, military spouse employment, and service member transitions into the civilian workforce. That includes partnering with USA Cares and Fort Knox leaders on hiring opportunities and advocating for legislation to ensure licensure reciprocity.

GREATER LOUISVILLE
IS HOME TO
70,418
MILITARY
VETERANS



GLIDE TAKEAWAYS & NEXT STEPS

TALENT AND WORKFORCE

TOOLS FOR TALENT ATTRACTION

What we saw: As the fastest growing city in the U.S. last year, San Antonio offers high caliber amenities. However, Texas' friendly tax environment also plays a role in population growth and is a major selling point to bringing and keeping talent in the region.

What we're doing: While Kentucky is making strides in lowering the state's personal income tax, it is more important than ever that the legislature enacts local tax reform. By creating a structure that taxes consumption rather than production, Greater Louisville can keep money in worker's pockets and capture more tourism-related revenue. GLI will continue to advocate for local tax reform and voice the business community's support for a more competitive tax climate.

MENTORSHIP AND SCHOLARSHIPS

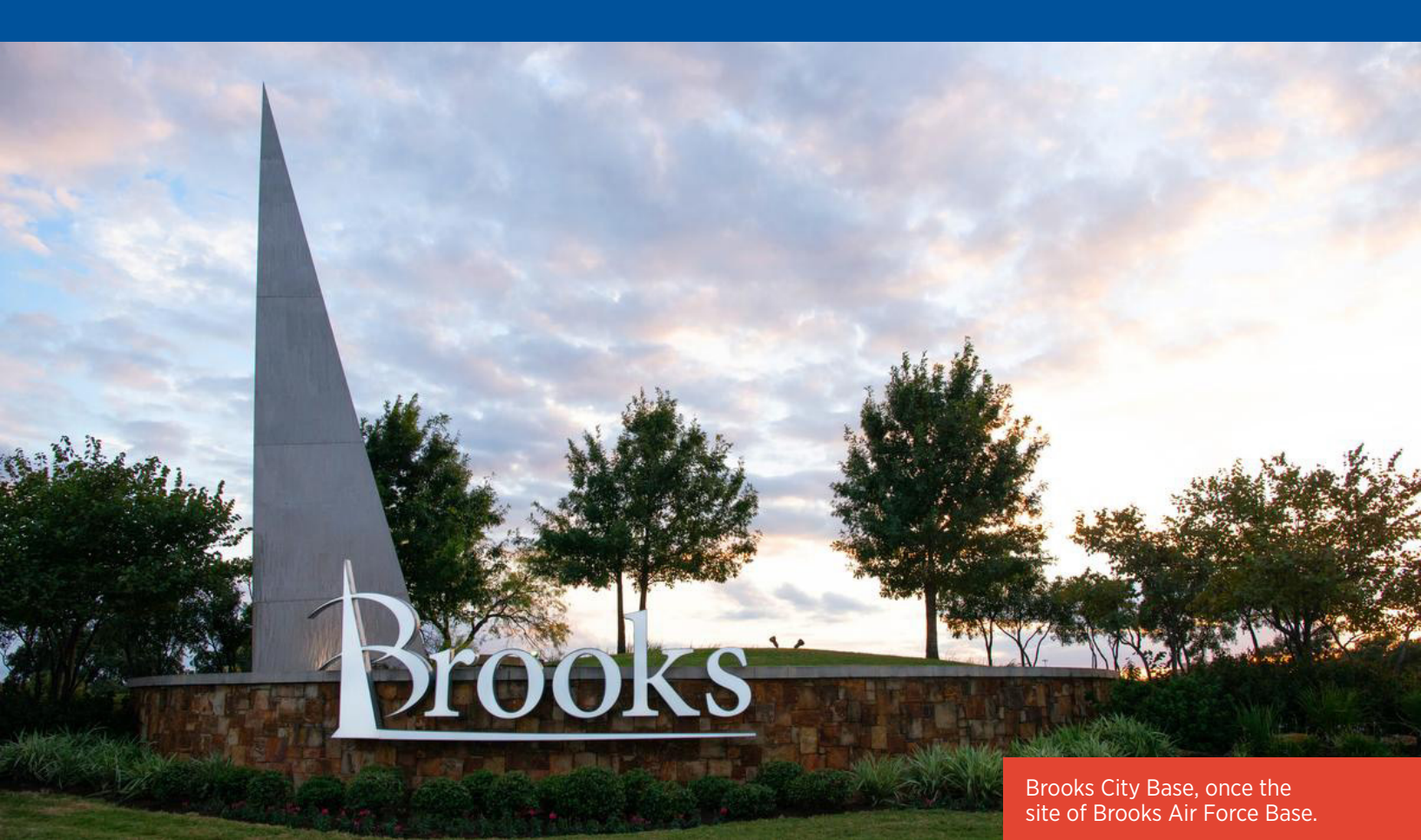
What we saw: San Antonio created programs and scholarships to engage and retain their diverse workforce by aligning workforce programs with skills needed for in-demand jobs.

What we're doing: GLI will continue to engage businesses with the JCPS Academies of Louisville to prepare the region's workforce for in-demand jobs and educate students on the availability of Evolve502's last dollar scholarships to further their career training.

“Talent is a company's most important asset. San Antonio uses thoughtful policies and programs to retain, develop, and attract diverse talent, and leverage their military ties to fill highly skilled positions. I left GLIDE with new ideas on how Greater Louisville can do more to create talent pipelines through the JCPS Academies of Louisville and retain military talent from Fort Knox as they transition into civilian life.”

– **Kim Halbauer,**
Kentucky Region President, Fifth Third Bank, and Chair of GLIDE San Antonio





Brooks City Base, once the site of Brooks Air Force Base.

GLIDE TAKEAWAYS & NEXT STEPS

INNOVATIVE ECONOMIC DEVELOPMENT ASSETS

INCENTIVES

What we saw: Known as Military City USA, San Antonio is a hub for military families and retired military personnel. The city and state have rolled out programs and initiatives to create a supportive environment for servicemembers transitioning into civilian roles and their spouses.

What we're doing: GLI will work to support and connect valuable existing resources to address healthcare accessibility, military spouse employment, and service member transitions into the civilian workforce. That includes partnering with USA Cares and Fort Knox leaders on hiring opportunities and advocating for legislation to ensure licensure reciprocity.

“While Greater Louisville’s economy and business climate is more competitive than ever, GLIDE San Antonio showed that we have more work to do. GLI will continue our long-term advocacy on comprehensive tax reform and support the creation of new incentives, like property tax abatements, to spur development and attract businesses to the region.”

– Sarah Davasher-Wisdom
President and CEO, GLI

GLIDE TAKEAWAYS & NEXT STEPS

HOUSING AND UNHOUSED POPULATION

HOUSING SUPPLY

What we saw: Like in Louisville, supply of housing, specifically affordable and workforce housing, is a challenge for San Antonio and many communities across the U.S. San Antonio has focused on policies to remove barriers to development, like rising costs and a shortage of skilled workers to construct homes. The city of San Antonio also created a 10-year housing strategy that focuses on how to address homelessness and how to increase the supply of housing for all income levels.

What we're doing: GLI will work with both local and state elected officials to advocate for policies to remove barriers and institute programs to increase the supply of housing for all income levels. GLI will work with Louisville Metro to support the mayor's existing housing plan and continue advocating for additional resources to increase housing supply.





A rendering of Louisville's Community Care Campus being built in Smoketown and operated by Volunteers of America Mid States

GLIDE TAKEAWAYS & NEXT STEPS

HOUSING AND UNHOUSED POPULATION

ADDRESSING HOMELESSNESS

What we saw: Homelessness is a complex issue that requires coordination between government, the business community, and law enforcement. San Antonio's Haven for Hope campus is a national model that offers the full spectrum of care needed to address the underlying causes of homelessness and provide supportive resources to help individuals find and maintain stable housing on one campus.

What we're doing: GLI and our partners will continue to support the Community Care Campus being built in Smoketown and the city's investment in this model, which is similar to Haven for Hope.

“Seeing San Antonio’s Haven for Hope campus energized me about the tremendous impact Louisville’s Community Care Campus will make on our community. With a full spectrum of services on one campus, the C3 will transform the way our city addresses homelessness and make a meaningful impact on the lives of thousands of Louisvillians.”

– Nicole George
Deputy Mayor, Louisville Metro