



Full Stride Initiatives

A Strong Start to 2026

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Grand Openings



Business and Professional Services within
the Tech Industry

8

New Full Time Jobs

\$1.8M

Investment

2025 Tier 2 Top Metros By Total Projects

2025	Metro	State	Projects
1	Allentown-Bethlehem-Easton	PA-NJ	49
2	Des Moines-West Des Moines	IA	47
3	Wichita	KS	34
T4	Dayton-Kettering-Beavercreek	OH	27
T4	Lexington-Fayette	KY	27
6	Scranton-Wilkes-Barre	PA	26
7	Greenville-Anderson-Greer	SC	25
T8	Greensboro-High Point	NC	24
T8	Omaha	NE-IA	24
10	Fargo	ND-MN	23

Source: Conway Projects Database, Conway Data Inc./Site Selection

For the third consecutive year, the Greater Lexington Region landed in the Top 10 of Site Selection magazine's annual economic development rankings among Tier 2 metros — climbing from ninth to fourth in 2025 with 27 total projects.

News You Can Use

Smaller Markets, Stronger Momentum

Smaller and mid-size markets like Greater LEX are outperforming larger metros — according to Area Development and Chmura Economics & Analytics — driven by agile workforces, rising investment, and quality-of-life advantages that big cities increasingly can't match.

#19

Leading
Metro
Locations
Lexington MSA

Economic Strength Study,
Area Development Magazine, 2025

Read the full
article [here](#) and
see where Greater
Lexington ranks.

Business Outlook & Trends Survey (BOTS) Results

Commerce Lexington partnered with the Federal Reserve Bank of Cleveland to distribute the Business Outlook and Trends Survey (BOTS), capturing real-time insights from small business owners across the region — surfacing economic shifts earlier than national reports so that policymakers and business leaders can get ahead of what's coming.

Review results from this most recent survey [here](#).

86
survey
responses

Thanks to strong participation from small businesses in Commerce Lexington's network, we contributed **86 survey responses**. Look for the next survey cycle launch in late May.

Stakeholder Engagement

EXISTING BUSINESS

Manufacturers' Network XEROX-Lexmark Tour

An Industry Networking Initiative

February 24, 2026 | XEROX-Lexmark, Lexington

This exclusive networking tour for area manufacturers showcased the innovative capabilities and new portfolio of the Xerox-Lexmark research campus.

TALENT & EDUCATION

Workforce Synergy Series

A Workforce Development Initiative

March 24, 2026 | Baptist Health Hamburg

University and healthcare industry leaders engaged in high-level conversations on workforce alignment across the healthcare sector, examining the evolving talent landscape and the steps needed to stay ahead of it.

COMMUNITY & MINORITY BUSINESS DEVELOPMENT

Adapt. Compete. Grow.

A Community and Minority Development Initiative

March 30, 2026 | Campbell House

Shared insights from a small-business panel and a dynamic keynote from Daron K. Roberts, former NFL coach and award-winning professor.

“Uncertainty often
creates opportunity.”

Daron K. Roberts



January was National BioTech Month

The Greater Lexington Region is home to Piramal Pharma Solutions, Kindeva and Catalent, in addition to a robust start up community fueled by cutting edge research at the University of Kentucky.

Check out the biotech industry homepage on locateinlex.com featuring the new Greater Lexington Biotech video .

Economic Development By the Numbers

	Target	YTD
Prospects	75	12
Active Projects	n/a	47
Capital Investment	\$500M	\$1.8M
Jobs Created	1,000	8
Average Wage**	\$75,000	\$55,000
Consultant Interactions	125	23
Site Visits	30	8
Existing Business Visits	125	23
Business Visit Attempts	200	75

Metrics based on activity in 9-county region. Commerce Lexington may not work directly with every project announced. Project announcements include projects in Greater LEX that had a capital investment of over \$100,000 and/or the creation of 10+ new jobs.

**Wage is set to meet the Building a More Competitive Bluegrass goal of increasing the average earnings per job for the region to the national average.

Access Loan By the Numbers

\$24.7M

in loans since 2001

Upcoming Events

Next BOTS survey | May 20 – June 10, 2026

Commerce Lexington Leadership Visit |
Des Moines, IA - June 10 – 12

Workforce Synergy Series Q2 | TBD

Marketing Update

Business Attraction

ADVERTISING

01 Targeting (Digital Display Ads + Video)

- Cell + Gene Therapy Conference
Hilton Head, SC | February 2026
- BIO Investment + Growth Summit
Miami Beach, FL | March 2026
- Drug, Chemical & Associated Technologies (DCAT)
New York City | March 2026

02 Ongoing Digital Display Campaign + Linked In Advertising

03 Print Advertising

- 2026 Kentucky Economic Development Guide
Full Page Ad | March 2026

04 Email Marketing

- Site Selection Professionals | Business + Professional Services
March 2026 | 53% Open Rate

NEW CREATIVE



The Nine: Business & Financial Services
(Featuring Valvoline)



Digital Ad Campaign Industry
Bourbon / Food + Beverage

RESEARCH

Launched Brand Lift Study | February 2026
For the end-of-year 2025 snapshot of marketing results, [click here](#).



Talent Attraction

Digital marketing efforts continue to expand regional awareness among external audiences. Phase 1 of the Talent Attraction Campaign delivered steady growth across impressions, reach, and engagement. Phase 2 is now underway, moving audiences into the evaluation phase with a hyperfocus on individuals most likely to relocate to the region.

20M	7.73	82,730
Impressions	Unique Reach	New Users to Talent Website

TOP PAGES

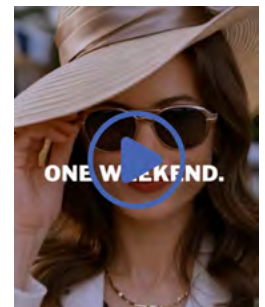
Live Here	Work Here	Find a Job	Cost of Living
30,259	17,348	13,225	9,096

LOOK AT LEX PHASE 2

Awareness to Action

Phase 2 of the Look at LEX campaign moves from awareness to engagement. Our weekend getaway giveaway invites participants to complete a brief survey for a chance to win a curated Greater Lexington experience — and the insights we gather directly shape how we attract and retain talent.

See the full video [here](#).



Accolades

2025 Community Impact Award: Central Kentucky Business Park Authority

Four regional government leaders came together to create the first-ever public, multi-county regional business park in Central Kentucky, located in Berea. Through an interlocal agreement — made possible by presenting sponsor Stoll Keenon Ogden — participating governments share both development costs and revenues generated through job creation.

Caption (from left to right): Berea Mayor Bruce Fraley; Lexington Mayor Linda Gorton; Keeana Boorman, Stoll Keenon Ogden; Joe Pat Covington, Scott County Judge-Executive; Madison County Judge-Executive Reagan Taylor (not pictured)



QUARTERLY FUN FACT

Greater Lexington is a growing hub for aerospace and defense, home to Lockheed Martin, Helios Aerosystems, and Space Tango — the last of which is currently supporting a NASA microgravity experiment as part of the upcoming Artemis II mission.

Hear the full story on [WEKU](https://www.weku.com)

SUCCESS STORY

When DeShay Kabeya wanted to expand her in-home daycare to a licensed Title 1 facility, she needed financing to purchase both the business and the building. The Access Loan Program made it possible — connecting her with multiple financial partners at once and walking her through every step of the process.

“I tell every business owner I know about the program and truly believe it can impact other business owners' lives just like it did mine.”



DeShay Kabeya
The Young'uns Playhouse

#9

**Best Mid-Size
City for Gen Z**

Lexington's college-town energy and fast-growing sectors—ag, biotech, health, manufacturing, and engineering tech—make it a top landing spot for Gen Z seeking balance, community, and affordability.