





ORIGIN PARK CONTEXT

ORIGIN PARK BENEFITS

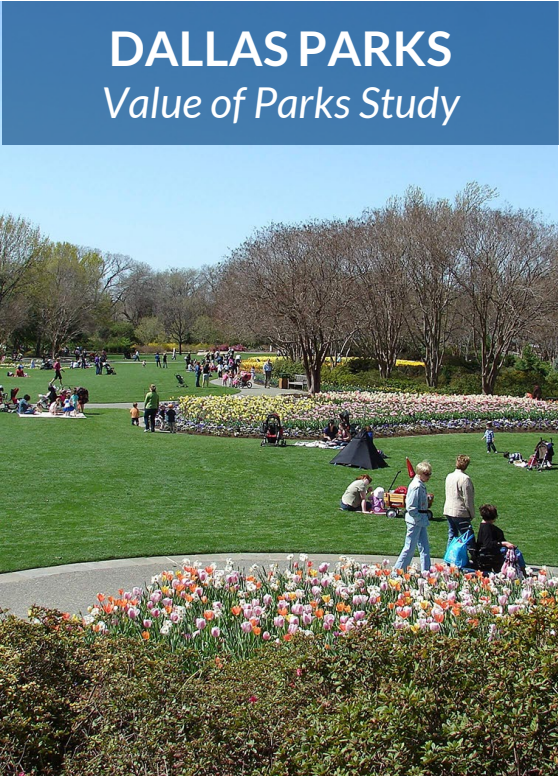
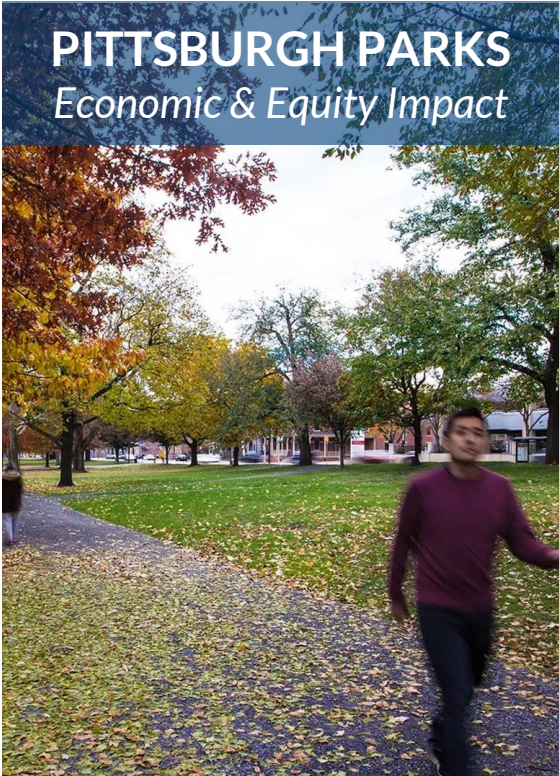
- 1. BRAND IMPACT**
- 2. ECONOMIC IMPACT**
- 3. EQUITY IMPACT**

The River Heritage Conservancy engaged HR&A Advisors, a firm with 20+ years' experience describing the transformative benefits of and identifying sustainable funding for open space projects.

**Implementation Strategy:
From Planning to Completion**



**Benefits Cases:
For Parks & Park Systems**



HR&A reviewed publicly available data, conducted a literature review, and interviewed local knowledgables to articulate the benefits of Origin Park.

HR&A examined:

Trust for Public Land (TPL)

The Trust for Public Land annually completes the most comprehensive, authoritative evaluation of park access and quality in the 100 largest U.S. cities.

Publicly Available Economic and Demographic Data

Unless otherwise specified, all data depicted is publicly available from the CDC, EMSI, and the US Census 5-Year American Community Survey.

Literature Review

HR&A conducted a literature review on the relationship between parks and health and examined “brain-drain” in various localities. In addition, HR&A reviewed the Origin Park design and capital campaign materials prepared by the OLIN Studio.

HR&A interviewed:

Tyler Allen | Board of Directors

Christine Tarquinio | Greater Louisville Inc.

David Cobb and Mark Rountree | Ashley|Rountree and Associates

Jeffrey Gustin and Scotty Shipley | S2o Design and Engineering

Madison Hamman | Board of Directors, Director of Blue Sky Foundation

Jim Kenney | Board of Directors

Kent Lanum | Board of Directors; Ogle Foundation; Endeavor Louisville

Lucinda Sanders and Michael Miller | The Olin Studio

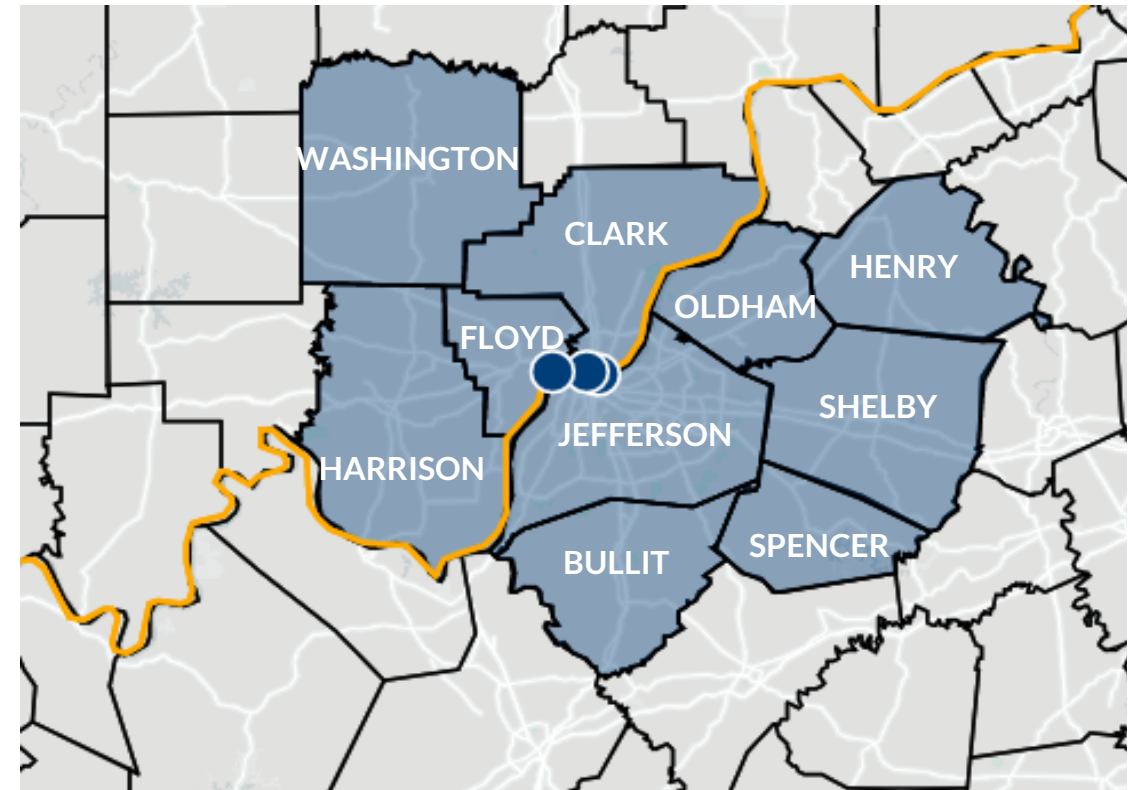
Lesa Seibert | Board of Directors; MightilyUniversity

Based upon economic, demographic, and park data availability, this report analyzes two primary geographies: Southern Indiana and the Louisville MSA.

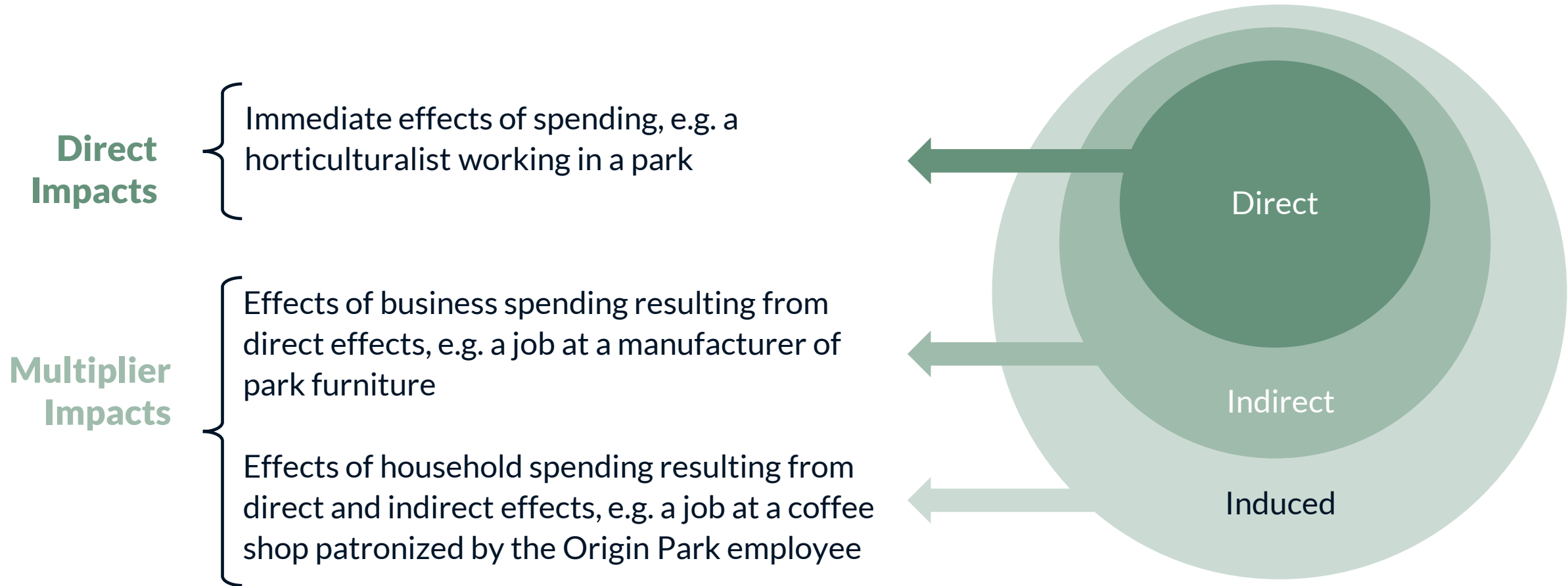
**Southern Indiana:
New Albany, Clarksville, and Jeffersonville**



Louisville MSA (the "MSA" or the "Region")



Among other benefits, HR&A's analysis considers the one-time (construction) and ongoing (operations) impacts of investment.



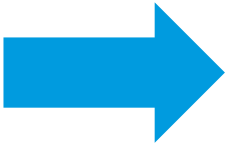
HR&A identified twelve peer regions to use as baseline comparisons for analysis based on interviews and literature review.

Greater Louisville Inc. tracks data on 16 peer and aspirational cities, including:

1. Birmingham, AL	15. St. Louis, MO
2. Charlotte, NC	16. Tulsa, OK
3. Cincinnati, OH	
4. Columbus, OH	
5. Grand Rapids, MI	
6. Greensboro, NC	
7. Greenville, SC	
8. Indianapolis, IN	
9. Kansas City, MO	
10. Knoxville, TN	
11. Memphis, TN	
12. Nashville, TN	
13. Oklahoma City, OK	
14. Omaha, NE	

HR&A conducted a literature review to examine “brain-drain” successes and failures, adding the following peer cities for consideration:

17. Atlanta, GA
18. Austin, TX
19. Dallas, TX
20. Raleigh, NC



HR&A narrowed this set to 12 peer cities with similar and aspirational metrics on economic performance, health indicators, and park investment:

1. Atlanta, GA	7. Kansas City, MO
2. Austin, TX	8. Nashville, TN
3. Columbus, OH	9. Omaha, NE
4. Dallas, TX	10. Raleigh, NC
5. Greensboro, NC	11. St. Louis, MO
6. Indianapolis, IN	12. Tulsa, OK

The TPL ParkScore measures how well the 100 largest cities are meeting the public's need for parks.

Cities* are awarded points based on:

- **ACREAGE:** Based on two equally weighted measures, median park size and parkland as a percentage of city area, big is better.
- **AMENITIES:** The extent to which six forms of park programming/services are available on a per capita basis yields a higher score. Amenities include basketball hoops, dog parks, playgrounds, recreation and senior centers, restrooms, and splashpads.
- **INVESTMENT:** Cities get points based on total spending per resident, including public and private funds and volunteer in-kind contribution.
- **ACCESS:** Highly rated systems have higher percentages of the population living within a 10-minute (half-mile) walk of a public park.
- **EQUITY:** Based on four equally weighted measures of park access according to race & income level.

Note: The TPL ParkScore only scores cities, as opposed to MSAs, and thus is an imperfect match for scoring a regional park system like the one that exists in the Louisville MSA. Additionally, due to the point system, the TPL ParkScore favors denser urban environments. It remains the most comprehensive national dataset on park access.

Compared to peers, the Louisville park system underperforms with respect to resident access, spending per resident, and amenities.

	Cincinnati	St. Louis,	Kansas City	Raleigh	Omaha	Austin	Atlanta	Dallas	Tulsa	Columbus	Greensboro	Nashville	Louisville	Indianapolis
2021 ParkScore	76	68	64	59	56	52	50	50	50	50	42	38	36	null
% of residents within 10-minute walk of a park	80	97	54	35	73	43	58	60	39	51	44	15	6	null
Spending/resident	89	80	65	83	33	80	68	45	40	46	32	31	34	null
Amenities Average	90	61	46	59	52	42	48	22	41	42	45	38	61	null

Source: Trust for Public Land 2021 (Indianapolis ParkScores are unavailable for years 2017 - 2020 due to insufficient data). The TPL ParkScore only scores cities, as opposed to MSAs, and thus is an imperfect match for scoring a regional park system like the one that exists in the Louisville MSA. The TPL ParkScore remains the most comprehensive national dataset on park access.

Origin Park is a unifier and a catalyst for the region.

Parks make places. Large parks anchor economies and communities. Frederick Law Olmsted knew this: he designed his now historic parks to provide not only a democratic commons and access to nature, but also to organize and spur development. Origin Park sits between the three North Shore communities of Jeffersonville, Clarksville, and New Albany, just over two miles away from the downtown of a top 50 US Metro Area. Today the site is a forgotten back door, but it can become an icon, a commons, and a refuge for all three communities — and for the rest of the region.

Text and Image: The OLIN Studio

HR&A Advisors, Inc.



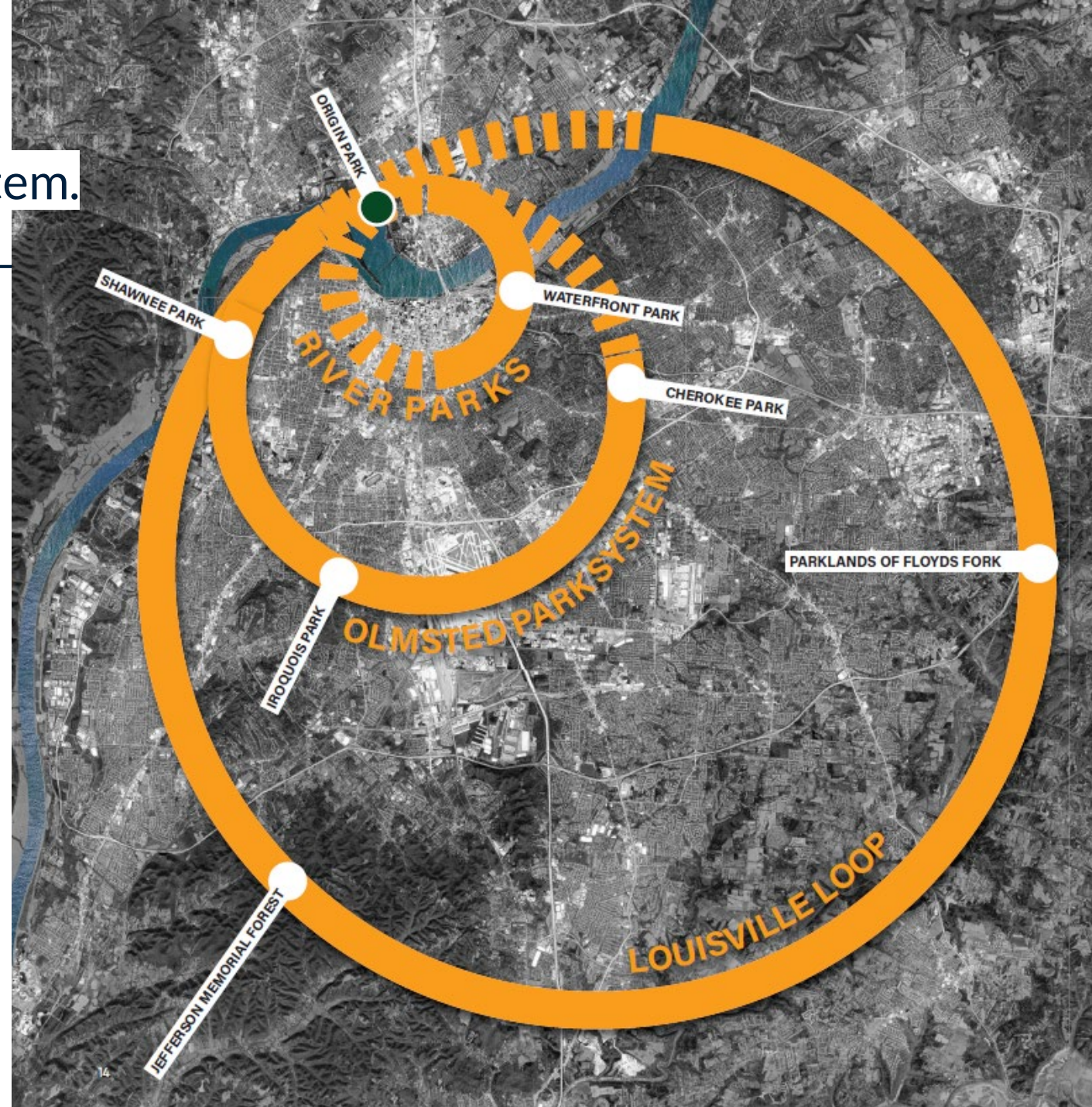
Origin Park Benefits Case |

Origin Park fills the missing link in the region's park and greenway system.

Imagine the region's park system as three overlapping loops. The historic Olmsted park system forms the oldest of the three. Further out, the Louisville Loop is a planned network of parks and greenways, including the Parklands of Floyds Fork, that will unite a growing region. Closer in, Waterfront Park and the Ohio River Greenway begin to form a loop focused on the banks of the Ohio River. Origin Park fills a missing link in all three loops, completing the Ohio River Greenway and complementing the region's historic Olmsted parks with a twenty-first century interpretation on the North Shore.

Text and Image: The OLIN Studio

HR&A Advisors, Inc.



Origin Park elevates access and experience for all.

Origin Park links the region's communities and park networks, beginning with the Ohio River Greenway. The Greenway connects Origin Park to the Louisville waterfront via the Big 4 Bridge and K&I Bridge to complete the Falls City Loop. For visitors arriving by car, a new Parkway links Jeffersonville, Clarksville, and New Albany with a meandering drive through the park. But access is not limited to land: visitors can paddle the Silver Creek Blueway 4.5 miles from a new access point at Blackiston Mill to the Ohio River. Nor is it just about transportation: every road and every path offers the joy of discovery and motion: from a 2.8 mile Infinity Loop, to greenways and canopy walks that stay open in a flood, to river paddling that changes day by day.

Text and Image: The OLIN Studio

HR&A Advisors, Inc.



Origin Park is a cultural destination.

Parks are among our greatest human achievements, melding nature and culture. But the best are not created from scratch: they gather and tell the stories embedded in the landscape. Origin Park's design celebrates the drama of the river, the quiet intrigue of the ecology, and the many layers of human history that have accumulated on this site. Canopy walks and treehouses elevate visitors to the treetops, while low boardwalks and blueways bring them close to the water and wildflowers below. Guests can wander along a meandering path through woodland and meadow to the dramatic views of the river bluff beyond. The Buffalo Trace Lawn evokes historic migration. And in the industrial meadows, twentieth-century earthworks and infrastructure co-exist with adaptive ecologies. Together, these places create a contemporary experience unlike anything else in the region.

Text and Image: The OLIN Studio

HR&A Advisors, Inc.



Capital investment in Origin Park is expected to be \$156M with a stabilized operational budget of \$2.75M per year.

Capital Spend Category	Construction Budget
Site Demolition	\$4,495,214
General Earthwork	\$11,455,812
Building & Structures	\$14,354,565
Pedestrian Ways	\$12,478,549
Roadways	\$4,603,214
Parking Areas	\$1,948,585
Bridges & Elevated Walkways	\$55,714,131
Park Features	\$4,908,766
Furnishings & Equipment	\$1,993,973
Marine	\$1,412,355
Landscaping	\$15,711,305
Utilities	\$2,228,191
Developers Misc. Costs	\$911,000
Professional Fees	\$12,637,000
City of Clarksville Road & Infrastructure Improvements	\$10,000,000
Silver Creek Blueway Improvements	\$700,000
TOTAL	\$155,552,660

Operating Spend Category	Stabilized Operational Budget
Staffing	\$1,500,000
Contract Serv.	\$250,000
Program Lines	\$350,000
Supplies/Equip	\$300,000
Ins./Risk Mgmt.	\$100,000
Cap Reserve Contribution	\$250,000
Total	\$2,750,000

ORIGIN PARK BENEFITS

Origin Park will produce three principal categories of benefit, each of which can be quantitatively estimated to support a public benefits narrative.

**“BRAND”
IMPACT**

1. **Attract and retain talent**
2. **Increase home value**

**ECONOMIC
IMPACT**

3. **Support a lifetime in Southern Indiana**
4. **Spur economic growth and create quality jobs**
5. **Increase visitation & tourism spending**

**EQUITY
IMPACT**

6. **Improve access and health outcomes for residents**

BRAND IMPACT

Origin Park will **strengthen
Southern Indiana as an
attractive and welcoming
place to live, work and play.**

Origin Park will help attract and retain talent, reducing “brain drain” by increasing regional vibrancy and improving quality of life in Southern Indiana.



Talent availability and quality are key factors in business expansions and relocations. Open space is a key factor in talent locational choice.

“Economic development organizations must evolve their value proposition to meet the most pressing concern of existing or potential businesses: **workforce quality**. Workforce quality is paramount to core economic development interests such as **business attraction, retention, and expansion**, and 95% of executives rate the availability of skilled labor as “very important” or “important” to their investment location decision.”

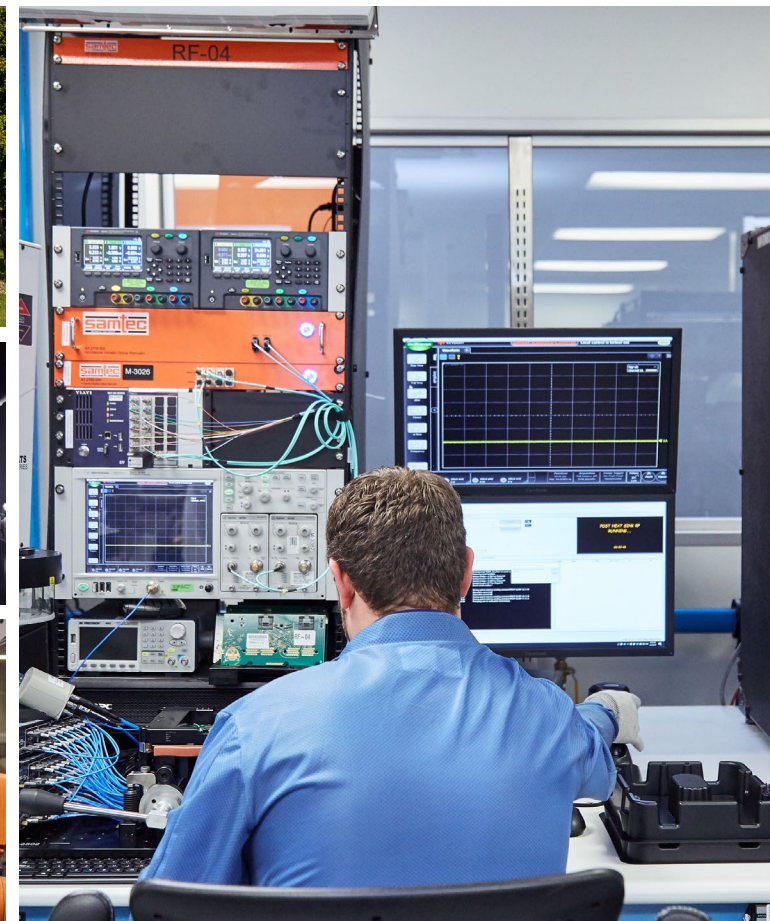
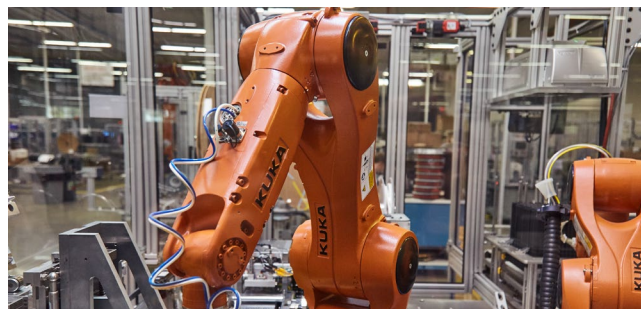
Parilla and Liu, “Talent-Driven Economic Development” (2019). Brookings.



Locally, top employers like Samtec recognize the importance of open space investments to competitively recruit and retain talent.

"As a global technology company, we are constantly recruiting top talent that is in high demand. It's not lost on us that our candidates have many options when it comes to careers, and often those options are in beautiful places. For us, improving the quality of place in Southern Indiana is paramount to recruiting and retaining our top players – Origin Park is a game changer for the region and for our business."

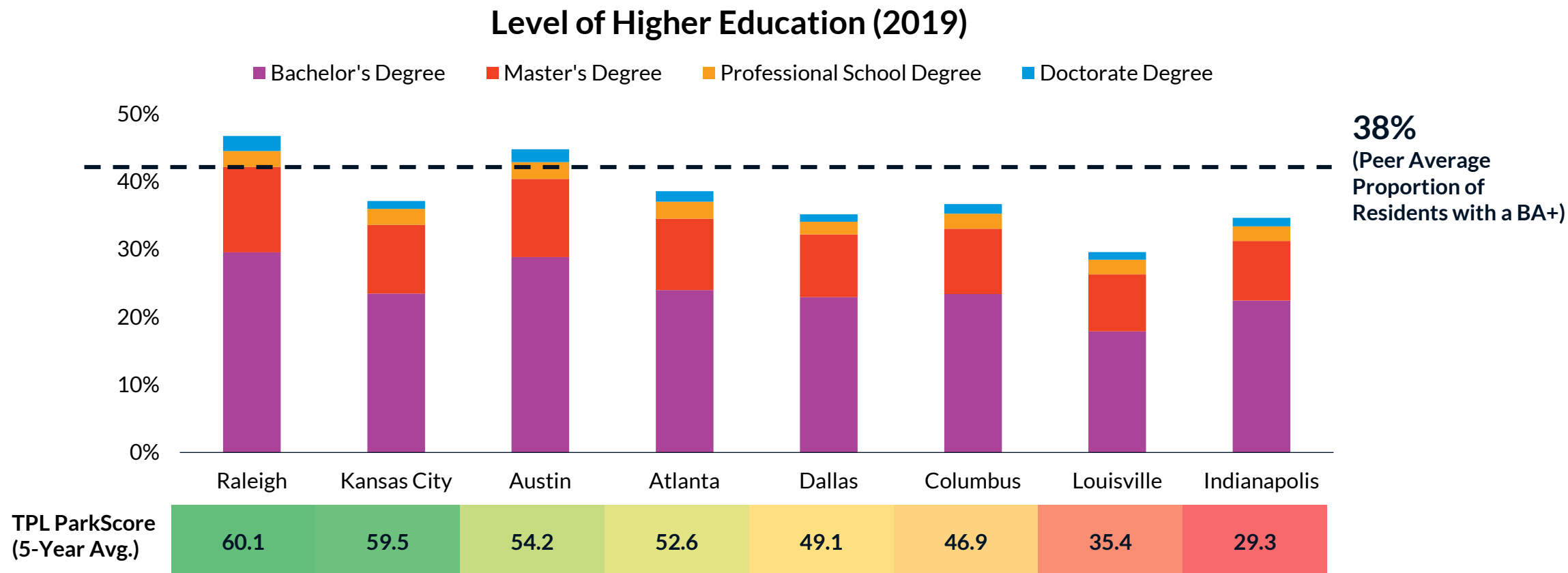
*John Shine, President and CEO
Samtec*



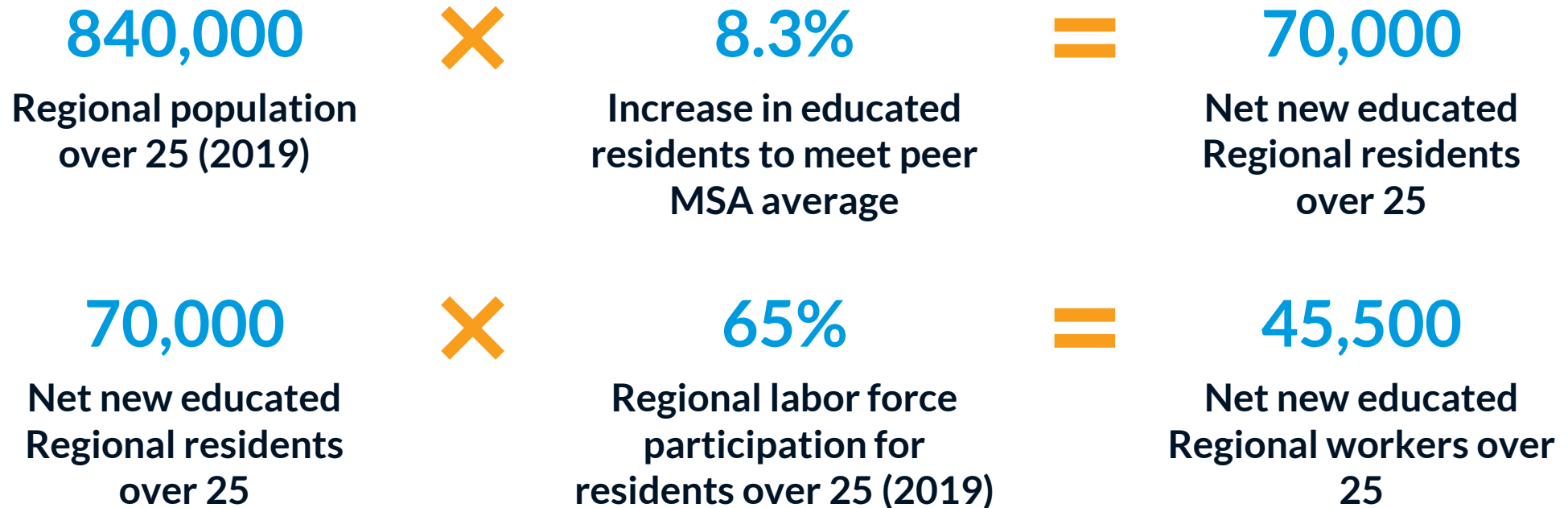
Talent retention and economic development are correlated with park investment.

		Raleigh	Kansas City	Austin	Atlanta	Dallas	Columbus	Louisville	Indianapolis
Park Quality	TPL Park Score (5-Year Average)	60.1	59.5	54.2	52.6	49.1	46.9	35.4	29.3
Economic Performance	5 Year Growth in Share of Workers Under 29 (2013-2018)	5.9%	3.5%	1.6%	8.6%	3.9%	1.2%	2.5%	2.5%
	Median Household Income	\$76,000	\$67,000	\$77,000	\$68,000	\$70,000	\$65,000	\$59,000	\$62,000
	Unemployment Rate	4.2%	3.9%	4.2%	5.2%	4.4%	4.5%	5.0%	4.8%
	5 Year Job Growth (2013-2018)	20.7%	12.3%	26.5%	16.6%	16.7%	10.7%	10.3%	11.4%

Regions that attract and retain educated workers have better park systems.



Matching the attraction and retention successes of peer regions would add 45,500 net new educated workers to the regional economy.



45,500 net new educated workers is equivalent to roughly \$2.4B - \$2.6B in regional earnings.



Workers with degrees earn between
**30% - 60% higher than the
regional median earnings**

45,500
net new
workers

\$2.4B - \$2.9B

Total Regional earnings

Median earnings in the MSA (2019): \$40K

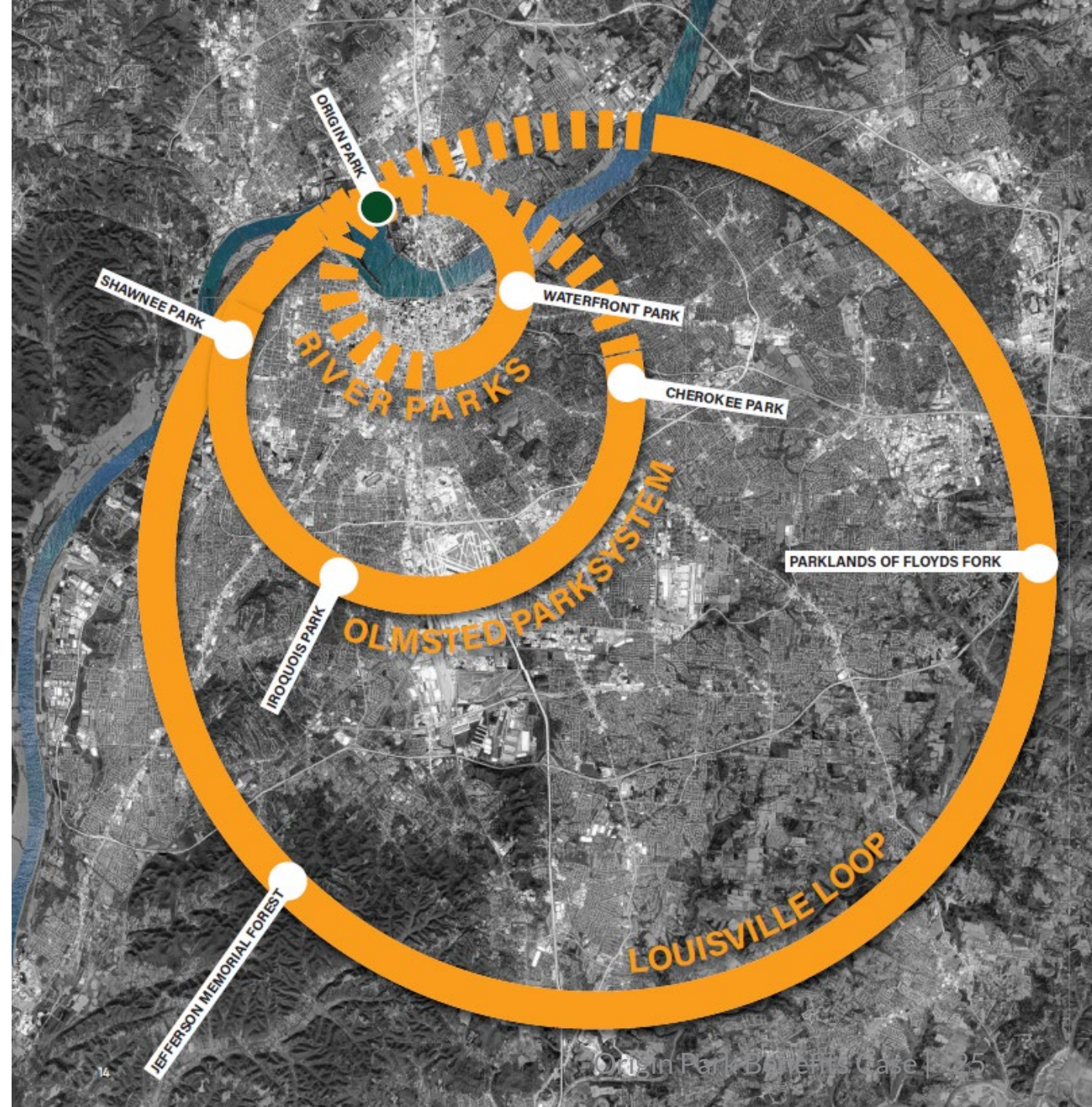
Median earnings in the MSA with a bachelor's degree: \$52K

Median earnings in the MSA with a graduate or professional degree: \$64K

Building out and maintaining the region's park and greenway system, along with investment in other regional infrastructure, is a plausible strategy for attracting and retaining the talent peer cities attract and retain.

Image: The OLIN Studio

HR&A Advisors, Inc.



Origin Park could meaningfully contribute to that strategy; the benefit would primarily accrue to the Southern Indiana communities in the Region.

If the park attracted/retained 2,750-4,550 new educated workers*, it could create:

\$3.0M - \$6.1M

Net new spending in restaurants,
food and dining
(~ 2-5 new restaurants)



Mesa Collaborative Kitchen, New Albany

\$4.6M - \$9.1M

Net new spending in grocery and
specialty food stores
(1-2 new shops)



Kroger Grocery, Clarksville

\$13.7M - \$27.3M

Net new spending in dry retail and
merchandise
(10 to 20 new small businesses)



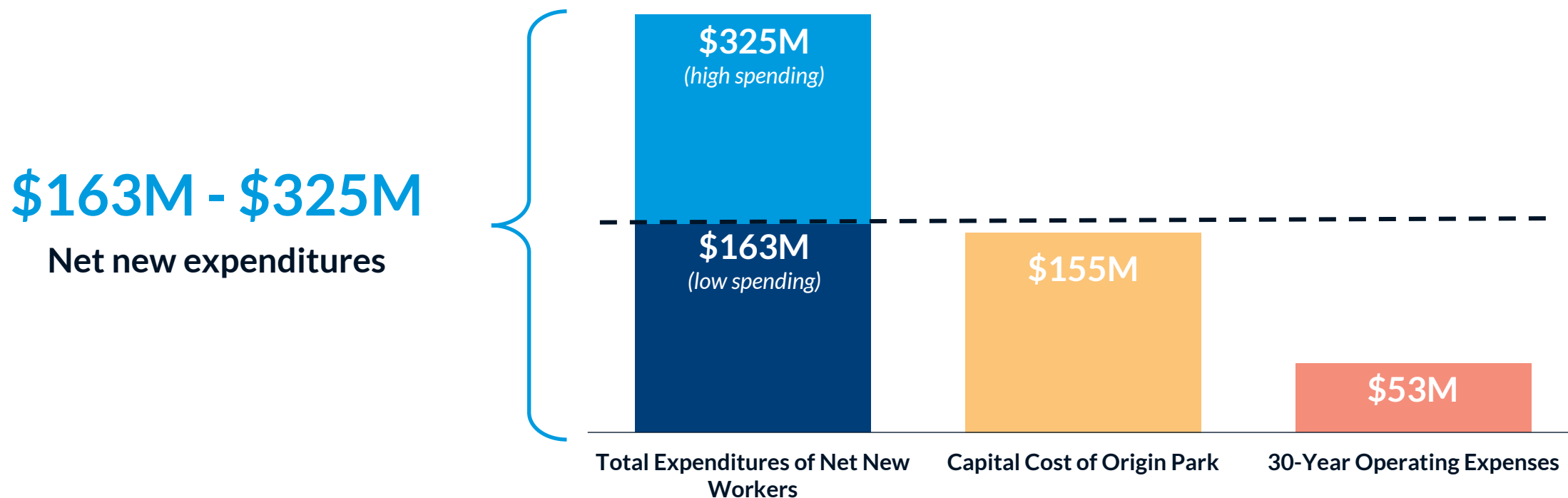
Madhouse, New Albany

Source: ESRI Business Analyst (2020)

*Assumes Park conservatively accounts for 5-10% of retained talent in Region.

The annual spending impact of attracted talent will repay the initial cost of building Origin Park and the cost of maintaining it for a generation.

If the park attracted/retained 2,750-4,550 new educated workers, it could create:



Average annual total expenditures per person in the MSA: \$71,500

Includes all household expenditures, including housing, food, health care, transportation, etc. (Esri 2020)

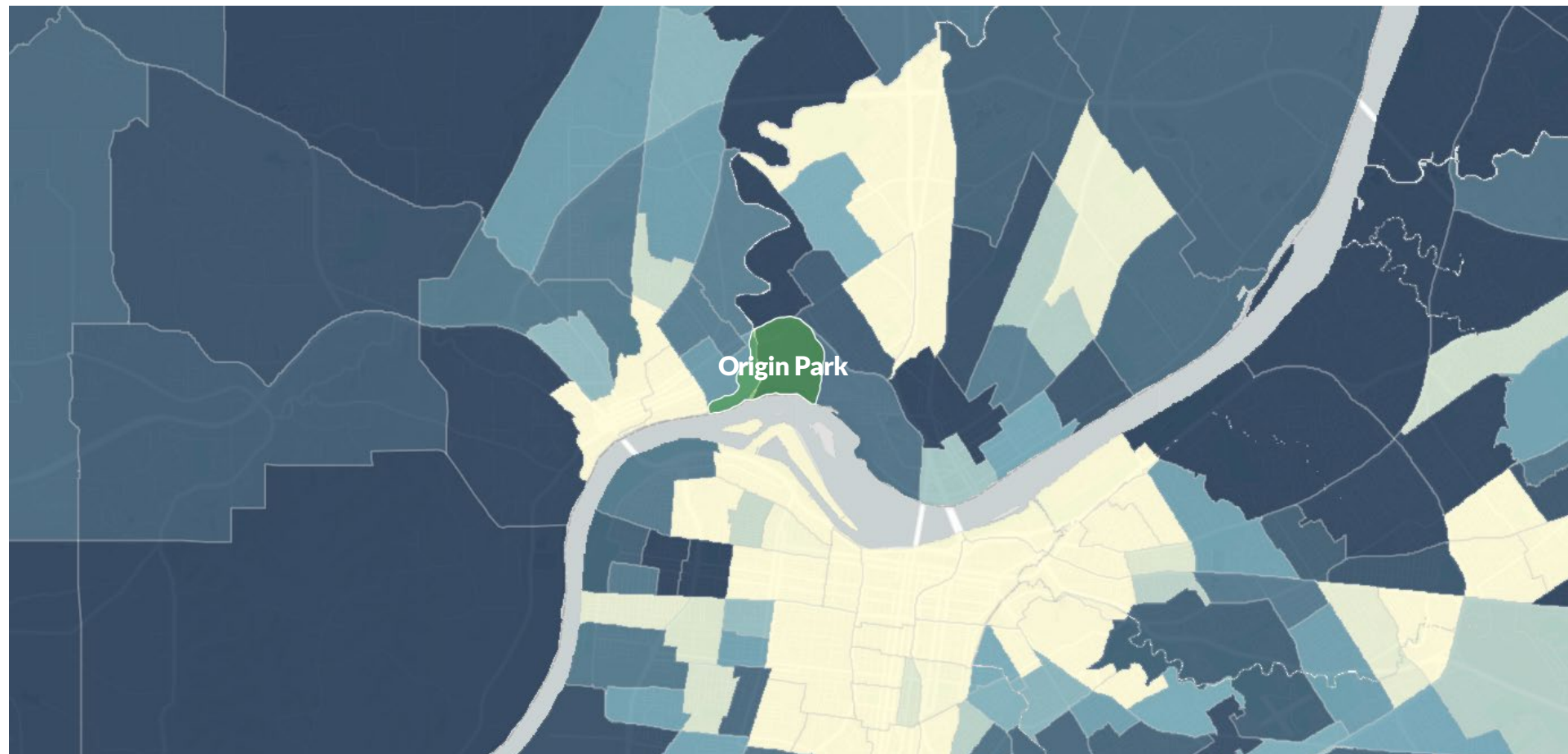
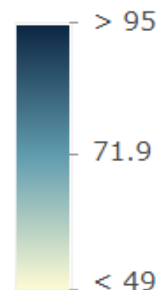
NPV of operating expenses assumes 2% annual inflation and 5% cost of capital

As has historically been the case, these new, educated workers will become tax-paying homeowners.

ACS Housing Tenure by Education Variables - Boundaries - Tract



Homeownership Rate among Households with a Householder who holds a bachelor's degree or higher



By improving talent attraction and retention, Origin Park will support regional economic development and marketing the region as an employment hub.

“Origin Park is not only a game changer for the fabric of our community, it’s also the kind of quality of place asset required to attract the most discerning of employers to our community in today’s globally connected and competitive world of economic development. This park will be at the top of my list of community assets that we market when meeting with multinational companies.”

*Devin Hillsdon-Smith, Deputy Director
River Ridge Development Authority*



Origin Park builds on the Indiana GPS statewide effort to support young talent retention and business development in “advanced industries.”

Indiana’s population is both declining and aging. However, recent research shows that “Indiana is in a unique position to choose its demographic future” by growing advanced industries and focusing on retention of young talent.

“Policymakers should focus on directly improving the lives of Hoosiers today, with a side benefit of attracting migrants. Where locals live well, outsiders tend to move in.”

Indiana GPS Project; American Enterprise Institute (2020)

Time to Choose

INDIANA’S DECADE TO DECIDE
ITS DEMOGRAPHIC FUTURE

Lyman Stone

Indiana is in a unique position to choose its demographic future. For most states in most times, their demographic future is fairly locked in: Declines are too deep-seated to reverse, or increases are so baked into the population structure that no mismanagement could prevent growth. As shown below in various population models, Indiana’s case is different. Whether Indiana’s next 50 years will feature demographic decline or continued growth depends on fairly modest differences in demographic fundamentals, differences that may be amenable to policy action.

Policymakers in Indiana have about five—and no more than 10—years remaining to decide their demographic future. Action now can make Indiana a hub of growth in a midwestern region where every other state faces inescapable decline. Delay or inaction amounts to a forfeiture of Indiana’s centuries-long legacy of stable growth.¹

Indiana’s Population History

Before discussing the future, it is necessary to review Indiana’s demographic past. Indiana’s historic population growth has been extremely steady, far more so than many of its regional peers and neighbors, which have all seen more extreme boom-bust cycles in their economic growth (Figure 1).

At different times, this population growth has come from different sources. For example, before 1850, Indiana received a considerable amount of migration, international and domestic, as its open lands received their first wave of settlers. Estimating the exact patterns of this migration is difficult because Indiana did not have any formal vital statistics registry in those early years and because the US Decennial Census did not add detailed questions about migration and family structure until the 1850 Census. However, from limited available data on population growth in Indiana and other states, domestic migration was likely quite high and positive, as was international migration.

But starting in 1850, detailed estimates of births, deaths, and migration in and out of Indiana are possible. By the 1850s, Indiana’s settlement period was over, and it had net negative domestic migration. Hoosiers were moving west well before the Civil War, and indeed, Indiana had negative net migration for nearly a century (Figure 2).

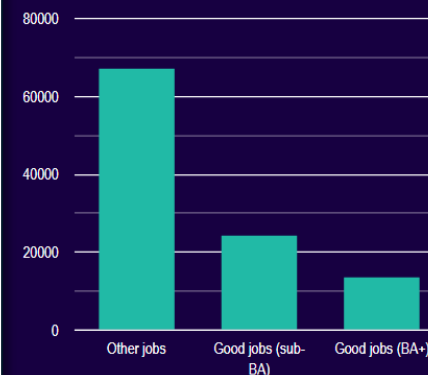
Death rates in those days were also high, with over one in 50 Hoosiers dying each year. And during the Civil War, thousands or tens of thousands more Hoosiers were killed in combat or because of new hardships on the home front.

But despite these casualties, disease, and the pull of the open West, Indiana grew. While mortality was indeed high, births were even higher. In fact,

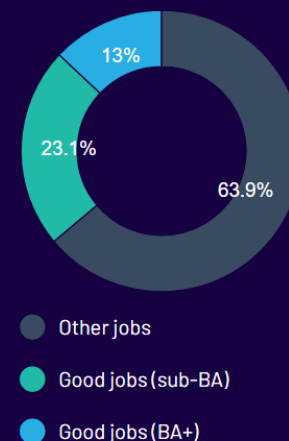
Southern Indiana Dashboard

In this region, as elsewhere in Indiana, the economy as a whole is providing too few good jobs, especially for sub-BA workers

Employment by job type Southern Indiana, 2013-2017

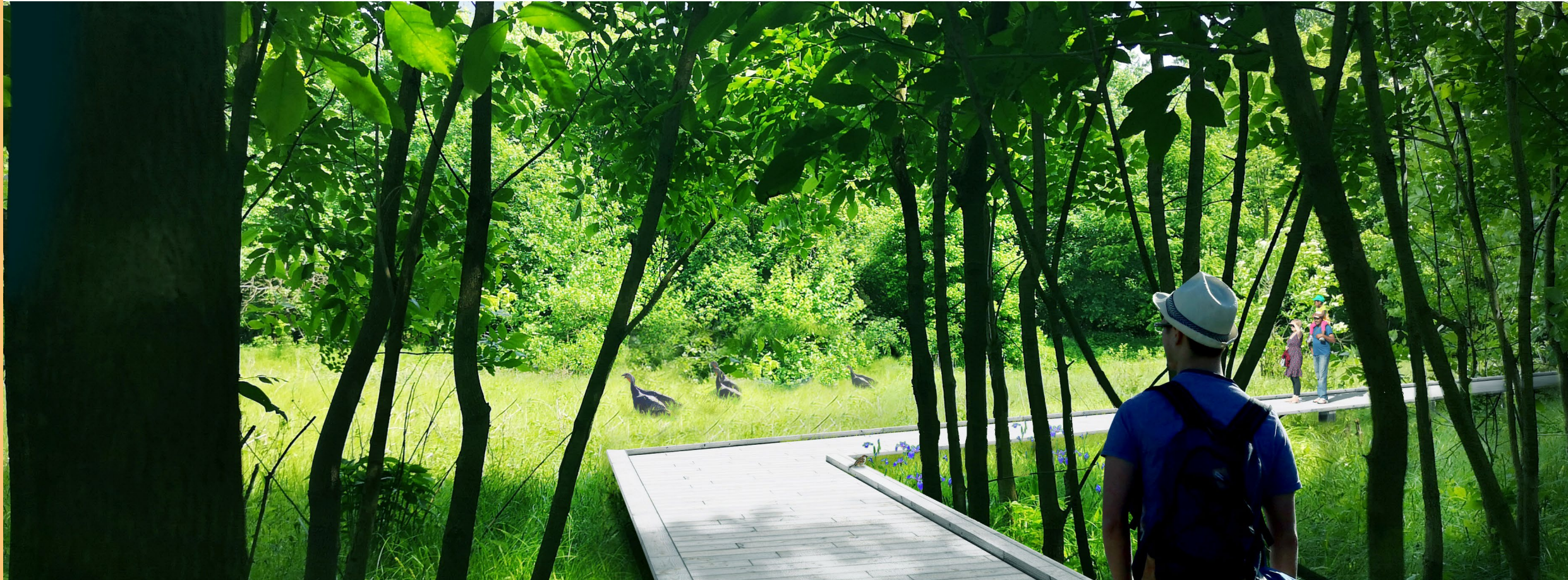


Share of Employment Southern Indiana, 2013-2017



The Path for **Growth** and **Prosperity** in our State

Origin Park will support wealth creation for new and existing residents through increases in home values.



Investment and reinvestment in parks has been shown to increase home values by 5-25% in residential neighborhoods.



~5% premium, condo resale prices compared to the city over 8 years)



~12% premium, home value compared to nearby over 2 years



~13% potential premium above baseline growth, following investment in West End Park



~25% premium, home prices compared to the city over 3 years

In established neighborhoods protected by zoning, neighborhood plans, and/or effective community advocates, the Park Premium is mostly due to increases in value of existing properties, not new development.

Source: HR&A analysis

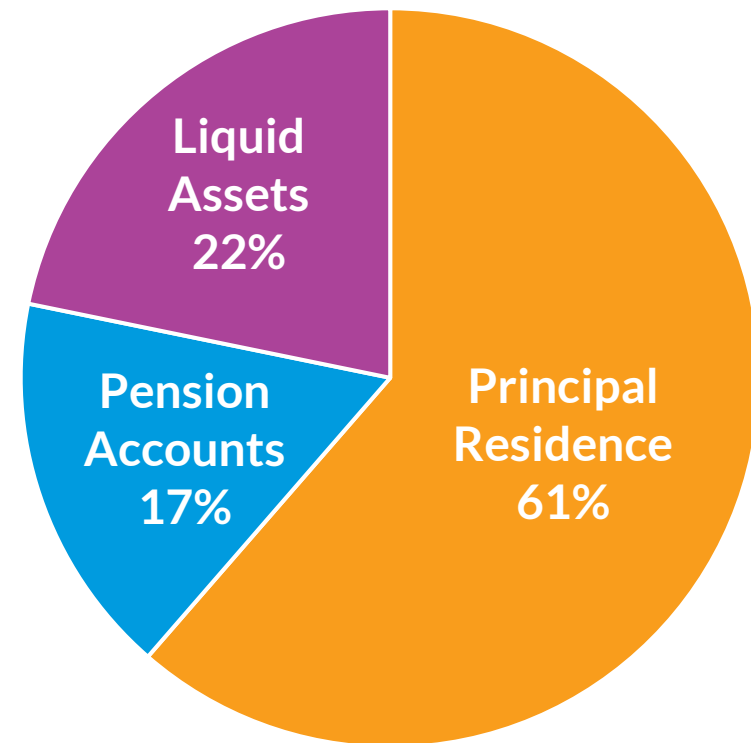
HR&A Advisors, Inc.

Home value is the main source of wealth for most middle-class households.

“In 2019, housing wealth represented, on average, nearly 75 percent of the total assets of the lowest-income households. For households in the middle of the income distribution, housing wealth represented between 50 and 65 percent of total assets.”

Kushi 2020, via 2019 Survey of Consumer Finances

Composition of National Middle-Class Wealth by % of Gross Assets



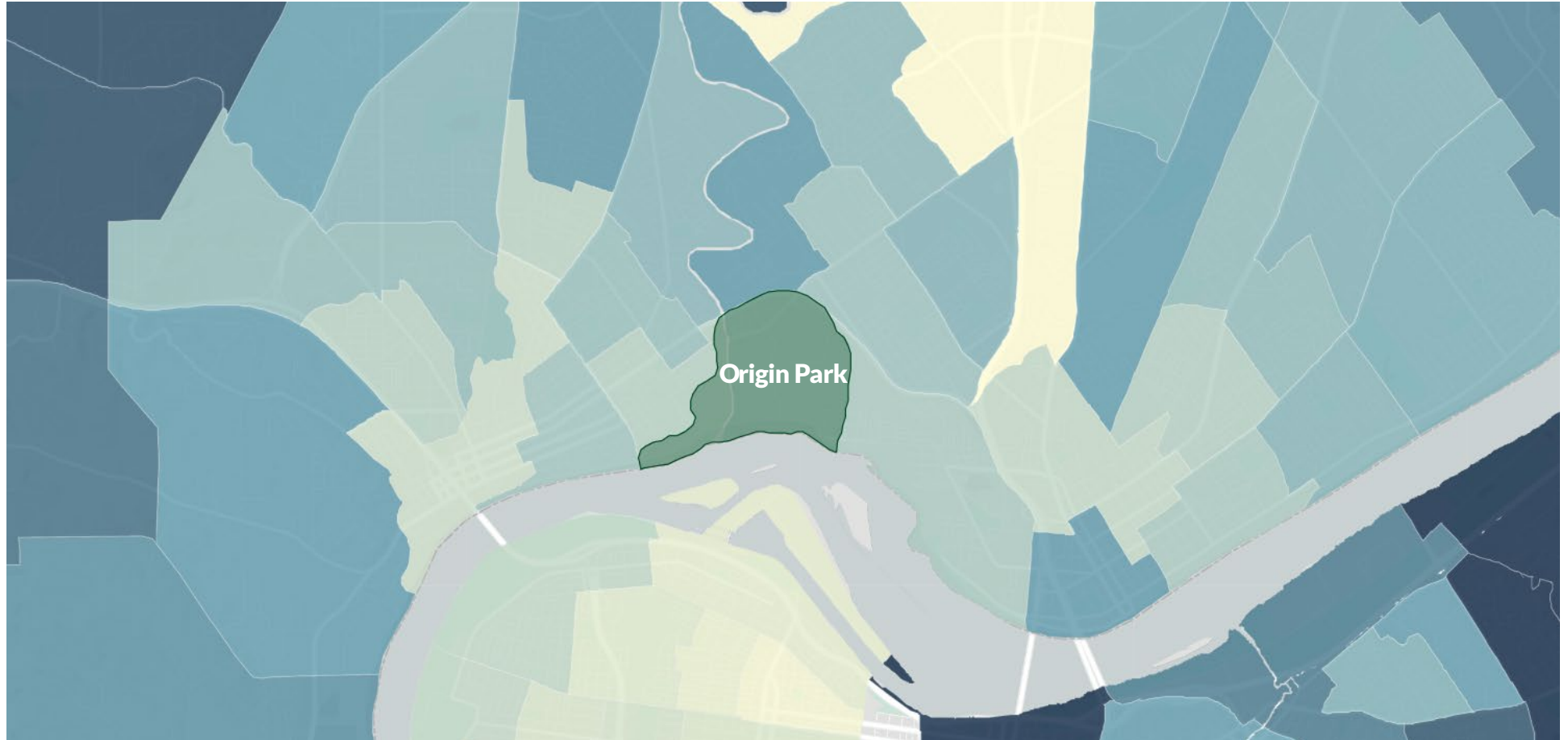
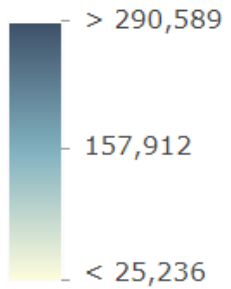
Source: Kushi, “Homeownership Remains Strongly Linked to Wealth Building” (2020); Wolff, “Deconstructing Household Wealth Trends in the United States” (2017)

Homes in the neighborhoods surrounding Origin Park currently have moderate value.

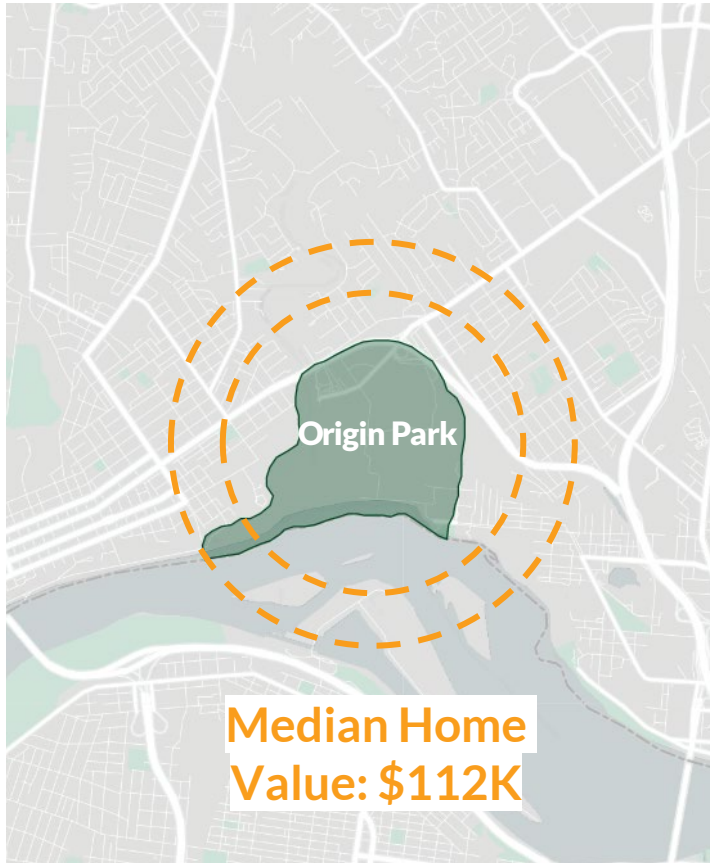
ACS Population and
Housing Basics -
Boundaries - Tract



Median Home Value (for
Owner-Occupied Housing
Units)



Based on current median home values, investment in Origin Park could increase the wealth of homeowners by \$5,600 - \$11,200 per household.



5% to 25%

Real estate premium from
park adjacency in peer
investments



\$5,600 to \$11,200

New value created for
homeowners within 0.25 – 0.5
miles of Origin Park

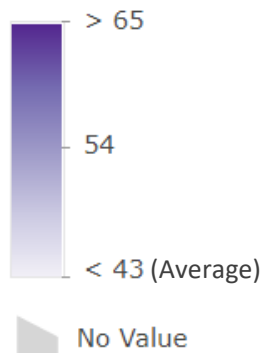


Source: ESRI Business Analyst (2021)

With the right public policies in place with respect to property tax increases, Origin Park neighbors are unlikely to be displaced by increasing home values. Existing renters generally have below-average cost burden.

ACS Housing Costs
Variables - Boundaries -
Tract

Percent of Renter
Households for whom
Gross Rent (Contract Rent
Plus Tenant-Paid Utilities)
is 30.0 Percent or More of
Household Income



Note: Property value increases can decrease affordability for homeowners and increase the potential with displacement. With the right public policies in place to help mitigate these tax burdens, displacement may not be a risk.

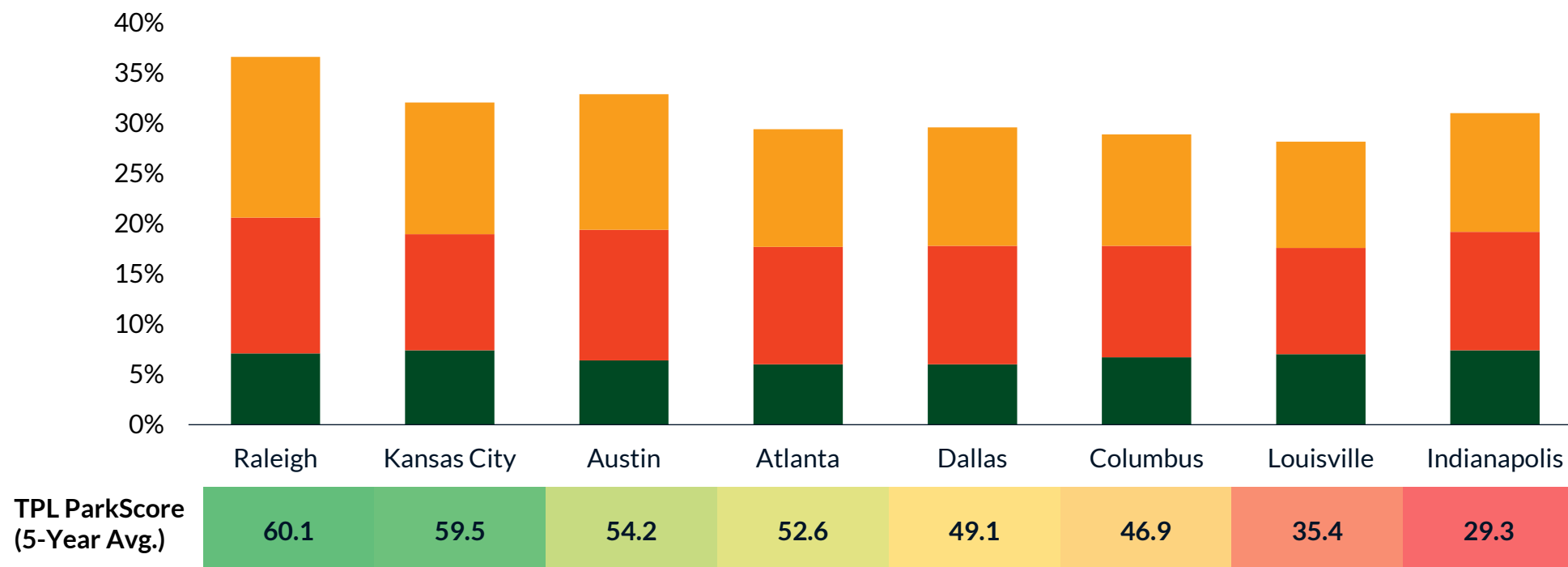
Origin Park will make Southern Indiana a more appealing place for young families to move to and stay.



Regions with high rates of young homeownership have better park systems.

MSA Level of Young Homeowners (2019)

■ Age 25 To 34 (%) ■ Age 35 To 44 (%) ■ Age 45 to 54 (%)



Not all parks are created equal; Origin Park will help draw young families to Southern Indiana by providing free, excellent recreational space.

“I believe this is so wonderful to afford Metro Lou and Southern Indiana to have access to **one of the most amazing park projects in the mid west if not the country.** Connecting the surrounding cities with a path or natural unity could not be more needed than after this challenging year.”

*Joe Phillips
Pints&Union/Common Haus Jeffersonville*

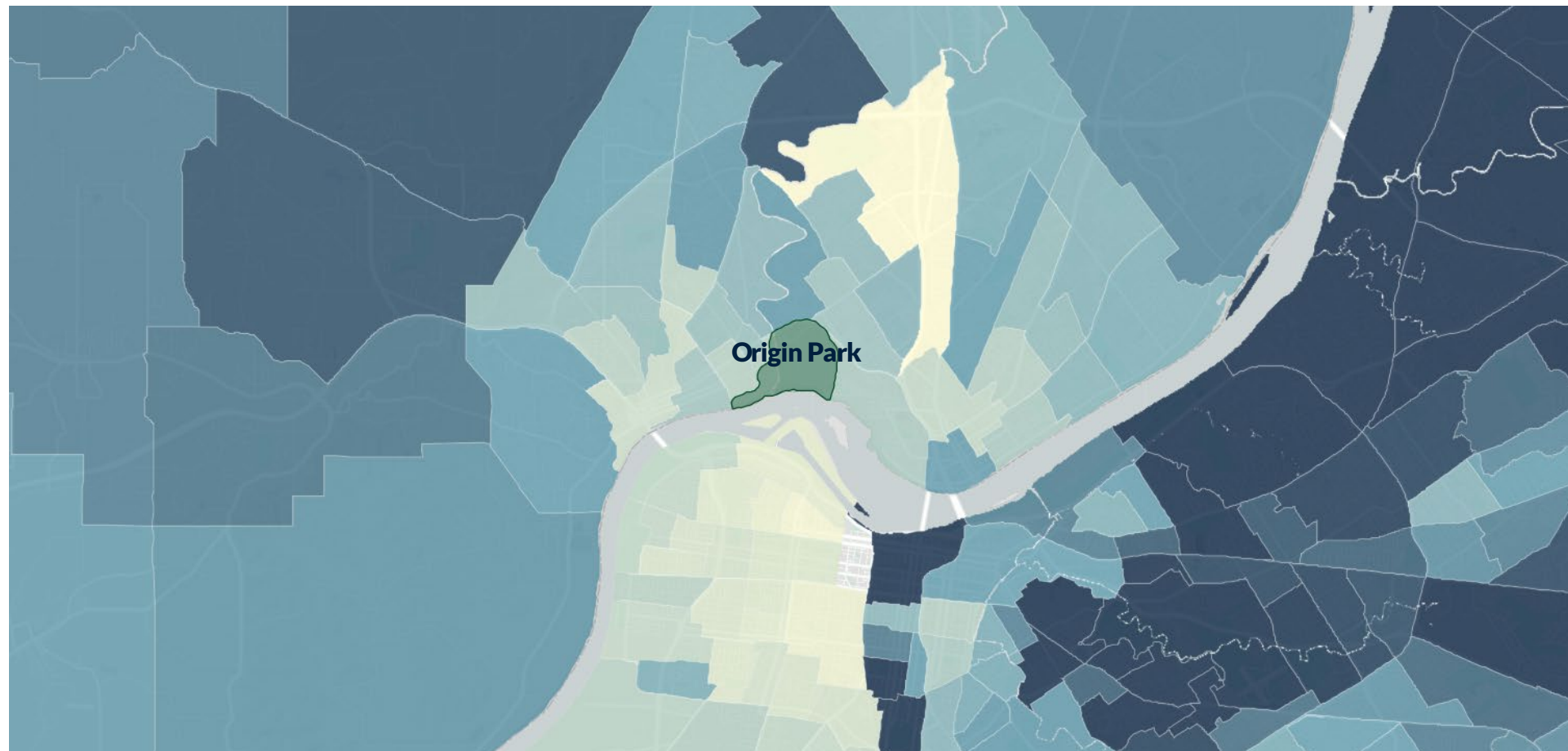
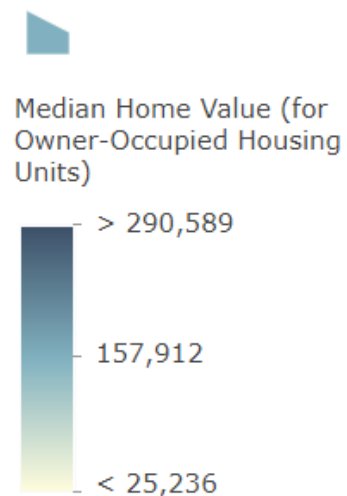


Image Source: The OLIN Studio

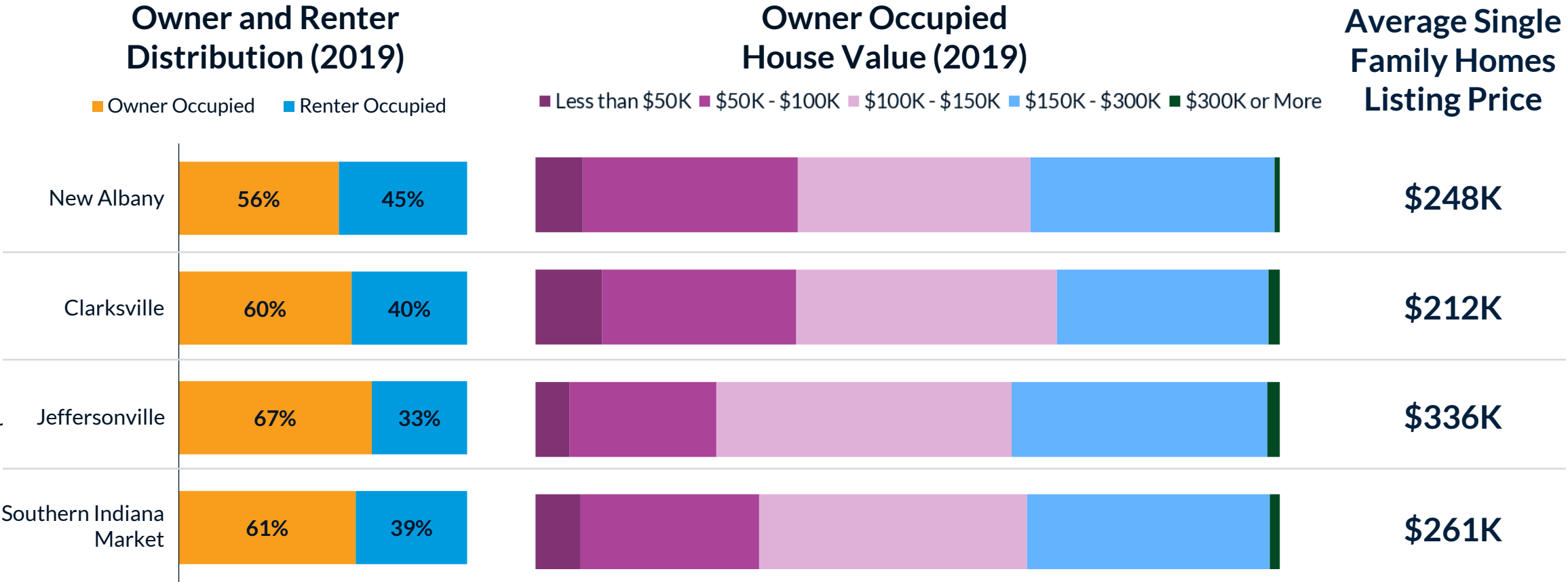
HR&A Advisors, Inc.

Origin Park will serve areas with the most affordable housing in the Region, meaning young homeowners can afford to raise their family near a world class amenity.

ACS Population and
Housing Basics -
Boundaries - Tract



The diverse housing market of Southern Indiana supports homeowners and future homeowners at a variety of price points.



Source: U.S. Census ACS 5Year (2019); Zillow Single Family For Sale (May 2019)

Origin Park will amplify Southern Indiana's high quality of life by connecting parks and open space to the walkable downtowns.

“Even if you have the homes, you need the services and amenities that support family living. You design the public realm for kids and families, because that means it will work for everyone. You have to think about all age groups: the parents with their strollers, young kids and their need for playgrounds, and then teenagers.”

Brent Toderian

Retired Chief Planner of Vancouver

Clarksville



Jeffersonville



New Albany



Source: Interview between Brent Toderian and David Roberts, [Vox News](#) (2018).

ECONOMIC IMPACT

Origin Park will **boost visitation of Southern Indiana by Regional and national residents, thereby catalyzing economic growth and creating jobs.**

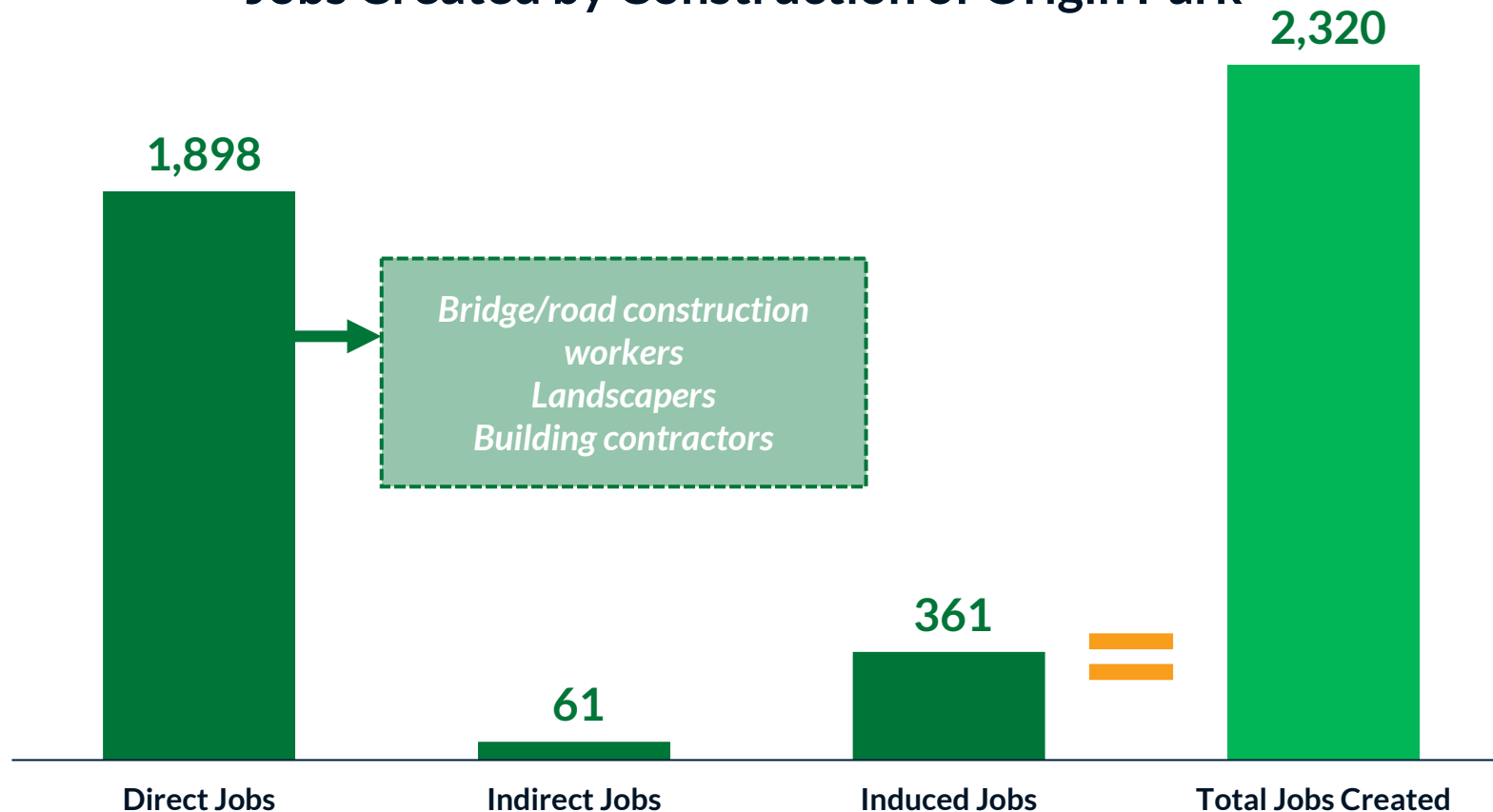
Construction and operation of Origin Park will create jobs in Southern Indiana and elsewhere in the MSA.





Construction of Origin Park will create 2,300 jobs and create \$189M in economic output in the Clark and Floyd counties.

Jobs Created by Construction of Origin Park



\$57,400

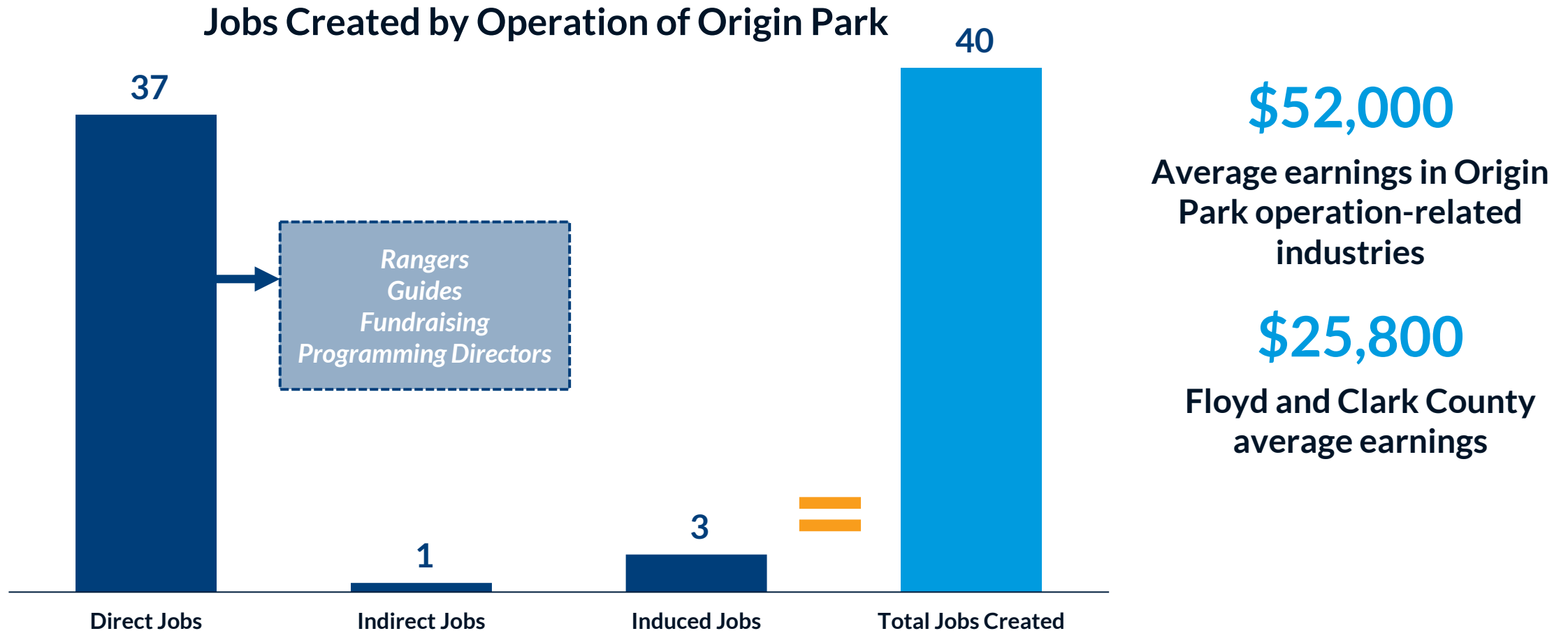
Average earnings in Origin Park construction-related industries

\$25,800

Floyd and Clark County average earnings



Origin Park operations will create 40 permanent jobs, spurring \$3M in economic output in Floyd and Clark County.



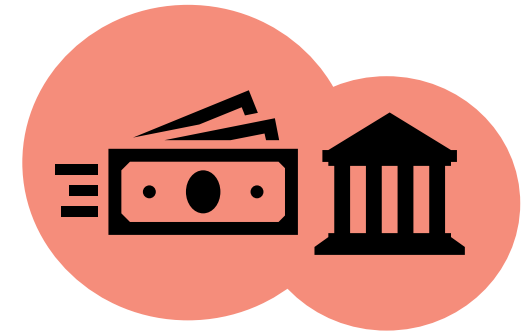
In addition to the direct and indirect impacts of construction and operations at Origin Park, visitation to the park will have an economic impact in Southern Indiana.



Visitors to Origin Park will now spend more time in Clarksville, New Albany, and Jeffersonville



Visitors will spend money at restaurants, retail businesses, and hotels



Increased local spending will bring fiscal and economic revenue to the surrounding communities

EQUITY IMPACT

Origin Park will **foster a culture of physical activity, recreation, and open space appreciation, improving health and wellness outcomes for all.**

Equitable access to parks is key to improved health in high-need communities.

Origin Park will catalyze a culture of health in New Albany, Clarksville, Jeffersonville and Louisville.

Health-Promoting Park Infrastructure



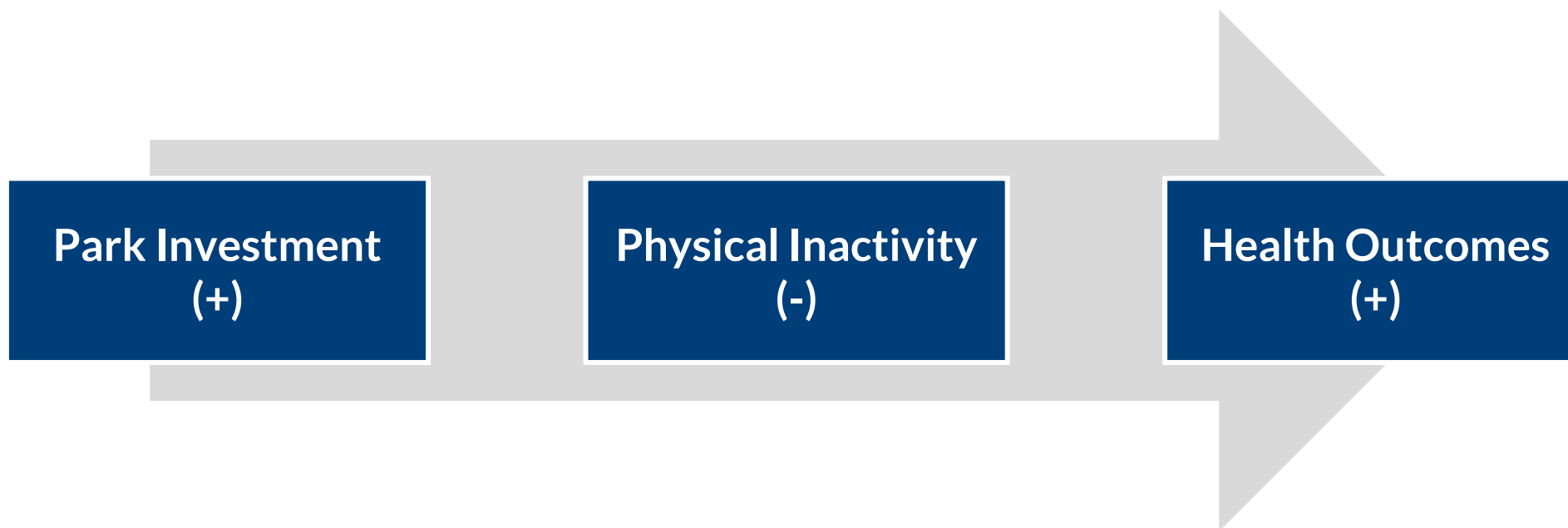
Source: Prevention Institute, a Health Equity national nonprofit organization.

Origin Park will provide improved park access from the downtowns of Southern Indiana while providing additional draw from Louisville.



Health outcomes are correlated with park access and borne out in terms of physical activity.

“The negative correlation indicated that higher TPL ParkScores (collective contribution of park access, park acreage, and investment) are associated with smaller proportions of the population having no physical activity and a smaller proportion of the population reporting they felt physically unwell.”

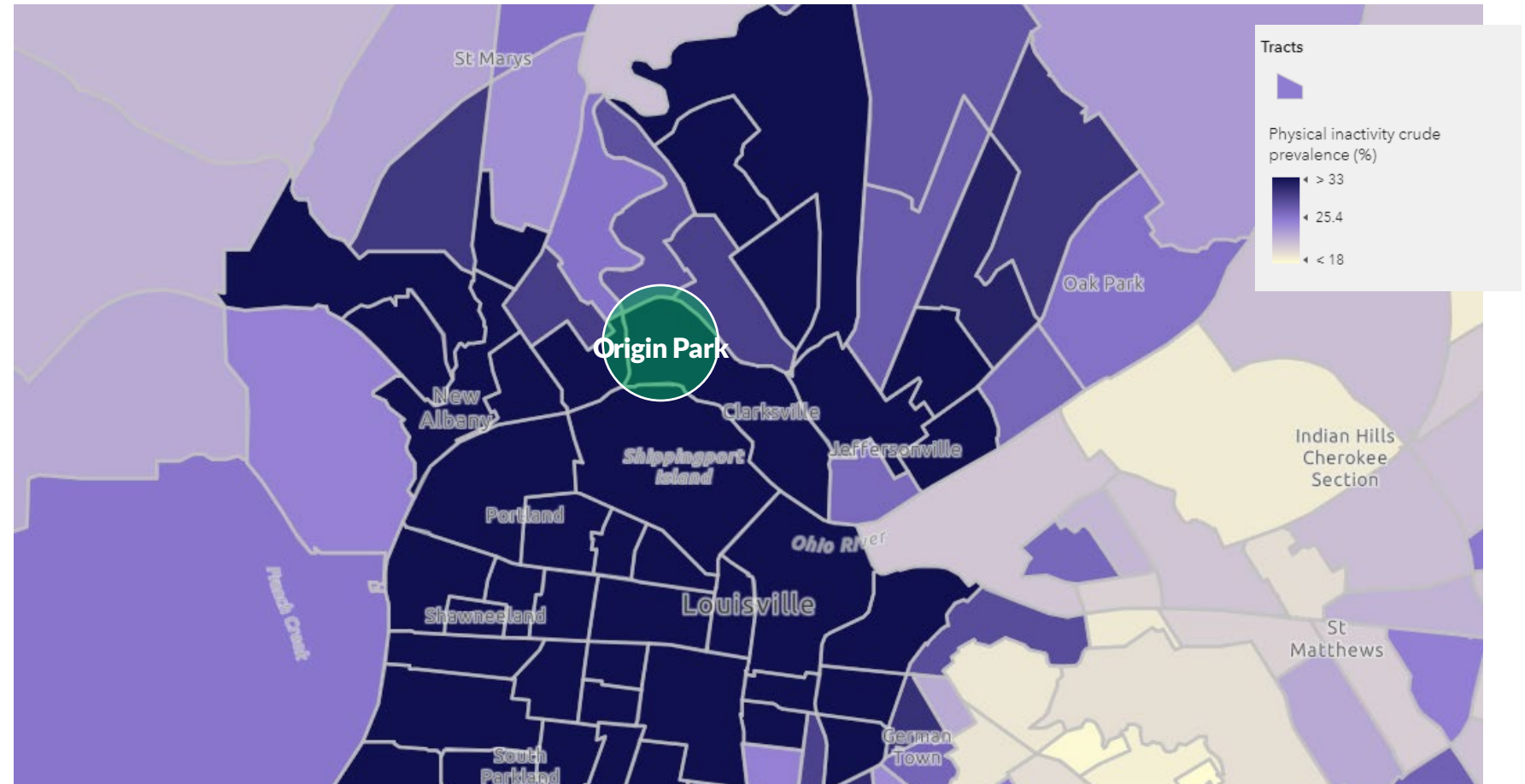


Source: *Assessing the Relationship Between a Composite Score of Urban Park Quality and Health*. Mullenback, Mowen, Bake (2018)

All communities surrounding the park have physical inactivity rates above 30%, above the national average of 25%.

PHYSICAL INACTIVITY

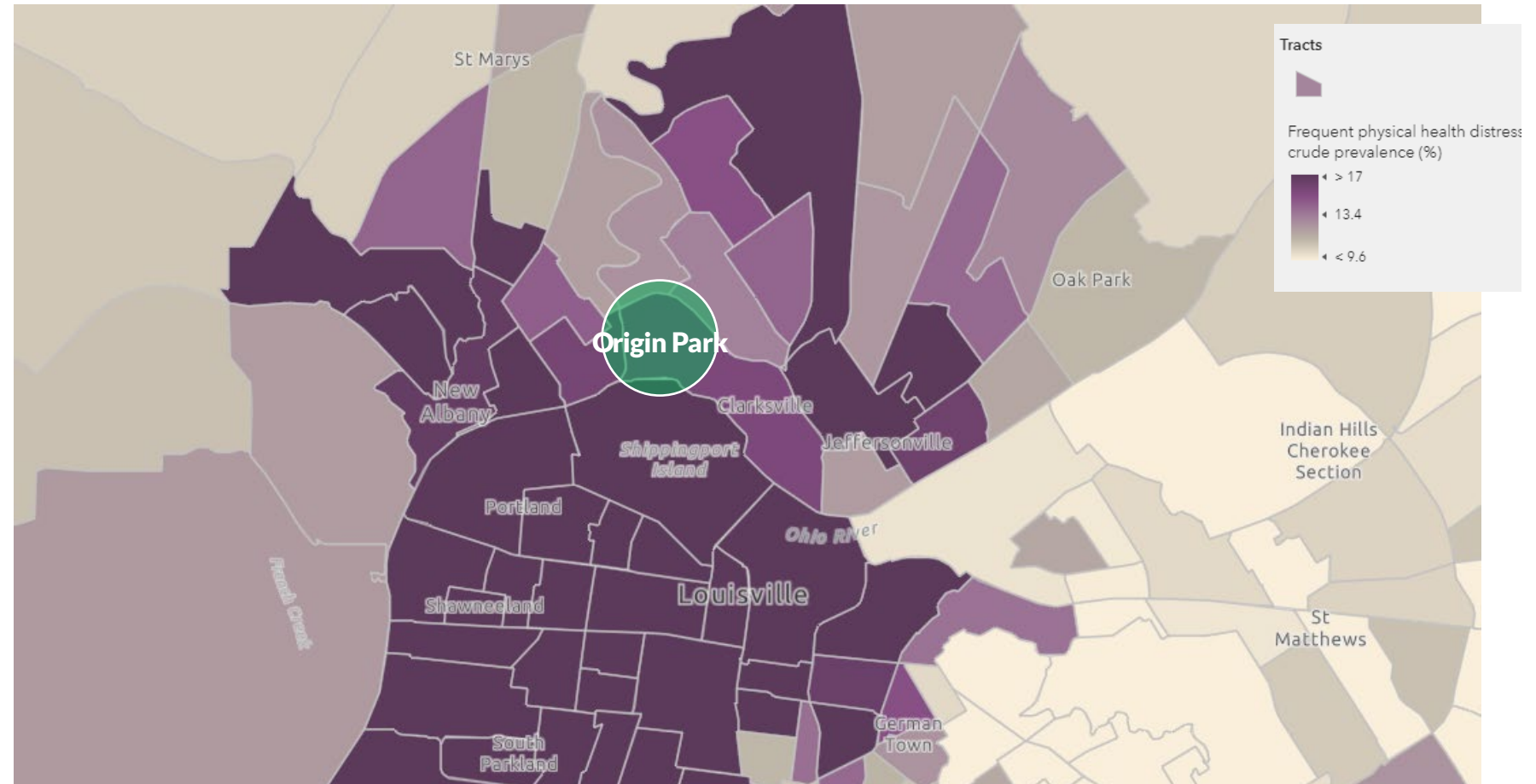
Respondents who answered “no” to the question: “During the past month, other than your regular job, did you participate in any physical activities or exercises such as running, golf, gardening, or walking for exercise?”



All communities surrounding the park - particularly Clarksville, New Albany, and Louisville - have poor physical health, above the national average of 13%.

PHYSICAL HEALTH

Respondents aged ≥ 18 years who report 14 or more days during the past 30 days during which their physical health was not good.



Peer cities with better composite Park Scores tend to have lower physical inactivity rates, which is a factor leading to better physical health.

		Austin	Raleigh	Omaha	Atlanta	Columbus	Greensboro	Dallas	Nashville	Tulsa	Louisville
Health Metrics	Physical Inactivity(%)	19	19	24	23	25	24	29	29	28	34
	Poor Physical Health (%)	9.6	9.9	11	11.1	11.7	12.1	13.2	13.4	14.6	16
Park Quality	ParkScore	52	59	56	50	50	42	50	38	50	36

Source: CDC’s PLACES: Local Data for Better Health; TPL ParkScore

Communities near parks tend to visit more often and tend to engage in more physical activity.

“Beyond traditional focus on structured exercise, public health researchers have embraced the idea of ‘active living’ which is a way of life that integrates physical activity into daily routines [such as walking to the store or biking to work].”

“The number and total area of parks within a 0.6-mile radius of residents’ homes were significant predictors of physical activity that occurred in the parks.”

Source: Association of Parkland Proximity with Neighborhood and Park-based physical Activity. Kaczynski et al. (2009)

Origin Park will support a culture of healthy behavior, leading to healthier communities and a more productive workforce.

The indirect costs of poor health including absenteeism, disability, or reduced work output may be several times higher than direct medical costs borne by an employer.

\$1,685

per employee per year

The cost to U.S. employers of productivity losses related to personal and family health problems.

56%

more missed workdays

Overweight and obese men miss approximately 2 more workdays per year than ‘normal-weight’ men.

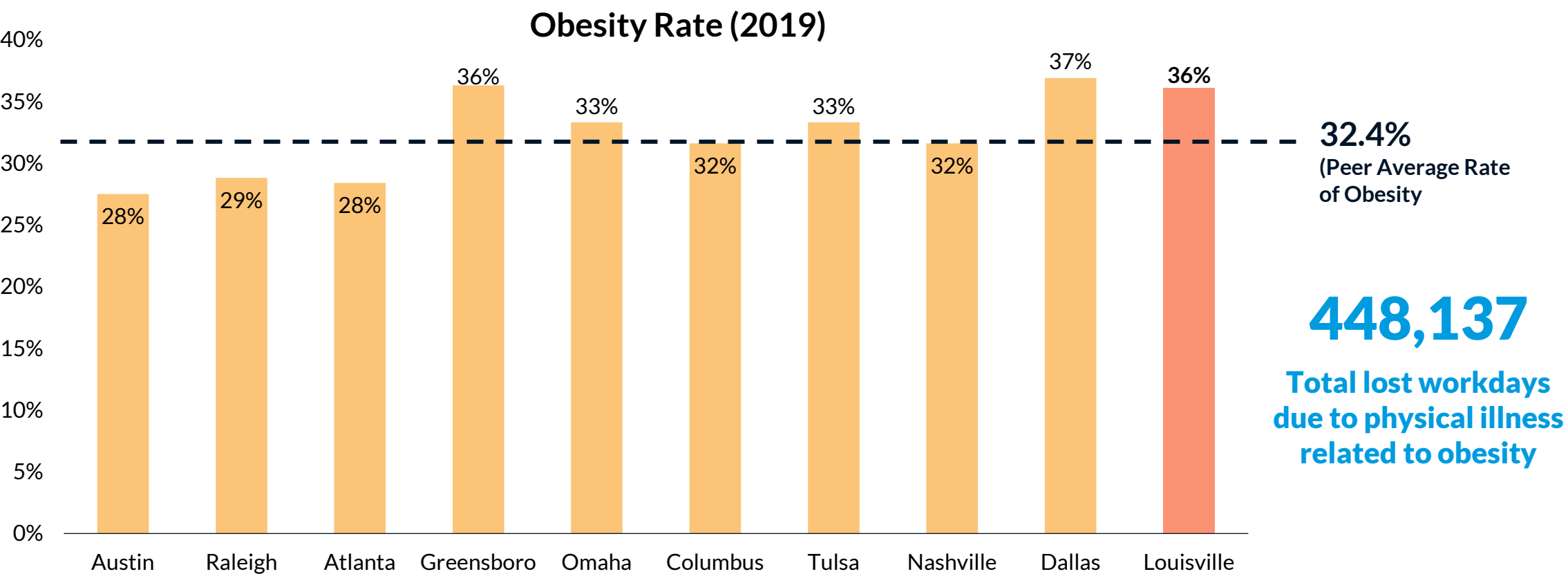
15% - 35%

more missed workdays

Overweight women miss .5 more days and obese women miss 1.8 more days per year than ‘normal-weight’ women.

Source: [CDC Workplace Health Promotion](#)

The MSA region has an obesity rate 3.6% greater than the peer city average of 32.4%.



Source: CDC Workplace Health Promotion, Social Explorer American Community Survey

Reducing the MSA region’s obesity rate to match the peer city average of 32.4% could reduce lost workdays by almost 45,000 days.



Source: CDC Workplace Health Promotion, Social Explorer American Community Survey

Origin Park could meaningfully contribute to that strategy; if the Park accounted for 5-10% of this reduction in obesity, the Region could regain 2,200 - 4,500 days of lost work.



2,200 – 4,500
 Regained workdays
 due to increased
 regional health
 outcomes

COVID 19 has amplified the essential nature of parks and recreation for community wellbeing and mental health.

83%

Adults agree that during the COVID-19 pandemic, visiting local parks, trails, and open space is essential for their physical and mental wellbeing.



Millennials and Gen Z-ers are more likely than Baby Boomers to say physical activity at their local parks is essential to maintain their mental and physical health.

200%

Nationwide increase in trail usage since the start of the COVID-19 pandemic.

471%

Increase in bicycling along Kelly Drive trail in Philadelphia since start of pandemic.



Parents are more likely than nonparents to think parks are very or extremely essential.

3 out of 5

Adults say that access to park amenities are very or extremely essential to their mental and physical health.

Sources: TPL: "Parks and the Pandemic, National Recreation and Park Association COVID-19 Survey"

Beyond the quantifiable benefits, Origin Park will provide a sense of joy and comfort that is invaluable to any community.

“2020 was a difficult year for the world, but especially here. We had not only a pandemic and a divisive public election, but we were at the center of a racial reckoning after the killing of Breonna Taylor. Our parks were places where people could escape from the endless news cycle and the latest COVID-19 numbers. People craved a place and a space to simply exhale and be surrounded by nature. **The power of nature to make us feel small, to let us know that life will go on was desperately needed.**”

*Layla George, Executive Director
Olmsted Parks Conservancy*

“We have seen through the pandemic that **our park is more than an amenity, it plays an essential role in the health and well-being of our community.** The park provided a safe place for people to come together individually or in small groups and still feel a **sense of community during the pandemic.**”

*Deborah Bilitski, President/Executive Director
Waterfront Development Corporation*



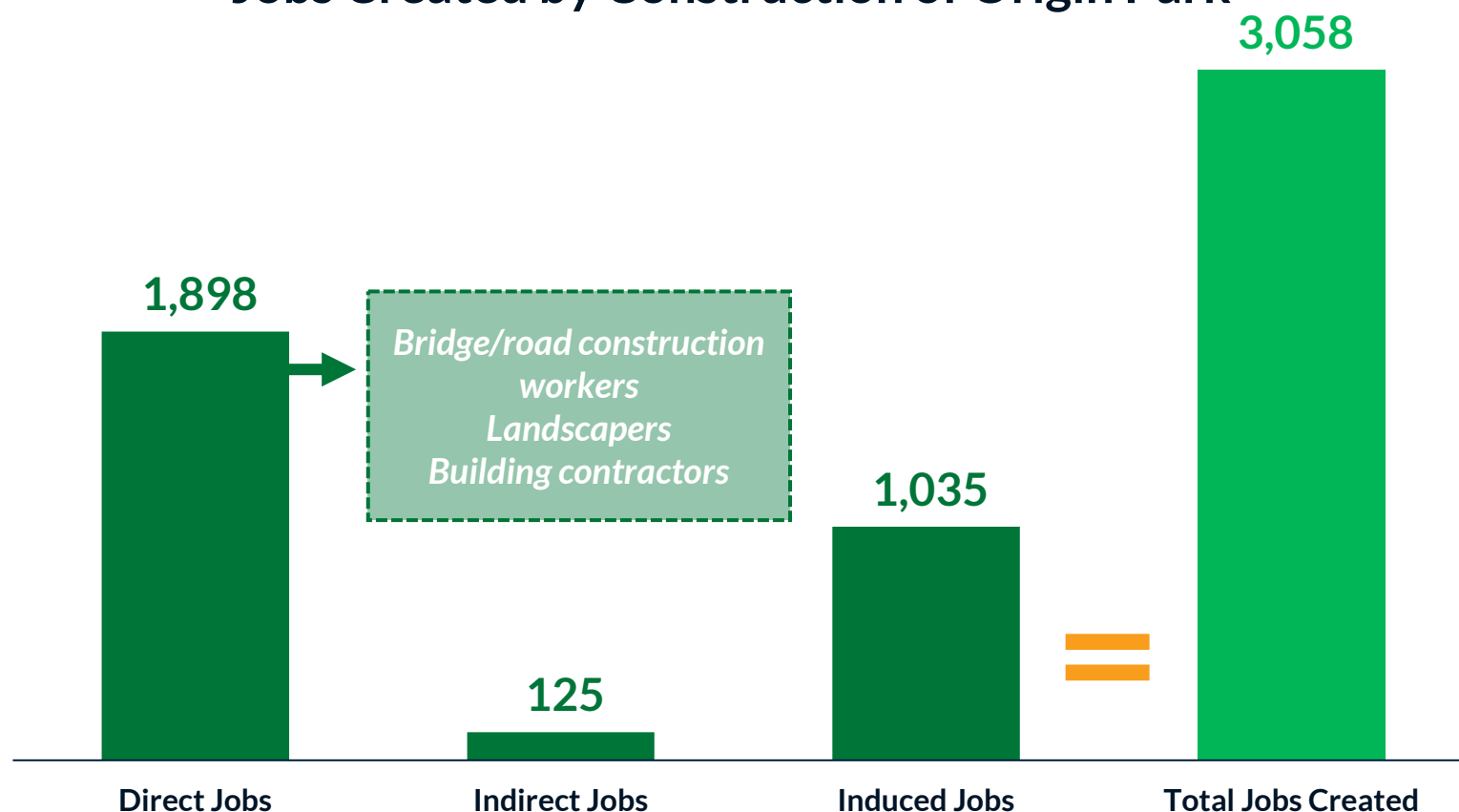
APPENDIX

State of Indiana Economic Impact



Construction of Origin Park will create over 3,000 jobs and create \$238M in economic output in the State of Indiana.

Jobs Created by Construction of Origin Park



\$64,400

Average earnings in park construction-related industries

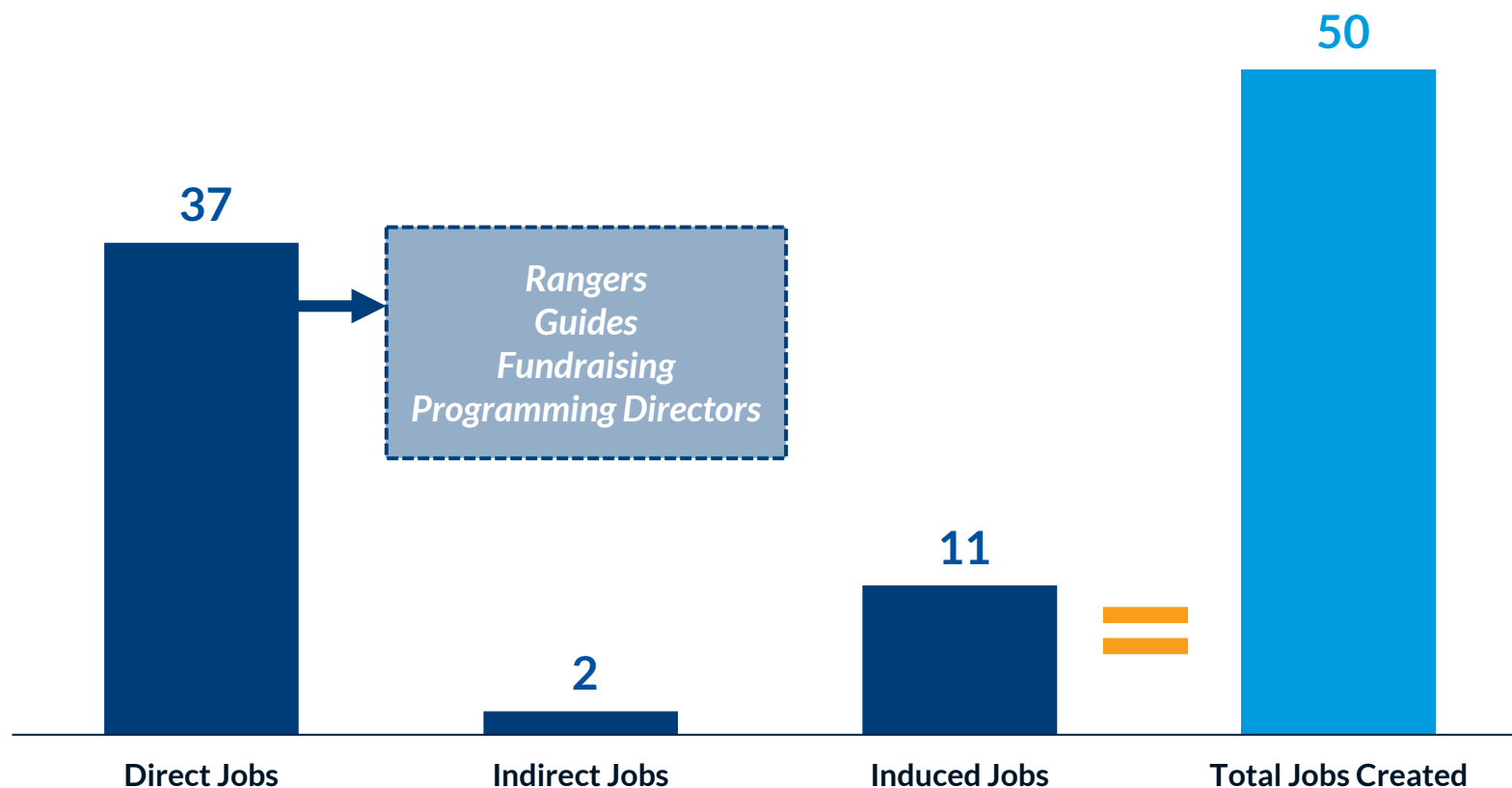
\$61,700

State average earnings



Origin Park operations will create 50 permanent jobs and create \$3.9M in economic output in the State of Indiana.

Jobs Created by Operation of Origin Park



\$55,500

Average earnings in park
operation-related industries

\$61,700

State average earnings

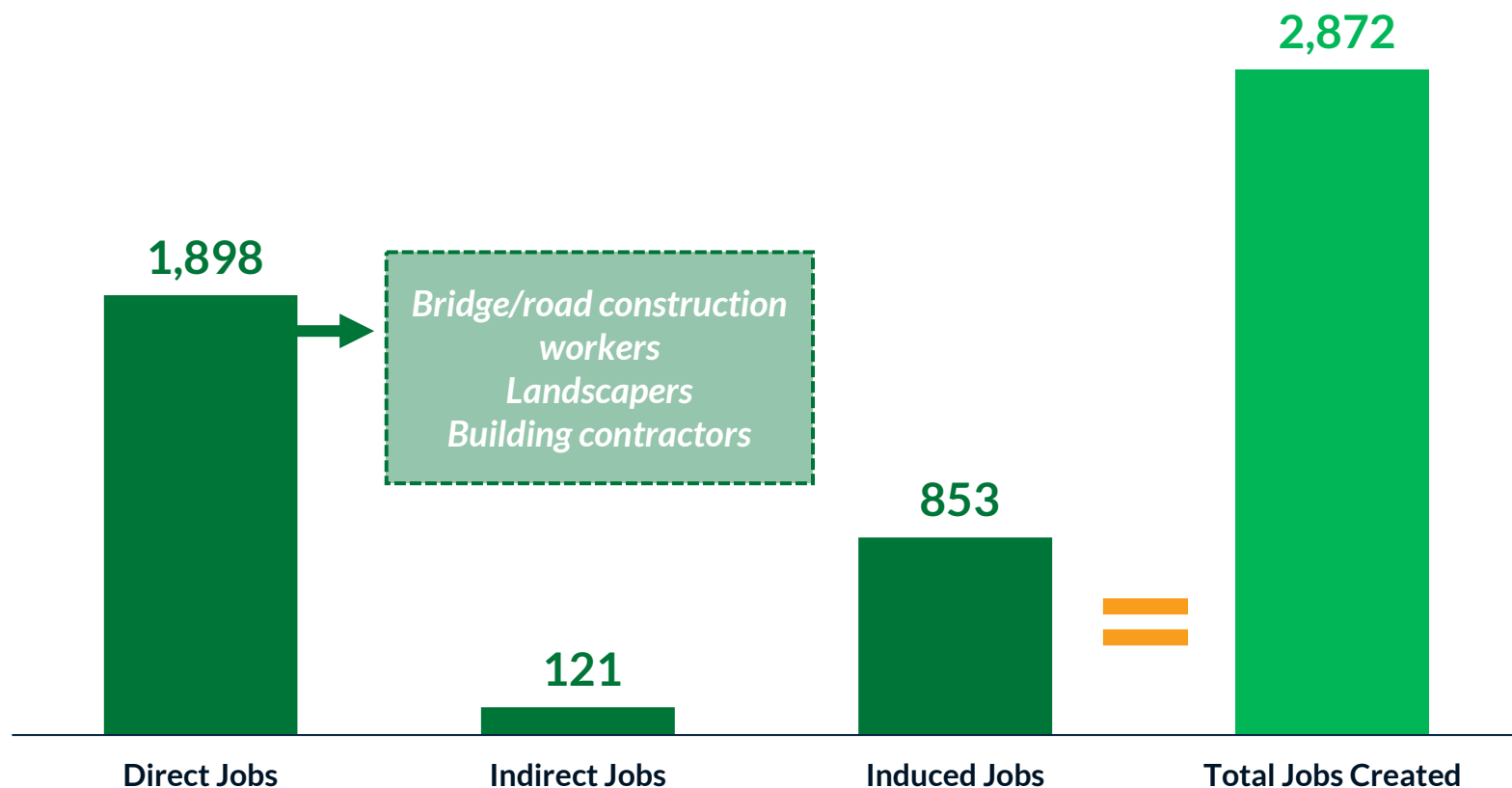
APPENDIX

Louisville MSA Economic Impact



Construction of Origin Park will create almost 2,900 jobs and create \$234M in economic output the MSA.

Jobs Created by Construction of Origin Park



\$61,500

Average earnings in park construction-related industries

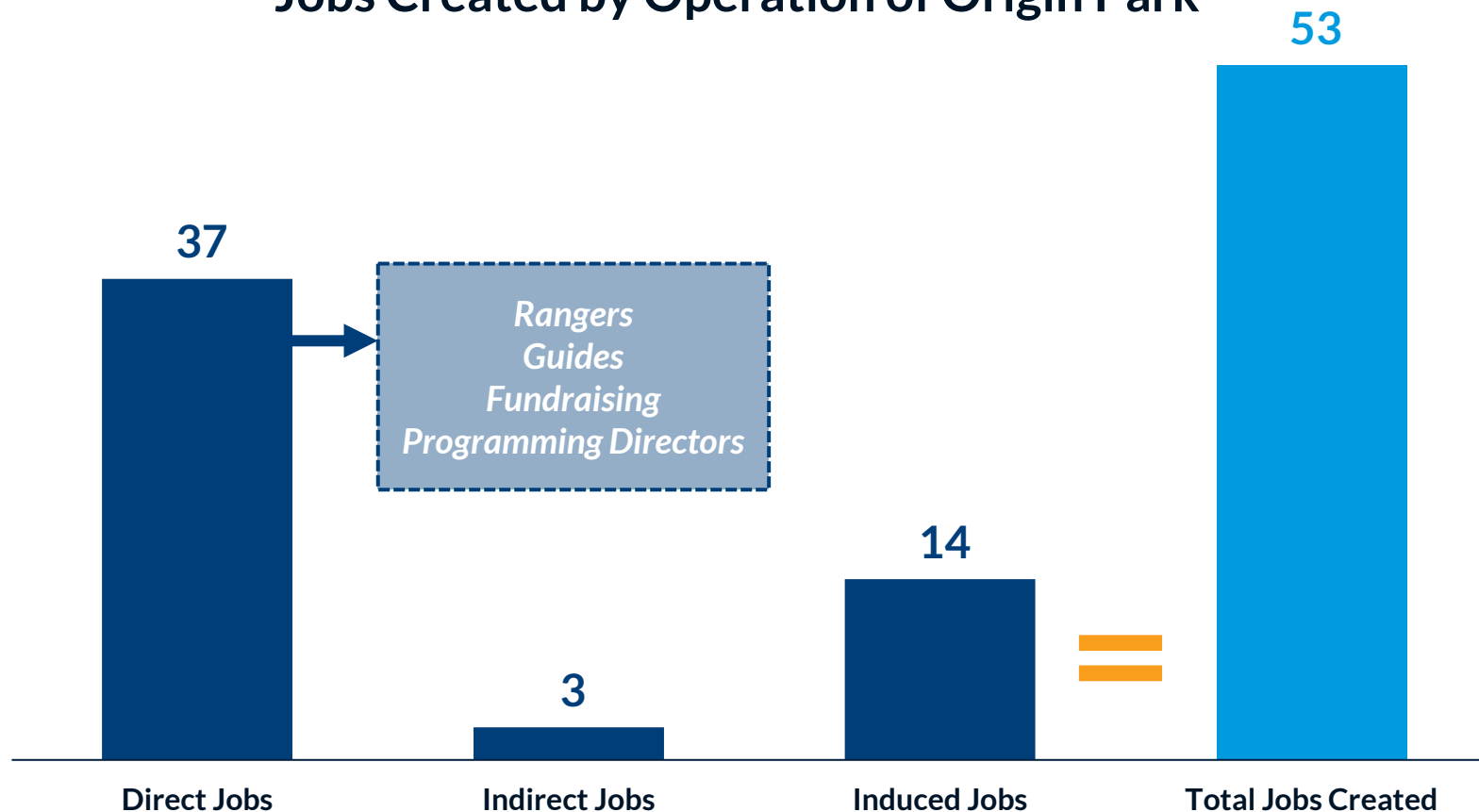
\$51,400

Louisville MSA average earnings



Origin Park operations will create 53 permanent and create \$3.9M in economic output in the MSA.

Jobs Created by Operation of Origin Park



\$60,300

Average earnings in park operation-related industries

\$51,400

Louisville MSA average earnings

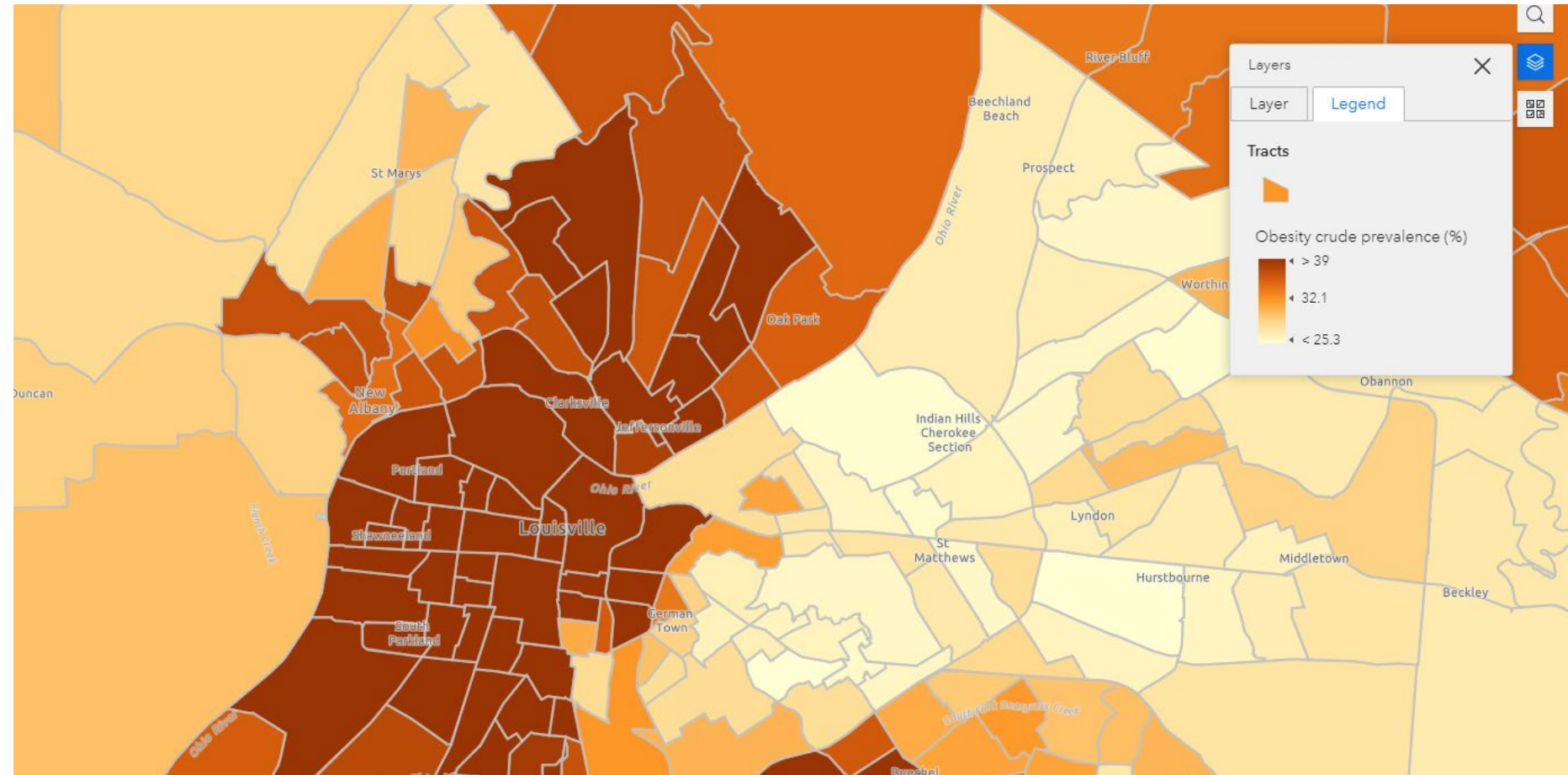
APPENDIX

Regional Health Indicators

Communities surrounding the park have obesity rates above 30% and are above the national average of 32%.

OBESITY

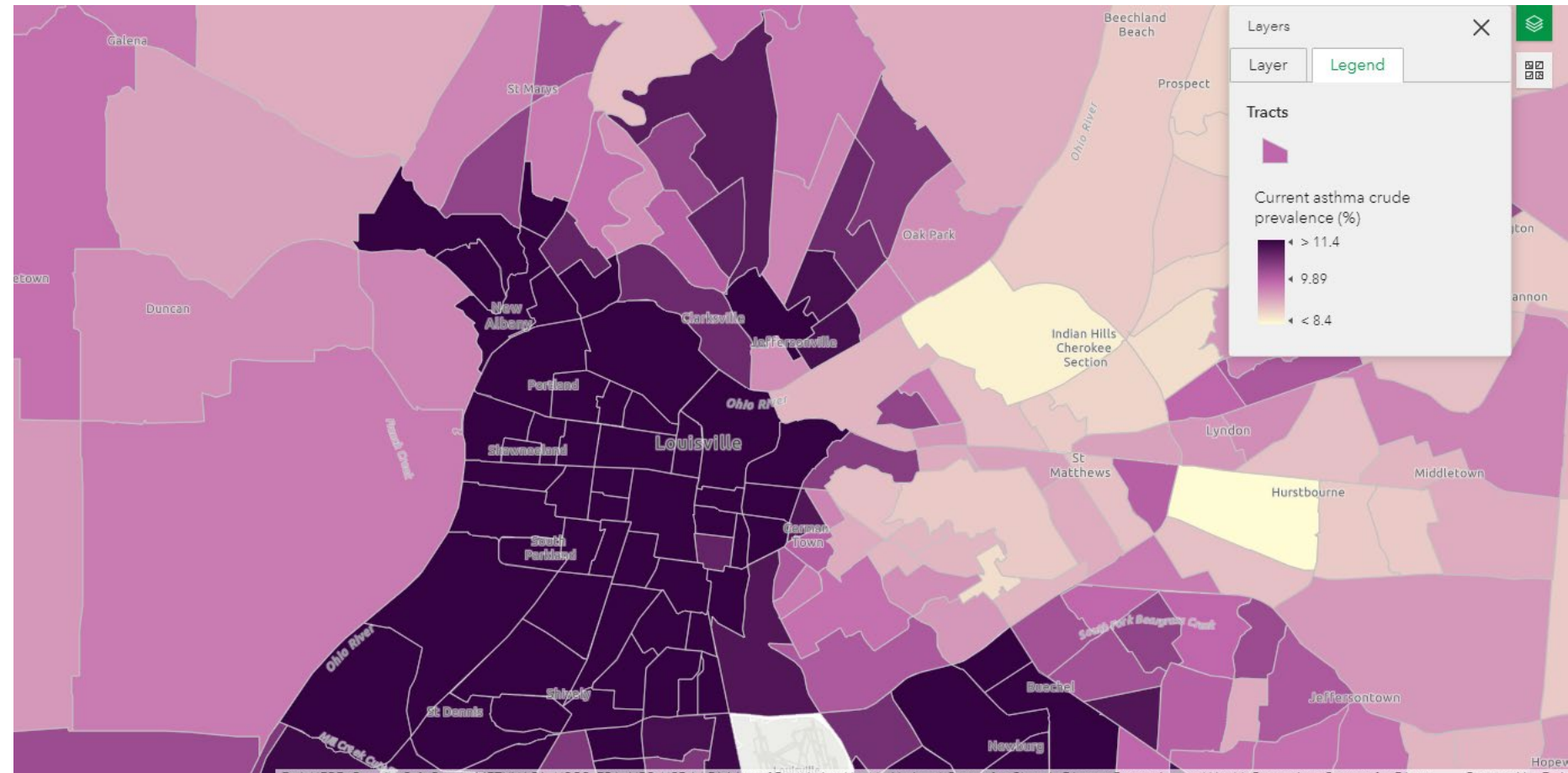
Respondents aged ≥ 18 years who have a body mass index (BMI) ≥ 30.0 kg/m² calculated from self-reported weight and height.



Communities surrounding the park have asthma rates above 11% and are above the national average of 10%.

ASTHMA

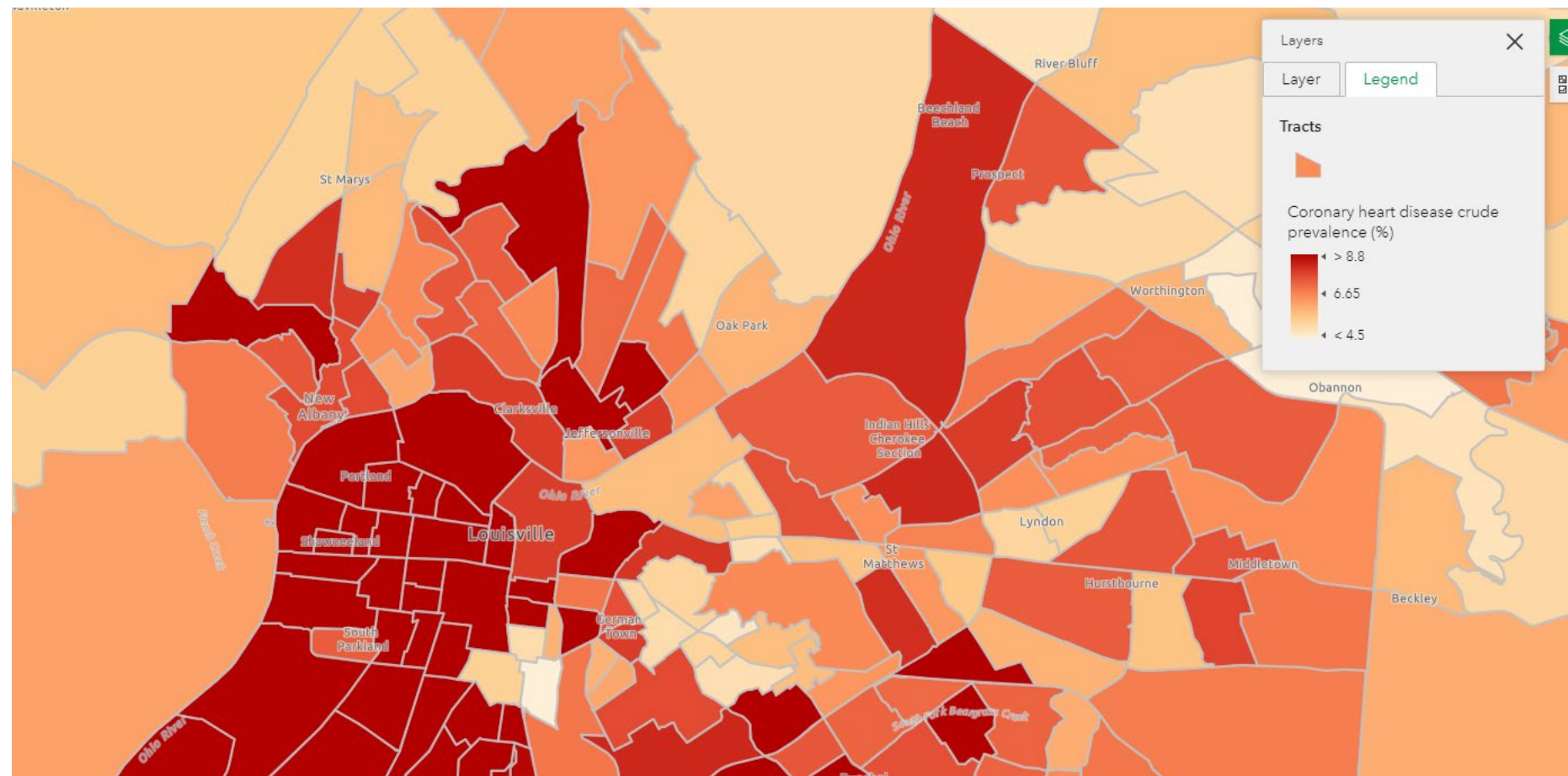
Respondents who answer “yes” both to both of the following questions: “Have you ever been told by a doctor, nurse, or other health professional that you have asthma?” and the question “Do you still have asthma?”



Louisville has coronary heart disease rates above 9%, which is also higher than rates in New Albany, Jeffersonville and Clarksville.

HEART DISEASE

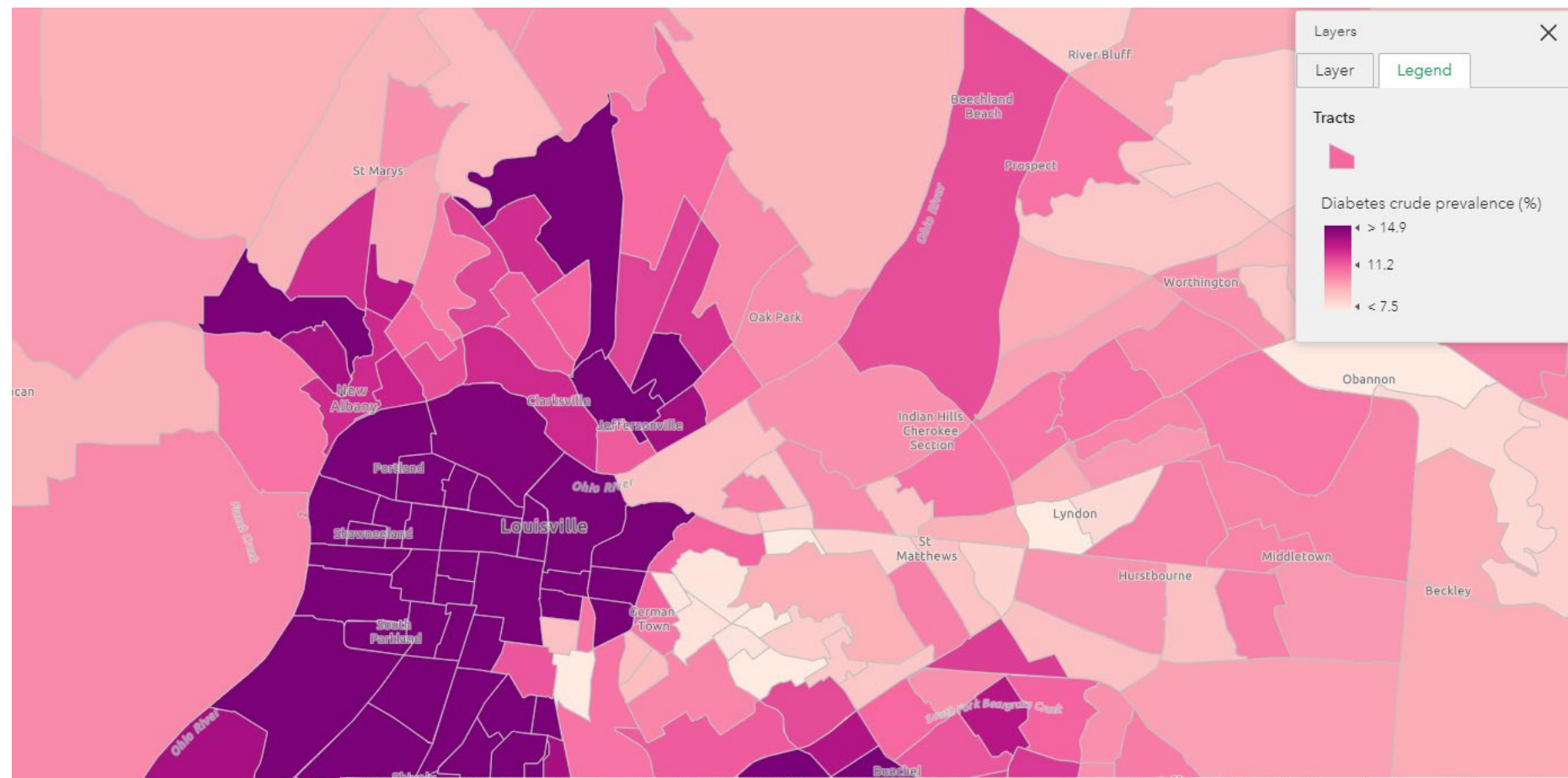
Respondents aged ≥ 18 years who report ever having been told by a doctor, nurse, or other health professional that they had angina or coronary heart disease.



Louisville has diabetes rates above 15%, which is also higher than rates in New Albany, Jeffersonville and Clarksville.

DIABETES

Respondents aged ≥ 18 years who report ever been told by a doctor, nurse, or other health professional that they have diabetes other than diabetes during pregnancy.



All communities surrounding the park have poor mental health rates above 18% and are above the national average of 14%.

MENTAL HEALTH

Respondents aged ≥ 18 years who report 14 or more days during the past 30 days during which their mental health was not good.



The Louisville MSA has significantly poor health outcomes when compared to peer national cities.

	Raleigh	Austin	Charlotte	Atlanta	Greensboro	Omaha	Columbus	Tulsa	Kansas City	Oklahoma City	Nashville	Dallas	Cincinnati	Indianapolis	St. Louis	Louisville	Memphis
Physical Inactivity	19	19	22	23	24	24	25	28	28	28	29	29	29	30	32	34	35
Obesity	29	28	30	28	36	33	32	33	36	36	32	37	38	33	38	36	37
Asthma	9	8	10	10	10	9	10	11	10	11	10	10	11	11	11	12	12
Heart Disease	5	4	5	5	6	5	6	8	6	7	6	6	7	6	7	8	7
Diabetes	8	8	9	11	11	10	11	12	12	12	10	11	14	12	13	15	16
Mental Health	13	13	13	13	15	13	16	16	15	16	16	15	17	16	17	18	18
Physical Health	9.9	9.6	10.3	11.1	12.1	11.0	11.7	14.6	13.6	14.1	13.4	13.2	14.6	13.7	14.3	16.0	17.4