



“This is not an anti-transgender bathroom bill, nor is it a license to discriminate that would remove LGBT fairness ordinances in the eight Kentucky cities that have them. Instead, Senate Bill 17 is a mostly redundant law that reiterates existing political and religious speech protections for Kentucky students granted by the U.S. and Kentucky Constitutions. If Senate Bill 17 is used in any way to further marginalize LGBT or other students, we believe it could be challenged on constitutional and/or civil rights protections, based on the particulars of the case.”

**- Chris Hartman, Executive Director of the Fairness Campaign
and member of the Louisville CVB’s LGBTQ Task Force**

“Louisville has a long history of being a welcoming, inclusive city. In December 1967, Louisville became the first major city in the South to pass an open housing law, forbidding discrimination in the sale, rental and financing of housing based on race, religion, national origin and sex.

In 1999, we were among the first cities in the South to pass a Fairness Ordinance, extending protection from discrimination to include sexual orientation and gender identity.

And in 2011, I proudly signed an executive order allowing domestic partner health benefits for city workers -- years before the U.S. Supreme Court declared that the Constitution requires that same-sex couples be allowed to marry no matter where they live.

These are the kind of actions that resulted in our city scoring a perfect 100 on the Human Rights Campaign scorecard for two years in a row.”

- Louisville Mayor Greg Fischer

“The Louisville Convention & Visitors Bureau (LCVB) knows the importance the perception others hold of a city when considering it for a convention & meeting destination. The LCVB has taken pride in the fact that Louisville has a proven record of compassion, fairness and equality, and believes they are important components in attracting both convention business and leisure travelers; as important as the city’s meeting facilities, hotels, and attractions.”

- Karen Williams, President & CEO of the Louisville Convention & Visitors Bureau

“Diversity and inclusion are core values of GLI and the Greater Louisville business community. Companies grow here and relocate here based on access to our region’s diverse and talented people.”

- Kent Oyler, President & CEO, Greater Louisville Inc.



Louisville is the largest Model City of Compassion in America. And in 2015 and 2016, it was one of the only cities in the South to score a perfect 100 in the Human Rights Campaign Foundation's Municipal Equality Index.

Louisville's LGBT Accolades

- One of 10 Hottest Gay Destinations for 2016 by Orbitz
- One of Six Underrated Cities for LGBT Travelers by Conde Nast Traveler
- One of Nine Perfect Places for Your LGBT Destination Wedding by Travel + Leisure
- The University of Louisville is Ranked the Most LGBT-Conscious Campus in the South by Campus Pride Index (Campus Pride Index is the premier LGBTQ national benchmarking tool for colleges and universities to create safe, more inclusive campus communities)
- One of America's Gayest Cities, according to a Gallup Poll (Among the 50 largest metropolitan areas in the U.S., Louisville has the 11th highest number of residents who identify as LGBT)
- One of America's Friendliest Cities – Travel + Leisure

Say I Do In Lou!

On the heels of the Supreme Court ruling on Marriage Equality in June 2015, the Louisville CVB launched its first LGBT tourism initiative. Say I Do In Lou welcomed LGBT couples to get married in Louisville and culminated with an all-expenses-paid wedding for one couple. (Angela Brent and Christy Smith of Fort Wayne, Ind., were the winners of a wedding during the six-week digital campaign that ran on the CVB's official Facebook page).

Say I Do In Lou was truly a city-wide effort, as more than a dozen local businesses generously sponsored the wedding, held September 19, 2015. The Hilton Garden Inn Downtown served as the host hotel for the couple, and Chris Hartman (Director of the Louisville Fairness Campaign) served as the officiate of the ceremony at the Henry Clay. The couple celebrated their reception on the main entertainment stage at the inaugural Louisville Pride Festival in front of more than 12,000 attendees. Mayor Fischer emceed the reception, which included a champagne toast, cake cutting, bouquet toss, first dance and more.

Three national LGBT media outlets (Out Traveler, Passport and Sunny Harbor Publishing) covered Say I Do In Lou. Louisville was also launched into the global spotlight for its LGBT friendliness as a direct result of the Say I Do In Lou tourism initiative – Conde Nast Traveler named the city One of Nine Perfect Places For Your LGBT Destination Wedding.

Louisville CVB's LGBT Hospitality Task Force

The Louisville CVB's LGBT Task Force's goal is to promote the city of Louisville as a destination to the LGBT community. The Task Force has:

- Active representation from key LGBT community stakeholders (Mayors office, Louisville Fairness Campaign, Hotels, Attractions, CVB staff, local Pride organizations)
- Quarterly meetings - held since November 2014
- Two successful Pride Festival sponsorships/onsite promotions: Kentuckiana Pride- June 2015 & Louisville Pride- September 2015
- Received the KTIA Traverse Awards for Best PR Campaign and Most Innovative Campaign for "Say I Do in Lou"
- Increased TAG approved hotels city wide from 1 hotel in 2015 to 6 hotels in 2016
- Completed Partner Diversity and Sensitivity Training - April 2016