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ONCE YOU CONNECT WITH US, YOU'RE CONNECTED.





Photo Courtesy of Charleston Convention & Visitors Bureau

LEADERSHIP VISIT

Mission Statement

Discovery and collaboration are the focus of Commerce Lexington Inc. Leadership Visits. Our charge is to capitalize on the opportunity to unite energized Central Kentucky leaders, both elected and volunteer, and inspire bold and systemic improvements to our city and region.

slido

During the Charleston trip, we'll be utilizing a mobile audience engagement tool called **SLIDO**. During each session, you'll be able to ask questions and provide immediate feedback right from your mobile device.

STEP #1:

Go to **www.slido.com** on your mobile device.

STEP #2:

In the Enter Code Here box, type keyword **charleston** and tap the arrow or GO button.

STEP #3:

Once you've entered the event, select the appropriate session & ask questions or rate the session.



2016 LEADERSHIP VISIT | PRESENTED BY [MEBRAYER]

essage from the Chairman

On behalf of Commerce Lexington Inc. and its Board of Directors, I would like to thank you for participating in the 2016 Leadership Visit to Charleston, South Carolina, presented by McBrayer, McGinnis, Leslie & Kirkland, PLLC. You are to be commended for your commitment to our community and region, and your involvement does make a difference.

The annual Leadership Visit has helped expose Central Kentucky leaders to the best of what other communities have to offer, in the hopes of bringing back ideas and opportunities that will further enhance our own region. So many great programs and initiatives have been created here following our intercity visits, including things like Thursday Night Live, the Emerge YP Conference, our Minority Business Development program and the Access Loan small business financing initiative, an enhanced trail system, and much more.

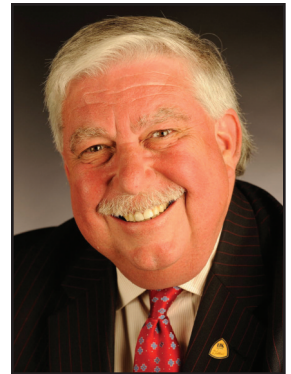
If you've traveled to Charleston with Commerce Lexington Inc. in the past, you'll see that a lot of transformation has taken place. Since our last trip to the 'Holy City,' Charleston has been a national leader in education initiatives, attracting new businesses and integrating effective workforce development programs to successful outcomes.

During last year's trip to Kansas City, a large majority of the participants identified education and workforce development as important focus areas for Lexington going forward. This year, we'll take a look at how Charleston leaders have accelerated the region's talent pipeline through programs like career academies in local schools, which engage business partners in education, increase graduation rates, lower dropout rates, and ensure that what is being taught in the classroom is relevant to current job demands.

On Friday, we'll engage in *Courageous Conversation*, as we hear about lessons learned in the aftermath of the shooting at Charleston's Emanuel African Methodist Episcopal Church and how community, government, and law enforcement leaders built relationships over time that allowed for an effective response to help the community heal.

Thank you again for participating in this trip, and I look forward to interacting with many of you in Charleston.

Sincerely,



ALAN STEIN
2016 CHAIRMAN
COMMERCE LEXINGTON INC.

PRESIDENT,
STEINGROUP, LLC





Photo by Bill Straus Photography

LEADERSHIP VISITS SINCE 1974

2016	Charleston, SC	1994	Tampa, FL
2015	Kansas City, MO	1993	Charlotte, NC
2014	Charlotte, NC (with GLI)	1992	Austin, TX
2013	Omaha, NE	1991	Annapolis, MD/Washington, DC
2012	San Antonio, TX	1990	Boca Raton, FL
2011	Greenville, SC	1989	Tucson, AZ
2010	Pittsburgh, PA (with GLI)	1988	New Orleans, LA
2009	Madison, WI	1987	Charleston, SC
2008	Austin, TX	1986	Nashville, TN
2007	Boulder, CO	1985	Tulsa, OK
2006	Oklahoma City, OK	1984	Chapel Hill, NC
2005	Providence, RI	1983	San Antonio, TX
2004	Charleston, SC	1982	Minneapolis, MN
2003	Baltimore, MD/Washington, DC	1981	Scottsdale, AZ
2002	Raleigh, NC	1980	Orlando, FL
2001	Ann Arbor, MI	1979	Savannah, GA
2000	Nashville, TN	1978	Jacksonville, FL
1999	Portland, OR	1977	Tampa, FL
1998	Mobile, AL	1976	Houston, TX
1997	Madison, WI	1975	Washington, DC
1996	Richmond, VA	1974	Charleston, SC
1995	Greenville, SC		



Leadership Visit Community Impacts

EMERGE CONFERENCE:

Commerce Lexington Inc.'s EMERGE conference just completed is third annual event, with 300 people attending in April 2016. This conference for young professionals was created following our visit to **Omaha, Nebraska**, in 2013.



THURSDAY NIGHT LIVE:

Lexington's wildly popular Thursday Night Live events run by the Downtown Lexington Corp. in the summer months was an idea replicated from **Greenville, SC**, in 1995.



MERGED GOVERNMENT:

Our system of merged government was a focus of discussion during two trips to **Jacksonville, Florida** (1971, 1978). Lexington's city and county governments became merged in 1974 and was the first Urban-County Government in Kentucky.

RIVER BLAST FESTIVAL:

River Blast festival held at Fort Boonesborough State Park in Richmond, which began in 2014, was organized by Bluegrass Tomorrow to create more awareness and access to the opportunities of the Kentucky River. The idea for the festival initially came from the inter-city visit to **Providence, RI**, in 2005.

FCPS FACILITIES TAX:

The facilities tax that resulted in nearly \$300 million for Fayette County Public Schools gained momentum following the visit to **Oklahoma City** (2006). Without the availability of a local option sales tax here, Lexington officials knew a different approach was necessary to enhance our school system. An increase in the property tax rate ultimately passed in 2007, with many school renovations done and new schools being built.

INFANTNURTURE/MY BABY HANDBOOK:

A small group discussion during the 2009 trip to **Madison** led to the formation of a new non-profit called InfantNurture, Inc. With the idea that education could be improved if parents of new babies were more engaged in their new child's educational process from the start, InfantNurture created the "My Baby Handbook," which is distributed to new parents through a variety of organizations.

ACCESS LOAN PROGRAM:

Since its inception in 2001, more than \$14 million in loans has been facilitated for the start or expansion of small, minority- and women-owned businesses in the region. This program was created after visiting **Nashville, TN** (2000).

DOWNTOWN WAYFINDING SIGNAGE:

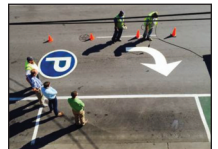
New downtown pedestrian way-finding signs began to be installed in mid-2015, following a recommendation from participants on the **San Antonio** trip (2012) and a subsequent Leadership Lexington group project entitled VisionLex, which collaborated with the DDA and DLC and worked through logistics with VisitLEX, Kentucky Utilities, and LFUCG.

COMMITMENT TO TRAIL SYSTEM:

Upon visiting cities like **Oklahoma City, Boulder, Austin, and Madison**, participants have seen the impact that a quality bike/walking trail system can have on the health of a community and as a recruitment tool for new companies/employees. Lexington has greatly expanded its trail system and added bike lanes around the city.

DOWNTOWN PARKING SIGNS:

In 2015, the Lexington Parking Authority installed new signs and street markings to provide better visibility for parking garages and public parking areas. According to LexPark Executive Director Gary Means, the 6-foot "Blue P" markings were replicated from **Greenville, SC** in 2011.



MINORITY BUSINESS DEVELOPMENT:

Local support for minority- and women-owned businesses has improved in Lexington starting with the visit to **Greenville, SC**, in 1995, with the creation of CLX's Minority Business Development program, and later the Access Loan Program (**Nashville**, 2000). Improvements in area procurement initiatives following the visit to **Baltimore** (2003) have yielded known linkages of procurement for minority businesses of approximately \$11.9 million since November 2005 from a variety of private businesses and construction companies, LFUCG, Blue Grass Airport, the University of Kentucky, and the Commonwealth of Kentucky.

Note: This is a partial list of more recent impacts. Visit www.commercelexington.com/impact.html for a more detailed list.



Stay Connected in Charleston

Commerce Lexington Inc. Leadership Visits contain a heavy dose of brainstorming combined with informational sessions and networking receptions. Below you'll find a number of ways that you can add to the conversation and share your experiences and ideas during the trip. If you have any questions about any of these communications methods, contact Mark Turner at mturner@CommerceLexington.com. These methods not only help connect those on the trip, but they also engage those back in Lexington who want to know what you are experiencing in Charleston.



Follow us on Twitter at www.twitter.com/CommerceLex or post to your own Twitter account using the hashtags **#bgvisit** or **#lexky**



LIKE US at www.facebook.com/LeadershipVisit and post your ideas from & photos of Charleston and make comments.



Follow updates at www.instagram.com/CommerceLex/# and post photos of Charleston using the hashtags **#bgvisit** and **#lexky**.



**TEXT
ALERTS**

Sign up to receive **TEXT ALERTS** from Commerce Lexington, such as key agenda reminders & changes by texting keyword **Charleston** to **511511**.

KEY ATTENDEE INFORMATION

HOTEL ACCOMMODATIONS:

The Mills House Wyndham Grand Charleston
115 Meeting Street, Charleston, SC 29401
Phone: (843) 577-2400
Web: www.millshouse.com

DRESS CODE:

We encourage everyone to be comfortable during the trip. Casual or smart casual is appropriate. Evening events on Wednesday and Thursday are business casual, with coat and tie optional. Please remember to wear your nametag at all sessions and events.

TIME ZONE:

Charleston, SC is on Eastern Time.

MEALS & REFRESHMENTS:

Meals and refreshment breaks included are indicated in the agenda. If you have any food allergies or requests that you did not submit on your attendee form, please see Katie Hardwick.

KEY CONTACTS:

If you have a question or concern that comes up during the trip and you need assistance, you may contact either of the following CLX staff members:

Katie Hardwick: (859) 351-5554

Lynda Bebrowsky: (859) 333-5558



2016 LEADERSHIP VISIT | PRESENTED BY **[M^EBRAYER]**