

# FULL STRIDE INITIATIVE

Commerce Lexington  
ECONOMIC DEVELOPMENT

## Investor Update

Apr. 1 – Jun. 30, 2018

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### US Equestrian Breaks Ground on New Headquarters

In mid-May, US Equestrian held a groundbreaking ceremony for its new 35,000-square-foot headquarters at the Kentucky Horse Park. US Equestrian is the national governing body for equestrian sport in the United States. This project was the result of collaboration between US Equestrian, the Kentucky Horse Park, and the Tourism Cabinet. The new building will house approximately 140 employees and be completed in the fall of 2019. Congratulations US Equestrian.

Photo courtesy of Taylor Pence/US Equestrian.

### LBX Breaks Ground on New Customer Experience Center

On June 29, LBX Company broke ground on its new \$8.8 million Customer Experience Center in Lexington. LBX Company is the maker of Link-Belt excavators, material handlers, and forestry equipment. They have been headquartered in Lexington since 1998. The new facility, on 25 acres in Citation Business Park on Remington Way, will be dedicated to customer experience programs including dealer training, product demonstrations, and customer events. We are proud LBX Company calls Lexington home.



LBX Company executives and dignitaries break ground on new center.

# COMPANY AND STAFF ANNOUNCEMENTS



## Harbor Steel Expands Operation in Lexington

Harbor Steel and Supply Corporation recently broke ground on a 50,000 sq. ft. expansion of their current operation in Lexington's Blue Grass Business Park, which Commerce Lexington Inc. developed over the last 20 years. Harbor Steel is a family-owned, full-service metals distribution and processing company. They will invest \$4.1 Million in new construction and equipment and will hire more brake press and burner laser operators for their growing operation. Congratulations to Harbor Steel on its expansion.

## GreenBox Cuts the Ribbon on New Expansion

On May 19, Commerce Lexington Inc. joined GreenBox Heating & Air and Plumbing in cutting the ribbon on their new expanded location on West High Street. GreenBox is a women-owned, one-stop shop for heating & air, plumbing, and remodeling. Congratulations to the GreenBox team on their growth in Lexington.

Commerce Lexington board chair Karen Hill joins the GreenBox team in cutting the ribbon to their new expansion.



## EZgig Launches New Business in Lexington

EZgig, a spinout of Hanna Resource Group LLC, officially launched on May 25 in Lexington. EZgig is a new app that instantly connects people who want to work with businesses who need them. The app can be used in retail, hospitality, distribution, light industrial, customer service, and other industries. Learn more about this innovative business at [ezgig.work](http://ezgig.work). Congratulations to the EZgig team.

The EZgig team and local dignitaries cut the ribbon on its new location in Lexington.



# COMPANY AND STAFF ANNOUNCEMENTS

## Commerce Lexington Announces Promotions

In late June, Commerce Lexington Inc. announced two promotions within its economic development division. Kimberly Rossetti has been promoted to Vice President of Economic Development and has been with the team for 13 years. Hannah Crumrine has been promoted to Senior Project Manager of Economic Development and has been with the team for four years. Congratulations to Kimberly and Hannah on these well-deserved promotions.



In picture from left to right: Hannah Crumrine, Kimberly Rossetti, and Gina Greathouse.

## Economic Development Division Welcomes New Staff

The Commerce Lexington economic development division is excited to welcome Ryan Kaffenberger as the new Research Director. Before joining our team, Ryan served as a graduate research assistant while he completed his Master's degree at the University of Kentucky Martin School of Public Policy and Administration. Previously, he held various roles within both small and large nonprofits that included grant writing and monitoring and evaluation responsibilities. Ryan received his bachelor's degree from the University of Kentucky in economics.



## Site Selection Award

Site Selection magazine recently released its annual rankings of the Top Investment Promotion Agencies, which appeared in its May 2018 issue. There are 5,000-plus economic development agencies in the U.S., and Commerce Lexington Inc. was one of only 15 economic development organizations to be presented with the Mac Conway Award for Excellence in Economic Development, which recognizes national/regional economic development offices that were the most successful in attracting capital investment projects in 2017.

"This award is not only a testament to the professionalism and effective leadership of Gina Greathouse and her team, but it also recognizes the hard work of so many people and businesses throughout our community who assist our team and provide great service to companies relocating or expanding here," said Bob Quick, Commerce Lexington president and CEO. "Here in Lexington, it is a true collaborative effort when it comes to economic development, and without our partners at the City of Lexington and University of Kentucky, we wouldn't be as successful."



## Korean Masters of Public Administration Class

The economic development team hosted current Korean Masters of Public Administration 2-year students at Commerce Lexington Inc. in late April. We discussed our economic development efforts, our partnership with University of Kentucky and Lexington-Fayette Urban County Government, and our collaborative approach to small business development. The four students represented different areas of the South Korean Government. The Masters students graduated in the spring and will return to Korea soon after.

# EVENTS, CONFERENCES, AND MARKETING

## Bluegrass Alliance

The Bluegrass Alliance hosted a successful site selection consultant luncheon in Chicago in late April. Our regional group, consisting of Lexington, the surrounding counties plus Frankfort and Mt. Sterling, met with 15 site selection consultants and shared new developments in the region. This is a bi-annual trip for all partners to attend. Establishing and cultivating relationships with consultants is vital to our role as economic developers. Chicago has one of the highest concentrations of site selection consultants.

Bluegrass Alliance members network with site selection consultants.



## Econ Dev Team Attends KAED's Collaboration Conference

In mid-May, the economic development team attended the Collaboration Conference for the Kentucky Association for Economic Development (KAED) in Lexington. KAED is a membership organization for economic development groups, utilities, and service providers in the state. The conference serves as great professional development as well as an opportunity to network with several site selection consultants.

KAED members learn about the importance of site development from Didi Caldwell, a site selection consultant from Global Location Strategies.

# EVENTS, CONFERENCES, AND MARKETING



## Economic Development Team Attends C2ER Conference

The economic development team traveled to Atlanta in June for the annual conference of the Council for Community and Economic Research (C2ER). C2ER is a membership organization that promotes excellence in community and economic research by working to improve data availability, enhance data quality, and foster learning about regional economic analytic methods. The conference serves as great professional development as well as a great opportunity to share best practices.

Research directors participate in roundtable discussion at C2ER.

## Geeks Night Out

The economic development team hosted Geeks Night Out (GNO) on May 23 at the Burl in the Distillery District. This is a networking event geared toward the innovators, forward thinkers, and entrepreneurs in Central Kentucky. Over 45 geeks attended the event.



Attendees network at GNO.

## SelectUSA

Our economic development team attended the SelectUSA Investment Summit in Washington, DC in late June. We partner with KentuckyUnited and the Kentucky Cabinet for Economic Development at this event. This summit brings in over 1,300 investors from all over the world to connect them with economic development organizations facilitating investment in the United States. This summit gives Commerce Lexington Inc. the opportunity to network directly with investors interested in finding a location for their business operations.



Governor Bevin joins Kentucky economic developers at the Commonwealth's booth at SelectUSA.

# BUSINESS AND EDUCATION NETWORK

## Career Academy – Mock Scenario Exercise

On April 19, Frederick Douglass High School's Health Science Academy students carried out a mock scenario in which a Cessna airplane attempted to make an emergency landing and crashed into a bus filled with passengers. This all-day triage event was staged in the parking lot of the school as the students' final exam to depict a large-scale accident with multiple injuries. Over 200 students rotated to multiple stations: acting as patients, making the decision on how they would code patients who had sustained injuries, or treating injuries with bandages and splints, and checking vital signs.

The day's events were well received by both students and the Frederick Douglass team. Caroline Taylor, a sophomore, first posed as a screaming patient and then worked to evaluate the injuries of the mock patients. Caroline wants to be a neurosurgeon.

"Everyone does such a good job to make it fun yet realistic in preparing you for the real world," Caroline said of her Academy instruction.

"It's the pinnacle of our academy process," Frederick Douglass High School Principal, Lester Diaz, said about the mock exercise. "A true project-based, hands-on learning experience. It brings school to life. We are linking learning to their interest."

Several community agencies and business partners helped with the mock disaster event including the Lexington Fire Department, Roberts Towing, Bluegrass Airport, Steve Morris with Eagles Eye Photography, Mediport LLC, and Georgetown/Scott County EMS.

This exercise connected all transformational strands of the Academies of Lexington model, including creating a meaningful learning experience centered around a career theme, while utilizing community and business leaders to execute the event.



Health science students responded to a mock disaster involving a small aircraft crashing into a school bus full of students at Frederick Douglass High School.



Before the mass casualty event, students participated in crafting artificial wounds for the simulation.



Students carry their classmates out of the bus to make determinations about their faux wounds.

# BUSINESS AND EDUCATION NETWORK



## Ford Next Generation Learning Conference

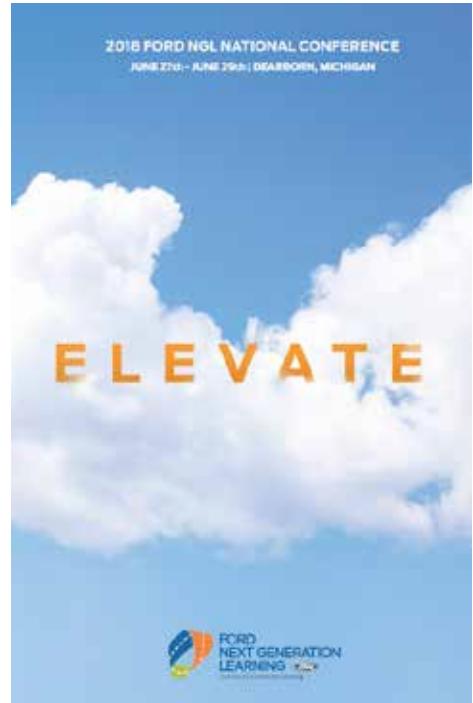
The Business & Education Network team traveled to Dearborn, Michigan on June 27 – 29 for the annual Ford Next Generation Learning Conference. Attendees included representatives from communities across the nation who are building career-themed academies for their students which will create a better prepared future workforce. The goal of the conference was to learn from other communities and take local executions to the next level.

Both Betsy Dexter (Business & Education Network) and Kim Lyon (Fayette County Public Schools) were asked to speak on behalf of the Academies of Lexington. Our community-wide implementation of academies was featured as a best practice.

As Henry Ford said, “Coming together is a beginning, keeping together is progress, working together is success.”

### HERE'S OUR PROOF:

Approximately 4,300 Fayette County students will be enrolled in the Academies of Lexington in three high schools during the 2018-2019 school year.



# COMMUNITY AND MINORITY BUSINESS DEVELOPMENT

## Commerce Lexington Inc attends the Indiana-Kentucky DBE Exchange

In June we continued to grow our relationship with the Kentucky Transportation Cabinet by attending the Indiana-Kentucky DBE Exchange. Disadvantaged Business Enterprises from Kentucky and Indiana came together to hear how both states are partnering to eliminate red tape, a constant initiative for Governor Matt Bevin. The event allowed the attendees to connect with prime contractors and to learn how to gain access to bid on jobs in both states. The event was held in Louisville and was repeated later in the month in Indianapolis.



# COMMUNITY AND MINORITY BUSINESS DEVELOPMENT

## Minority Business Accelerator

The Community and Minority Business Development team met with members of the Minority Business Accelerator (MBA) and the new consultant Equity Solutions Group at the Boone Center in May for a meet and greet session to discuss moving forward with one-on-one meetings. Each MBA member company has completed a comprehensive evaluation form that will assist in the one-on-one meetings which will be completed by June 30.

## Minority & Women Contracting Class

Commerce Lexington Inc. joined Messer Construction, Bluegrass Airport, Lexington-Fayette Urban County Government, and Fayette County Public Schools at the graduation of the 2018 Minority & Women's Contracting Class.



Councilman James Brown (left) joined the Minority & Women Contractors at their graduation in May.

## HERE'S OUR PROOF

**36** MEETINGS WITH MINORITY BUSINESSES

**12** WOMEN-OWNED BUSINESSES ASSISTED

**18** EXISTING BUSINESS CALLS

**\$237,000** IN PROCUREMENT  
DURING THE QUARTER

**\$82,000** IN ACCESS LOANS

**6** JOBS CREATED

## HERE'S OUR PROOF:

Lexington was recently ranked as  
**#9 in industry diversity**  
by Business Facilities magazine.

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Messer Construction outreach event.