

THE SOUL OF BOURBON CITY

*A two-day journey through the soul of
Louisville's Black history and culture.*

DAY ONE

Morning | The Spirit of a Champion

Muhammad Ali Center, alicenter.org

Kick off your journey at this award-winning, multicultural landmark-- an official stop on the U.S. Civil Rights Trail dedicated to the legacy of Louisville's native son. Experience the life story and six core principles that fueled Ali's path to becoming the "Greatest of All Time." Beyond the history, you can step into the boxing ring to spar with the Champ or see the 1996 Olympic torch up close.

Ali's Childhood Home

Snap a photo outside the meticulously restored pink house in West Louisville where a young Cassius Clay lived from the 1940s through the early 1960s.

Lunch | Southern Soul

Dasha Barbour's Southern Bistro, dbsbistro.com

Head downtown to this premier Black-owned eatery for authentic soul food. Their expanded menu features mouth-watering shrimp and grits, chicken and waffles, and Cajun salmon with "rasta pasta."

Afternoon | Bats & Black History

Louisville Slugger Museum & Factory, sluggermuseum.com

You can't miss the 120-foot baseball bat leaning against the building! Go behind the scenes of bat-making history since 1884. Be sure to explore the Unfiltered Truth Collection to discover *The Best Black Baseball Team You've Never Heard Of*.

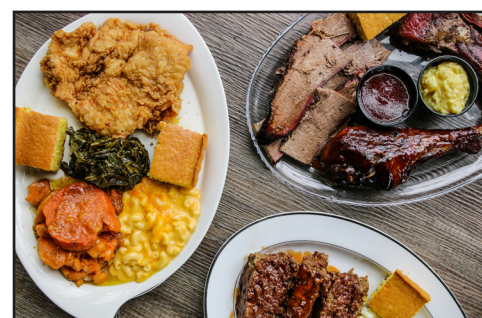
Driving History Tour

Wind through the city on a guided tour highlighting the pillars of Louisville: bourbon, baseball, and horseracing. Deep dive into the powerful legacy of Old Walnut Street and the African American community that shaped the city's cultural fabric.

Dinner | A Taste of Love

LuCretia's Kitchen

End your day in Old Louisville at this family-owned gem. Living by the motto "Love at First Bite," LuCretia's serves up generational soul food and BBQ recipes that feel like home.



DAY TWO

Morning | Cultural Foundations

Roots 101 African American Museum, roots-101.org

Start your morning at this immersive space designed to move you from viewer to participant. The Sankofa Experience offers a narrated journey through Black history, culture, and art-- spanning from the majesty of African Kings to the modern social justice movements.



Evan Williams Bourbon Experience, evanwilliams.com

Step back in time on historic Whiskey Row. Meet Kentucky's first licensed distiller through a high-tech tour that recreates the 18th-century Louisville wharf. Enjoy a guided tasting of four premium spirits in a state-of-the-art artisanal distillery.

Lunch | Historic Paristown

Paristown, paristown.com

Explore this beautifully renovated industrial district. Grab a hearty, home-cooked meal at **The Café** or explore **The Village Market** food hall. Don't forget to peak into **Stoneware & Co.**, one of the oldest historic potteries in the country.



Afternoon | The Fastest Two Minutes

Kentucky Derby Museum & Churchill Downs, derbymuseum.org

Discover the *Black Heritage in Racing* tour. From 19th-century legends like Jimmy Winkfield back to the earliest Black jockeys, learn how African American horsemen built the foundation of the Derby.



The Daily Double: After the museum, head into **Churchill Downs** for the thrill of live racing. Enjoy the Chef's Buffet from your seats in Millionaire's Row or the Skye Terrace and soak in the atmosphere of the world's most famous racetrack.

MAKE IT YOUR OWN

- **Kentucky Center for African American Heritage:** A hub for local Black history, art, and culture.
- **Brough Brothers Distillery:** A family-owned trailblazer producing small-batch bourbon and spirits in a historic neighborhood.
- **Simmons College of Kentucky:** The city's historic HBCU, founded in 1879.
- **Cave Hill Cemetery:** A stunning arboretum and the final resting place of Muhammad Ali and Colonel Sanders.
- **Derby City Gaming:** Live entertainment, gaming, and a premier cigar lounge.
- **Frazier Kentucky History Museum:** The official starting point of the Kentucky Bourbon Trail[®].
- **The Ark Encounter:** On your way in or out of town, stop in Williamstown, Ky. to see the largest freestanding timber structure in the world, stretching 510 feet long -- a full-scale sister ship to Noah's Ark.

ANNUAL EVENTS

SUMMER

Ali Festival/Juneteenth Jubilee
African Heritage Festival
Louisville Smoke Out
Sky Soul Festival
WorldFest, Labor Day Weekend

SPRING

Kentucky Derby Festival
Louisville Africa Day Festival

FALL

Garvin Gate Blues Festival

WINTER

Louisville Black Chef's Showcase

YEAR-ROUND | Destination Smooth Jazz Series



Note: This itinerary is merely a suggestion for planning your adventures through Bourbon City.

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