

REGIONAL PLAN

2024 Key Deliverables

- Refresh the regional job attraction website.
- Increase engagement with site selectors aligned with the region's strategic targets.
- Host economic development briefings for regional leaders.
- Create a new talent attraction marketing website and digital marketing campaign.
- Develop a strategy to connect businesses with students to enhance retention.
- Advocate for government funding to support infrastructure needs and improved policies to support a better business climate in the region.

Economic Development

Regional Website Refresh for Jobs Marketing:

Commerce Lexington worked with Hueston, a Charlotte-based firm, on a new and improved regional economic development website – [locateinlex.com](https://www.locateinlex.com). The new web presence introduces a modern design using the Greater LEX brand, easier access to important data and reports utilized by site selectors and business prospects, local government officials and community leaders, including workforce demographics, available business sites, incentives, and key industry sector profiles.



www.LocateinLex.com

Engagement with Key Site Selectors:

Commerce Lexington connected with more than 125 site selectors to promote the Greater Lex region to new business prospects. The increased engagement included hosting new events for select groups of national site selection consultants in Lexington (April Consult Connect), Indianapolis (May) and Atlanta (November) to raise awareness of the region's economic advantages, sector clusters, available workforce and available properties.

Targeted Industry Conferences:

Commerce Lexington and the Bluegrass Alliance attended 10+ targeted industry conferences to raise the profile of the Greater Lex region to targeted sectors for growth, including the International Bio Show in San Diego, the largest and most comprehensive event for biotechnology companies, and the Select USA Investment Summit in National Harbor, MD to enhance Foreign Direct Investment opportunities and meet directly with companies interested in relocating to the U.S.



Consultant Connect at Fasig-Tipton for mock horse sale.



International BIO Show - San Diego.



Select USA Summit in Maryland.

Policy Advocacy

Legislative Engagement:

Advocacy to key leaders remains a priority, as demonstrated policy outreach in Frankfort and Washington, D.C. We continue to advocate for increased investment in critical infrastructure and policies to address housing, workforce and business climate challenges, and support the Regional Competitiveness Plan.

Continued Investments by the Kentucky General Assembly in the **Kentucky Product Development Initiative** are helping accelerate the availability of more job-ready sites in the Greater Lex region and promote regional approaches to product development.

In October, Commerce Lexington presented about the Regional Competitiveness Plan and talent attraction marketing efforts to a state legislative taskforce. Commerce Lexington continues to work with key stakeholders to advocate for investments in a talent attraction marketing campaign for Kentucky and grants to support regional talent attraction efforts. Business and housing development leaders also presented to legislators about policy recommendations to help provide more affordable housing solutions for the region.

Leadership & Education Events:

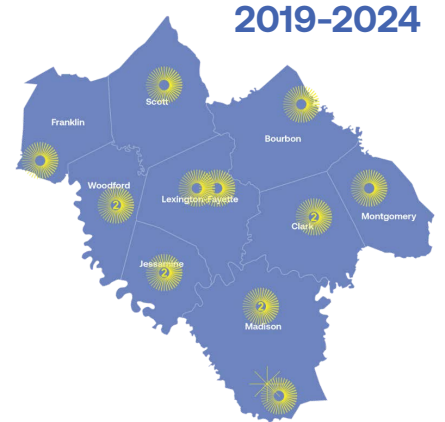
Commerce Lexington hosted education and leadership events for business leaders and local officials in Greater Lex engaged with recruiting and retaining jobs, including the EDO Leadership Workshop with Ted Abernathy (April), the D.C. Fly-in (July), Economic Development Simulation (August) and the Regional Summit (November). The events provide important education, insights and resources to help regional leaders continue to build high performing economic development efforts in the region.

Kentucky Product Development Initiative

Approved
Projects:
15

State Funding:
\$20.4 Million

Local + State
Investments:
\$66.5 Million



Talent Attraction & Retention

New Talent Website:

Commerce Lexington worked with Development Counsellors International (DCI) to finalize the new, modern regional talent attraction website - www.LookAtLex.com. The site launched in early September and features more than 30 pages of content and resources on living, working, and playing in Greater LEX. Key features include a cost-of-living calculator, regional jobs board, interactive regional map highlighting each of the 9-counties, and key industry profiles.



www.LookAtLex.com

Digital Marketing Campaign:

Commerce Lexington is working with Kismet Marketing to launch the first-ever regional talent attraction marketing campaign to raise awareness of the Greater Lex region as place to live and work. The first phase of the talent marketing campaign is serving digital ads to "warm" target audiences – A) alumni of the region's colleges and universities and tourists, and B) prospective tourists and past visitors to the region. Digital ads promoting the region's jobs and quality of life assets is direct audiences to the talent website for more information. The initial campaign began in October.

