

SUBJECT: UPDATE FROM THE LOUISVILLE CHAMBER OF COMMERCE

DATE: APRIL 15, 2025

PRESENTED BY: VANESSA ZARATE, CECD, ECONOMIC VITALITY MANAGER

SUMMARY:

The Economic Vitality team works closely with the Louisville Chamber to support businesses throughout Louisville. Staff attends board meetings and events hosted by the Chamber and regularly communicates with Chamber staff and board members. Many referrals are made both ways from the Louisville Chamber and Economic Vitality to support business needs and provide services.

In July 2024, Gillian Millar took over as the Executive Director for the Louisville Chamber. She is here today to present a year in review update as well as plans for 2025 and beyond. Some highlights include

- An expanded Advocacy Program
- Reinvigoration of Signature Events, such as State of the City, and many sold out events, such as Dinner on Main.
- Updated membership tiers and offerings
- New website and membership database
- Attendance at Economic Vitality Day

Staff works closely with the Louisville Chamber and is excited to see continued engagement and growth.

FISCAL IMPACT:

The City of Louisville partners with the Louisville Chamber to support programing as well as highlight City departments as members. Louisville Economic Vitality has a \$30,000 agreement per year with the Chamber to support programming and pays for the City's membership.

RECOMMENDATION:

Informational Item Only

STRATEGIC PLAN IMPACT:

☐		Financial Stewardship & Asset Management	☐		Reliable Core Services
☒		Vibrant Economic Climate	☐		Quality Programs & Amenities

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☐	 Engaged Community	☐	 Healthy Workforce
☐	 Supportive Technology	☐	 Collaborative Regional Partner