

**Bike Couriers**  
Louisville Bats  
Downtown Resident's Association  
Tumbleweed

*"Louisville was made for bicycles"*

*- Jackie Green*



**WDC:** Why invest your business efforts in downtown Louisville?

**Jackie Green, Bike Couriers:** The answer to that question begins with social/environmental entrepreneurship. Cindy and I are S/E entrepreneurs. We opened the Bike Couriers, we bought a 125 year old building and we then opened the Bike Couriers Bike Shop because transportation choices have tremendous environmental and social consequences. Downtown Louisville presents great opportunities for S/E Entrepreneurs.

Our business strategy, like nature, abhors a vacuum. In 2002 Louisville businesses had no earth-friendly, energy-intelligent courier service, so we opened the Bike Couriers. In 2003, there was no business occupying 107 West Market, so we bought the building and moved the business. In 2006 there was no urban bike shop in Downtown Louisville, so we opened the Bike Couriers Bike Shop.

Transportation that is energy-intelligent, earth-friendly and socially-responsible focuses on smaller geographies. Downtown Louisville is compact and easily accessed from its first ring of suburbs. That makes Louisville perfect for bicycles. Downtown Louisville is comprised of three major elements: the Central Business District, the Medical Center and the growing urban residential component. Those three elements, together with the first ring of suburbs and U of L form the core of the business for Bike Couriers and the Bike Couriers Bike Shop. those elements all come together downtown. Downtown Louisville was made for bicycles. ■

## getting to know

## Jackie Green

Jackie Green has been a car-free cyclist in Louisville since 1999. Born in Louisiana, Green grew up in Brazil before returning home to attend school at Louisiana College, where he received degrees in English and Speech. In the fall of 2003, he founded Bike Couriers at 107 W Market, and in 2006, expanded with the opening

of the Bike Couriers Bike Shop next door.

In addition to his duties at the Bike Couriers, Jackie is extremely active in the local community, where he advocates biker's rights and encourages people to become less dependent on the existing infrastructure of automobiles and other polluting vehicles. With these goals in

mind, he helps to spearhead two main advocacy groups: Safe Streets Louisville and The Greening of Louisville. Recently, Jackie announced that he will run for mayor in 2010, hopefully drawing attention to bike safety and responsible environmental sustainability in the process. ■