

In our effort to develop a strategic plan for Downtown, one of our most critical partners is the Vision Louisville initiative. The Downtown Plan's focus is on the core of our community and is intended to be strategic and tactical as well as visionary. As we develop our specific and very geographically focused effort, Vision Louisville is undertaking a community-wide process to develop a 25 year vision for Louisville. Its mission is to ensure a prosperous and vibrant future for our whole city. Focused on Louisville's built environment and its development over the next 25 years, the outcomes of the initiative will guide future development and investment while emphasizing growth, authenticity, preservation, sustainability, and quality of place. The ultimate success of both the Downtown Plan and the Vision Louisville initiative are dependent on each other, and move forward as complementary and mutually supportive. A link to the project website is on our main web page, and the address is www.visionlouisville.com.

As Mayor Fischer says in his introductory remarks,

"Vision is the art of seeing things invisible," said famous writer Jonathan Swift.

One of my five strategic goals for our city is to create a vibrant vision for Louisville's future. All great cities, from Paris to New York, have developed visions and then worked to implement them.

So, let me ask you to imagine for a moment... what is the invisible that you see for the future of our city?

What should our public transit look like? What about our neighborhoods? What about our economy... our waterfront... our parks... public art? And what about Louisville as a digital city, a sustainable city, a global city that embraces all people? Our vision will both strengthen existing neighborhoods... and imagine new ones.

We just need to see it in our minds to make it happen. It's happened many times...

- *The vision by city fathers to hire the firm of Frederick Law Olmsted to plan a network of parks connected with tree-lined parkways.*
- *The vision of county leaders to transform land in the Southwest into Riverport, one of our state's largest industrial parks that created tens of thousands of jobs.*
- *The vision of city leaders to build the Portland Canal... and later expand the airport... to make Louisville a logistics hub by water, land and air.*
- *The original vision by city leaders, 70 years ago, who first dreamed of a downtown park on the Ohio River, and the leaders from the 1980s to now who have worked to get it done.*

What is your vision for our city?

What will our city look like in 25 years? How do we harness our collective energy, intelligence and ideas to chart our path to the future, to decide how we want Louisville to look, feel, and flow by mid-century?

Our undertaking is big and bold and requires us to dig deep and to think innovatively... what does our future look like and how do we encourage growth, authenticity, preservation, sustainability, weirdness, quality of place... all the things that make Louisville... Louisville.