



NULU NEWS

E-news of the NuLu Business Association

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NULU/PHOENIX HILL SUSTAINABILITY DISTRICT

BY JACK NEWTON

The NuLu Business Association, in conjunction with the Louisville Downtown Partnership and Midwest Clean Energy Enterprise, is excited to announce the NuLu/Phoenix Hill Sustainability District. By lowering the cost of renewable energy and energy efficiency projects, the District will continue to reinforce the area as Louisville's greenest neighborhood.

So what is a Sustainability District and how does it work? A Sustainability District focuses on educating residents and business owners within a given boundary, and sharing best practices to create district wide sustainability strategy to maximize the efficient use of resources in a neighborhood. The way it works is to lower the cost of renewable energy and energy efficiency projects by directly connecting a group of customers with the energy vendors. During a typical installation, vendors allocate nearly 30% of the total cost on business development (i.e. searching for and developing relationships with new customers). Clustering residents and business owners allows vendors to offer rates as if NuLu and Phoenix Hill were one giant "building." As a result, these lower development costs and economies of scale are then passed down to those paying for the improvements.

Assisting with this effort are the University of Louisville and America Saves!, an organization that stimulates employment growth by implementing small business energy installations. As a partnership that streamlines energy efficiency, it was only natural to combine efforts in order to maximize time and resources.

The approach taken by U of L and America Saves! involves conversations with 85 business owners on East Market St, one of whom is Rick Murphy, Partner at Job Advertising. "I signed up with America Saves!, seeking information on how to save money and reduce my energy bills," said Rick. All this requires is an assessment of current infrastructure and a quick audit of energy usage. This data will be entered into the Sustainability District's database to provide a baseline for future reference.

On Friday, December 18th, the Department of Energy encouraged the project team to submit a federal grant application in support of the Sustainability District. This grant honors projects that find "solutions to improve the energy efficiency of U.S. small and medium commercial buildings." If awarded, the District's fundraising efforts would be off to a monumental start, aiding the longevity of the initiative. The Department of Energy's recommendation also provides a confidence boost for those involved and demonstrates the exciting potential of the Sustainability District.

Next steps in the process include the formation of four working groups (Health & Well-being; Energy Efficiency & Renewable Energy; Water & Ecosystems and Materials Management) and hosting an official kick-off meeting in February.

"For more information, please contact Bobby Clark with Midwest Clean Energy Enterprise at clark@mceenterprise.com or Jack Newton with the Louisville Downtown Partnership at jnewton@louisvilledowntown.org".

NULU STREETSCAPE UPDATE

With the recent MSD approval (link below) to fund the green infrastructure elements of the NuLu Streetscape project, and KY Department of Transportation approval to move forward with final design plans, The Louisville Downtown Partnership is inviting all NBA members to attend a special meeting for an update on the project. Their message is below:

<http://www.courier-journal.com/story/tech/science/environment/2015/11/27/nulu-street-project-gets-msd-green-funding/76454806/>

LDP TO HOST EAST MARKET STREETSCAPE PROJECT UPDATE EVENT

The Louisville Downtown Partnership would like for you to join us for an exciting start to 2016 as we gather at The Green Building, 732 East Market Street, on Monday, January 11th at 6:00 pm. to reignite the NuLu community's enthusiasm for the East Market Streetscape Project.

We will provide the most recent update regarding the current status of the project and will:

- Summarize prior design concept comments, issues and questions
- Review the current project funding source status
- Discuss constituent engagement in the final design process
- Provide a current project timeline

We hope to see all interested parties on January 11th at 6:00 pm. at The Green Building.

AAPEX BUYERS AWARD UNIVERSAL CAR KEYS AS "BEST NEW PRODUCT"

Solid Keys USA is pleased to announce it's newest product release, Universal Car Keys, was voted "Best New Product" at the 2015 Automotive Aftermarket Product Expo (AAPEX) in Las Vegas. AAPEX is North America's largest international aftermarket trade fair.

AAPEX announced the winners of the 2015 New Product Showcase during the General Session held at the Sands Expo in Las Vegas. A panel of AAPEX buyers determined the winning entries by vote. Voting took place on Tuesday, Nov. 3. "We're glad we did as well as we had hoped. There were hundreds of great products competing, but the Universal Car Key is such a unique and special product—we knew it would be a hit. We're glad the AAPEX panel of buyers recognized our unique value proposition—the world's first Universal Car Keys and Universal Car Remotes bring automotive key replacement back into the hands of retailers and repair professionals—something that's been absent for decades." said Mark Lanwehr, President, Solid Keys USA.

AAPEX represents the \$477 billion global aftermarket auto parts industry, and is co-owned by the Auto Care Association and the Automotive Aftermarket Suppliers Association (AASA), the light vehicle aftermarket division of the Motor & Equipment Manufacturers Association (MEMA).

With Universal Car Keys, hundreds of "remote-head" keys are combined into just a few keys. Stocking a few keys to cover millions of vehicles results in a dramatic reduction of inventory, helping shift lucrative automotive key replacement business back to retailers and repair professionals.

Solid Keys USA is a division of iKeyless LLC

Established in 2002, iKeyless is a privately-held technology company based in Louisville, KY. iKeyless specializes in the design, development, and distribution of automotive keys, keyless entry remotes, and related technologies.



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Meetings are held in the Parish Hall of St. John United Church of Christ on the 2nd Wednesday of every month (629 East Market Street)

WANT TO JOIN THE NULU BUSINESS ASSOCIATION?

\$100 Businesses | \$50 Non-Profit Organizations | \$25 Individuals/Resident
 For more information, please contact Ina Miller: ina@inamiller.com



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MAYAN CAFE

Join us on Monday evenings in January & February to spice up your winter nights. Chef Bruce will be making some impressive salbutes, his version of traditional Yucatec corn tortillas, flash-fried, and topped with local meats & seasonal vegetables. We'll be pairing these with our yummy sangria to get your week started right. Monday shouldn't be this much fun.



NULU HOMES

Please welcome one of our new members, 310@nulu. They feature Urban living at its finest featuring studio, one and two bedroom apartments with upscale finishes, 24 hour lounge and fitness center, completely smoke free environment and controlled access buildings. Please visit and welcome them to the neighborhood. They will be happy to give you a tour.

Fore more info.: (502) 804.2318
www.310nuluapartmenthomes.net



TRANE

As a part of our holiday celebration and to express our gratitude to you as a customer, partner or client, the Harshaw Trane Foundation has made donations to Habitat for Humanity in Louisville. All of us at Trane Supply hope you will take pride in knowing that this gift was given in your honor and will help provide shelter to members of our community.



RELLEK

Rellek is having a January Inventory Clearance Sale. Everything is 20%-75% off. Mention you saw this in the Newsletter and receive an additional 10% off.

We are located at 817 East Market Street. Visit us on Facebook!