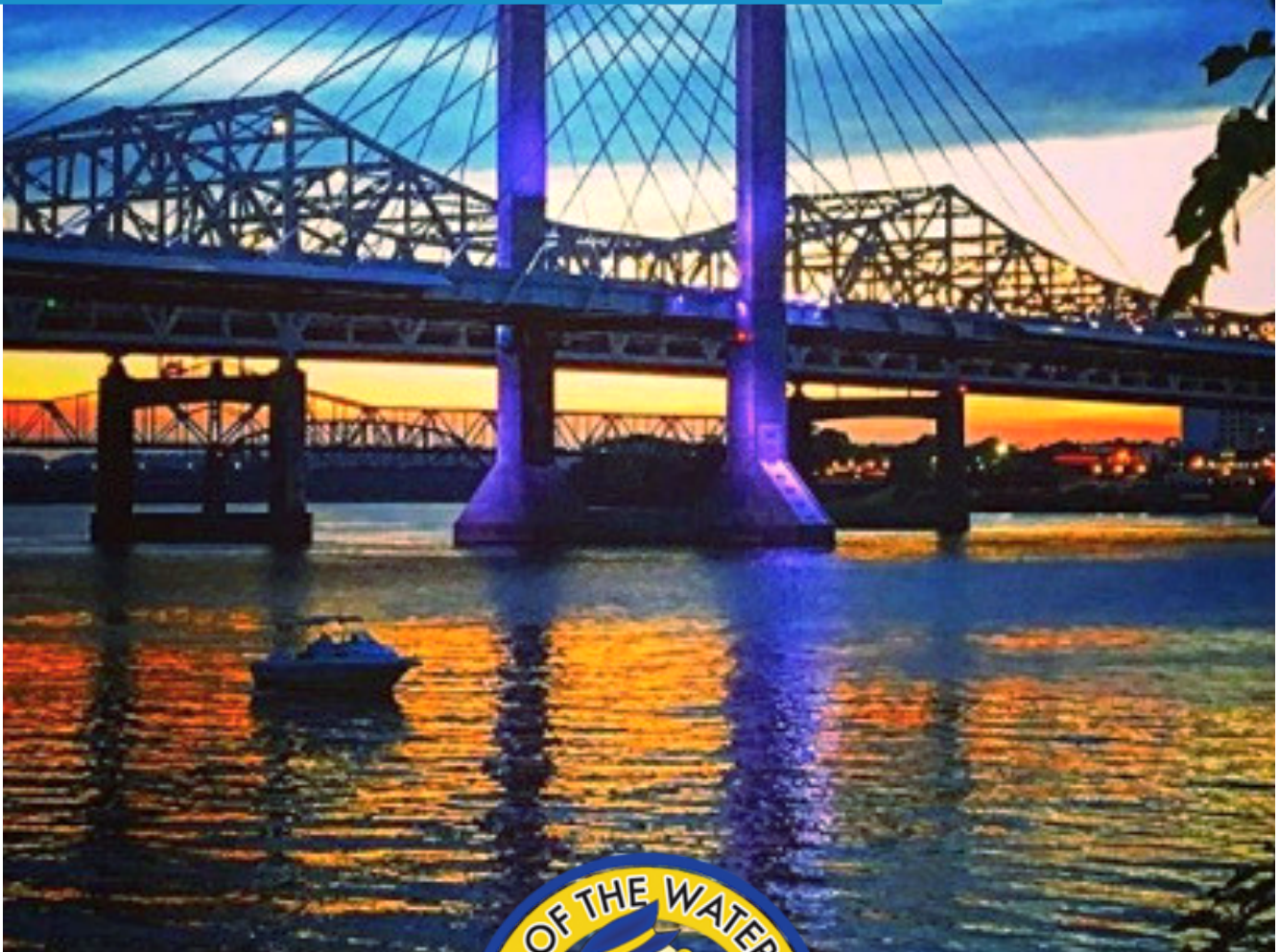


2017

Annual Report

Strong Friends. Strong Supporters.



502-574-3768 | www.friendsofthewaterfront.com | 129 River Rd, Louisville, KY

OUR 2017 BOARD OF DIRECTORS

JENNIFER ADAMS, Membership Committee, KET
STEPHANIE BATEMAN, Advisory Council, Semonin REALTORS
JAMES BREEDING, Advisory Council, Louisville Baseball Club, Inc.
STEPHANIE DOBSON, Advisory Council, Better Quality Business Systems
JENNIFER FUST RUTHERFORD, Legal Counsel, Conliffe, Sandmann & Sullivan
KELLY GREAM, Events Committee, Louisville Memorial Auditorium
LOGAN GRIGGS, Chair--Grants/Development Committee, Engie Insight
BILLY HARDISON, Events Committee, Production Simple/Headliners Music Hall
DENNIE HUMPHREY Social Media/Marketing Committee, Monkey Wrench
MARLENE GRISSOM, Ex-Officio, Waterfront Development Corporation
KELLEY LEWIS, Ex-Officio, Waterfront Development Corporation
KELLEY LUCKETT, Secretary, Boys & Girls Club
REBECCA MATHENY, Events Committee, Louisville Downtown Partnership
PAMELA MCCALLUM, Immediate Past President, Fifth Third Bank
JAMES MEARA, Chair--Membership Committee, Thorntons Inc.
JACOB M. MERCIER, President, The Mawood Mercier Group at RE/MAX 100
OLIVIA PEDOLZKY, Membership Committee, Zenith American Solutions
BINDU RASTOGI, Grants/Development Committee, Fifth Third Bank
TODD READ, Membership Committee, Clark-Floyd Counties Tourism Bureau
JULIE ROBERTS, Grants/Development, Kentucky Center for the Performing Arts
ASHLEY SMITH, Ex-Officio, Waterfront Development Corporation
CHARLES SPIVEY, Events Committee, Derby City IT
TODD TOLES, Advisory Council, Better Quality Business Systems
NICOLE WALTON, Advisory Council, Brown-Forman
JOSHUA WATKINS, Vice President, Louisville Metro Government
DIANE WATTS ROY, Social Media/Marketing Committee, Honeywick
SHAWN WOOSLEY, Treasurer, Wehr Constructors, Inc.

SINCERE THANKS TO OUR 2017 SPONSORS

RIVER CITY DISTRIBUTING
CONLIFFE, SANDMANN & SULLIVAN
BROWN-FORMAN
THE BELLE OF LOUISVILLE
THE MAWOOD MERCIER GROUP AT RE/MAX 100
LOUISVILLE PUBLIC MEDIA
LOUISVILLE DOWNTOWN PARTNERSHIP
AH, WHATTA 'BOUT MIMI!
DACE STUBBS
THE OGLE FOUNDATION

OUR HONORED 2017 SILVER ANCHOR AWARD RECIPIENTS

On September 14, 2017 our Board of Directors, along with the staff of the Waterfront Development Corporation and our guests, gathered on The Belle of Louisville to recognize and honor these two distinguished parties for their tireless and ongoing support of Louisville's Waterfront Park.

MATT THORNTON

NATIONAL WEATHER SERVICE

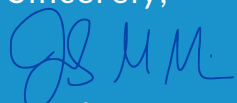
LETTER FROM THE PRESIDENT

The Friends of the Waterfront is a 100% volunteer Board of Directors who advocate for the use and enjoyment of Louisville Waterfront Park. At its founding nearly 30 years ago, “Friends” was initially charged with getting the community and donors to buy in to the idea that a then metal scrap yard could be transformed into a beautifully manicured park that would draw people to the waterfront. A park that would serve as an eye-catching welcome mat for Kentucky, a fierce economic engine for both the city of Louisville and the state, and at the most fundamental level—a safe, beautiful space for our entire Kentuckiana community to gather to enjoy each other, the outdoors, and over 150 events hosted within Louisville Waterfront Park throughout the year. Today, we are lucky to enjoy a stunning, sprawling, nationally renowned Waterfront Park that serves as an anchor of our community. And people come. By the millions each year—2.2 Million to be exact.

“Friends” is a relatively small, but strong group comprised of passionate, dedicated volunteers who love Louisville, the downtown region, and our continuously developing waterfront. Our mission today is the same as it was 30 years ago—to advocate for the use and enjoyment of the waterfront. Our focus this past year has been on establishing foundations within our organization so that we might grow the organization’s capacity and impact in supporting the Waterfront Development Corporation and Louisville Waterfront Park. We are working hard to increase FOTW’s ability to raise funds to ensure that the Park—our labor of love—will be here in the future.

Many don’t know that Louisville Waterfront Park’s operations budget is 60% funded by private donations and the individual support of organizations, corporations, small businesses, and community members just like you and me. Therefore the park’s future relies heavily on the generosity and support of our community. Its future relies on strong “Friends”, and strong supporters. Please review the 2017 Annual Report that follows. And please consider a donation to Friends of the Waterfront. The money raised by Friends of the Waterfront goes directly to support the Waterfront Development Corporation in the maintenance and upkeep of the park, along with the annual community events that the Kentuckiana region has come to know and love. Please consider helping “Friends” continue our mission with your donation.

Sincerely,



Jacob M. Mercier,
President, Friends of the Waterfront

2017 ACCOMPLISHMENTS "BIG PICTURE"



- Donated \$10,000 to the Waterfront Development Corporation in support of the 4th of July Independence Festival.
- Donated \$5,000 to the Waterfront Development Corporation in support of WFPK's Waterfront Wednesdays.
- Provided over 750 volunteer hours of service in support of the Waterfront Development Corporation
- Added two Directors to the FOTW Board
- Established four targeted committees:
 - Membership Committee
 - Development Committee
 - Silver Anchor & Events Committee
 - Social Media & Marketing Committee
- Appointed Chairs to lead each committee

\$15,000

IN CASH DONATIONS FROM "FRIENDS"

2017 ACCOMPLISHMENTS "MEMBERSHIP COMMITTEE"

- Completed a review of membership levels to increase and expand our appeal to a broader demographic
- Engaged various community partners and small businesses near the waterfront to create multi-level member benefits
- Focused ideas and laid out a strategy to launch new membership levels and benefits in 2018
- Streamlined email collection at Waterfront Wednesday events for entry in to "Friends" database
- Developed FOTW merchandise (Bottle/Laptop Stickers) to help spread awareness of FOTW





2017 ACCOMPLISHMENTS "DEVELOPMENT COMMITTEE"

- Prepared application and successfully secured Brown-Forman grant for \$2,500 in support of the annual Silver Anchor event
- Garnered sponsorships from Conliffe, Sandmann & Sullivan, The Mawood Mercier Group at RE/MAX 100, Louisville Downtown Partnership, and River City Distributing each in the amount of \$500, totaling \$2,500.
- Raised \$788 from individual Louisville community members through partnership with Give for Good Louisville
- Obtained newly required Nonprofit status for Friends of the Waterfront with the State of Kentucky
- Submitted "Friends" first ever application for an Ignite Team through Leadership Louisville

\$5,788

SECURED IN GRANTS & SPONSORSHIPS

2017 ACCOMPLISHMENTS "SOCIAL MEDIA & MARKETING"

- Created an active social media presence to include an FOTW Facebook Page with 3,158 Likes, and an Instagram account with 379 followers
- Engaged Honeywick to manage website content and online presence
- Established online hashtags specific to our audience to engage supporters on various platforms, #i(heart)thewaterfront and #fotwlou
- Developed a website-based blog consisting of two major components, "Dogs of the Waterfront" through which dogs found enjoying the park are given a "voice," and "Board Member Spotlights" which periodically feature our unique and talented board members so that community members can get to know "Friends"



Board Member Spotlight: Kelley Luckett



Dogs of the Waterfront: Meet Jenna



2017 ACCOMPLISHMENTS "SILVER ANCHOR & EVENTS COMMITTEE"

- Planned and executed Silver Anchor 2017 on September 14, 2017 honoring two major contributors of the Park: Matt Thornton, and the National Weather Service
- Sold 201 tickets to the event at \$75/ticket, totaling \$15,075
- Closed out the 2017 Silver Anchor Silent Auction with a total raised of \$1,800
- Staffed the Catfish Louie Kids Zone at the 4th of July Independence Festival in 2017, which included a Putt-Putt golf course and various other children's activities

\$16,875

RAISED THROUGH SILVER ANCHOR 2017
