The conclusion is clear, Louisville has the capacity to invest more in itself taking full advantage of federal or CDFI resources. Important metrics (small business loans, home loans, and venture capital) show that Louisville is investing less than our peer city mean, this would generate more than $80M for nonprofits and 3.5% (those who make more than $200,000/year) give to nonprofits, they give about 90% of high-income households.

Diving deeper, we can see that while more than 4.0% of our total income, compared to a peer city average of 4.5%. If we gave at the majority of our peer cities in both the public and social sectors in terms of our peer city mean, this would generate more than $80M for nonprofits and 3.5% (those who make more than $200,000/year) give to nonprofits, they give about 90% of high-income households.

This year's report focuses on the community's capacity to invest in our private, social, and public sectors. The Greater Louisville Project seeks to mobilize key stakeholders across sectors to focus on the areas of highest potential impact to our community's success. By leveraging data and benchmarking against our peer cities, our 15 Year Milestone Report highlighted our slower-than-desired progress across several Deep Drivers. This analysis was complex, but the results clear: Louisville is investing less than our peer city mean, this would generate more than $80M for nonprofits and 3.5% (those who make more than $200,000/year) give to nonprofits, they give about 90% of high-income households.

The Greater Louisville Project defines Deep Drivers of Change as the forces that are critical for the long-term success of our community. A Note from the GLP Policy Board:

The Flow of Community Investment: 2019 Competitive City Report

Acknowledgments:


For more data and analysis, visit www.greaterlouisvilleproject.org or email glp@greaterlouisvilleproject.org.

To request copies of the report, go to www.greaterlouisvilleproject.org or email glp@greaterlouisvilleproject.org.

The Health Index data is based on the CDC. It is vital that our city's progress as a whole does not mask important disparities. Whenever possible, the GLP analyzes race, gender, and poverty.

Louisville has the capacity to invest more in itself

The Greater Louisville Project’s (GLP) 2018 report indicated that over the last 15 years, Louisville has not made the progress in our Deep Drivers that would enable us to reach our community’s goals. As a follow-on to that report, the GLP was asked to investigate the resources being invested in our community across the social, public, and private sectors.

That analysis was complex, but the results clear: Louisville is investing less than the majority of our peer cities in both the public and social sectors in terms of per capita dollars. Our private sector investment is comparable with our peers.

Diving deeper, we can see that while more than 90% of high-income households (those who make more than $200,000/year) give to nonprofits, they give about 3.5% of their total income, compared to a peer city average of 4.5%. If we gave at our peer city mean, this would generate more than $80M for nonprofits and religious entities each year. This is compounded by the relative lack of endowed foundation assets, which means that Louisville’s nonprofit donations are in the bottom tier of our peer cities.

In the public sector, while the actual ranking varies somewhat depending on the methodology used, Louisville’s government spending per capita is in the bottom tier of our peer cities.

Private sector investing has fewer reporting requirements, but across some important metrics (small business loans, home loans, and venture capital investment), Louisville is in the middle tier of our peer cities. However, we are not taking full advantage of federal or CDFI resources.

The conclusion is clear, Louisville has the capacity to invest more in itself to advance a more competitive city.
The Greater Louisville Project defines Deep Drivers of Change as the forces that are critical for the long-term success of our community.

The Greater Louisville Project’s four Deep Drivers – Education, 21st-Century Jobs, Health, and Quality of Place – inform our civic agenda and provide a common language and set of metrics to define progress. The original metrics were identified by the Brookings Institution in its 2003 report “Beyond Merger” and have evolved through ongoing engagement with stakeholders from across our community.

**JOBS**
Median earnings adjusted for inflation and cost of living

**QUALITY OF PLACE**
The vibrancy of the core county measured by population relative to surrounding areas

**EDUCATION**
Percentage of bachelor’s degrees among the working-age population

**HEALTH**
An index combining several measures of length and quality of life

### Deep Driver Peer City Rankings Over Time

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By using key community metrics to compare Louisville to our peer cities, we measure the return on investment for our collective efforts to create a more vibrant city.

The health index data has been carried over from 2017 due to delays in data releases from the CDC.
THE FLOW OF COMMUNITY INVESTMENT

Louisville has the capacity to invest more in itself.

**Individual Giving**
Households in Louisville earning more than $200,000 per year give an average of 1% less of their income to charity than our peer city mean. This difference translates into more than $80M per year, making it more difficult for local nonprofits to meet the needs of Louisville residents.

**CDFI Investments**
In terms of CDFIs, Louisville has less than $1 per capita compared to a peer city mean of $25. If Louisville had the same volume of CDFI funding as our peers, our community could leverage $19.1M additional dollars to support aspiring homeowners and budding entrepreneurs in reaching their goals.

**Investing in All of Louisville**
The impact of underinvestment falls disproportionately on vulnerable communities. While community-level metrics are important, greaterlouisvilleproject.org details how investment flows to different geographies and races.

**A Note on Data**
This report combines publicly available data sources (available on our website: www.greaterlouisvilleproject.org) to reach these conclusions. Because of the complexity of the analysis and the human judgment required at various points, we have run multiple analyses and engaged outside experts to verify our conclusions. The specific dollar amounts vary depending on analytical framework, but the peer city rankings are remarkably robust, which is why we use those in the report. Full analysis is available on our website.

**Data Sources**
Investing in Ourselves

The Greater Louisville Project seeks to mobilize key stakeholders across sectors to focus on the areas of highest potential impact to our community’s success. By leveraging data and benchmarking against our peer cities, GLP helps establish a shared community agenda and common metrics for long-term progress.

This year’s report focuses on the community’s capacity to invest in our private, social, and public sectors through the lens of per capita spending. The analysis is complex, but the results are clear: **Louisville invests less in our social and public sectors than our peers with similar resources.**

Our 15 Year Milestone Report highlighted our slower-than-desired progress across several Deep Drivers. This report should be a call to action to engage our community by investing in our shared vision for a community in which everyone has the opportunity to reach their full potential. **If we had the resources to invest, what kind of community could we create?**

A Note on Data and Equity: The GLP’s definition of community success includes the success of all community members. It is vital that our city’s progress as a whole does not mask important disparities. Whenever possible, the GLP analyzes and highlights trends along racial, geographic, and gender lines in addition to measures of overall community progress. **For more data in each of these areas, as well as original and cleaned data sets, please see our website:** [www.greaterlouisvilleproject.org](http://www.greaterlouisvilleproject.org).

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**JEFF POLSON**  
Chair of the GLP Policy Board  
Executive Director of the Jewish Heritage Fund for Excellence

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**Acknowledgments:**


This report was prepared by The Greater Louisville Project team: Ben Reno-Weber, Nate Kratzer, Harrison Kirby, Monica Unseld, and Aly Goldberg with special assistance provided by Trisha Finnegar and Liz Farmer.

To request copies of the report, go to [greaterlouisvilleproject.org](http://greaterlouisvilleproject.org) or email glp@greaterlouisvilleproject.org.