

FULL STRIDE INITIATIVE

Commerce
Lexington
ECONOMIC DEVELOPMENT

Investor Update
Jan. 1 – Mar. 31, 2018

IN THIS ISSUE

- 1 Company Announcements
- 3 Events, Conferences, and Networking
- 6 Business & Education Network
- 7 Community & Minority Business Development

Tru-Tone E-Coating Facility Locating in Lexington will Create 120 Jobs

On January 31, Governor Matt Bevin announced that Tru-Tone Finishing Inc., a family owned provider of industrial e-coating, plans to create 120 jobs and to invest \$4.6 million as it establishes a Lexington facility. The company offers e-coating, powder coating, and some finishing processes for a variety of industrial clients. Tru-Tone will initially implement an e-coat metal finishing process to serve the surrounding region at an existing 70,000-square-foot building on Baker Court. Tru-Tone representatives expect this production line to open this summer, with powder coating capabilities added in 2019.

“Commerce Lexington is pleased to welcome Tru-Tone Finishing Inc. to the Lexington business community. This family-owned business will be a great addition to our manufacturing community, and our team looks forward to continuing our relationship with Tru-Tone Finishing for many years to come.”

Bob Quick
President and CEO
Commerce Lexington Inc.

Tru-Tone Finishing
expands to Lexington with
120 jobs

By the Numbers

In 2018, Commerce Lexington Inc.’s Economic Development Division responded to calls from the following:

41 NEW PROSPECTS
INTERESTED IN FINDING
A NEW LOCATION OR
EXPANDING OPERATIONS

17 COMPANIES WITH
POTENTIAL EXPANSIONS
IN LEXINGTON

41 EXISTING
BUSINESS VISITS

9 CLIENT VISITS

AgTech’s Diversified, Farmers-First Industrial Hemp Operation to Create 271 Jobs in Bourbon County

In late December, Gov. Matt Bevin announced that AgTech Scientific plans to create 271 jobs at a new hemp products development and manufacturing center in Paris as it forges relationships with Kentucky farmers and partners on research projects with the University of Kentucky. AgTech leaders plan to buy 10 acres and a 10-acre option in the Bourbon County Business Park to build a state-of-the-art, 50,000-square-foot facility, expected to open in 2018. The company’s \$5 million-plus investment could grow in the future.

This lead came through our economic development partners at the University of Kentucky. Our team worked with AgTech Scientific on their regional site selection process until they narrowed down their location to Bourbon County. Welcome to Central Kentucky, AgTech Scientific.

AgTech Scientific
plans to create
271 jobs in Paris

EVENTS, CONFERENCES, AND MARKETING

SPARK Kicks Off 2018 with Event for Entrepreneurial Community

On March 14, SPARK hosted its first event of the year at Wrigley Media Group. It offered our startup community an opportunity to network, to learn more about the 2018 SPARK calendar, and to see how companies can use video production to enhance their marketing opportunities. Over 50 people attended this kickoff event.



Attendees learn how to use video content to market their businesses.



Medical Device & Manufacturing Trade Show

Commerce Lexington Inc. participated in the annual Medical Device & Manufacturing (MDM) trade show February 6 – 8 in Anaheim, California. We partnered with LG&E and Kentucky Utilities, who host the booth at the show. Many Kentucky communities also participated in the event. This trade show is well known for being the event that offers direct access to the companies with the latest products and cutting-edge technologies in the world of medical design and manufacturing, a strategic target of Commerce Lexington Inc.

Commerce Lexington Inc. joined by our partners LG&E, Kentucky Utilities, and Tri ED from Northern Kentucky.

EVENTS, CONFERENCES, AND MARKETING



BEAM Region Concludes Work with Brookings Institute

As a part of the Bluegrass Economic Advancement Movement (BEAM), the Commerce Lexington Inc. team joined Louisville colleagues in Washington, D.C. for a two-day meeting with the Brookings Institute. This meeting served as the conclusion for our market prioritization initiative. In mid-2017, BEAM was selected to join a group of nine cities/regions seeking to increase the impact of metropolitan trade strategies through new research and plans that will determine how our region can best use international economic partnerships with international metro counterparts. The BEAM region presented our current findings to the cohort of communities and will finalize the project this spring.

Brookings Institute welcomes the nine cities in our cohort.

Commerce Lexington Inc. attends 2018 Site Selectors Guild

Commerce Lexington Inc. attended the 2018 Site Selectors Guild in Cincinnati at the end of March. This annual conference is an opportunity for site selection leaders to share trends and insights into economic development and the state of business. It is an excellent opportunity for professional development and for cultivating relationships with over 40 top-notch site selection consultants.

Dhani Jones, former Cincinnati Bengals player who is currently with the Bowtie Foundation, welcomes 45 site selection consultants and over 300 economic development professionals at the annual Site Selectors Guild conference in Cincinnati.



EVENTS, CONFERENCES, AND MARKETING

Economic Development team attends KAED's RFI Summit

Commerce Lexington's economic development team attended a half-day of training from two key site selectors who were in Lexington for the RFI Summit with the Kentucky Association for Economic Development (KAED). Over 75 people attended to learn from the KPMG executives on the new trends, the do's and don'ts of Requests for Information (RFIs), and how best to present your community. Commerce Lexington Inc. was given the opportunity to entertain them and to showcase our community while the consultants were in town. The senior staff from the Kentucky Cabinet for Economic Development also assisted in the presentations. Our team's RFI responses were noted as some of the best in the state.

KPMG site selection consultants present on best practices for RFI proposals.



Leadership Lexington's Economic Development Day

Commerce Lexington's economic development team participated in Leadership Lexington's Economic Development Day in March. Our team organized a panel of new and existing companies to discuss why they chose Lexington or decided to expand here. The panel discussed the advantages and challenges of being located in Lexington. Our team then held our Economic Development simulation exercise that put the attendees in a company or community role to experience site selection firsthand. The interactive simulation engaged the class in the process a company and community go through when choosing a location. The class enjoyed the activity and learned about what we do on a daily basis.

Leadership Lexington class goes through economic development simulation to learn about the site selection process.



OUR PROMISE

Beyond the Classroom: Our Promise to Every Academy Student in Lexington

The Business and Education Network partners with Fayette County Public Schools of the Academies of Lexington, and 2017 was a milestone year for us. In addition to launching Academies within Bryan Station, Frederick Douglass, and Tates Creek high schools, we made history with our designation as a Ford Next Generation Learning (NGL) community. Above all, we saw years of behind-the-scenes planning, dedication, and passion come alive under the shared vision of educators, parents, students, and businesses to truly transform public high school education in our city.

We kicked off 2018 with not a resolution—but a promise. As we continue to conquer our own Academy goals, we are reminded that our students are the heartbeat of everything we do. So we began this year by creating The Academies of Lexington Pledge, which is our promise to each and every Academy student.

We look forward to celebrating new milestones, the continued growth of our movement and, most of all, preparing our Academy students to graduate with so much more than a high school diploma.



Mrs. Martin's Algebra 1 class at Tates Creek High School discovered the connection between mathematical applications and equine architectural design thanks to Joe Martinolich.

The Academies of Lexington Pledge

This is the pledge The Academies of Lexington makes to you. As a student of The Academies of Lexington, you are offered many opportunities to extend your learning beyond the classroom. You are encouraged to make the most of these opportunities, with the expectation you will graduate academically strong and:

- **Hopeful and prepared for your future.**
- **Comfortable with taking risks and knowing how to fail-forward.**
- **Open to a diverse view of the world.**
- We promise you opportunities to explore a range of careers, so you can make informed choices about your future, whether you are continuing your studies or going directly into the workforce.
- We promise to provide a variety of diverse opportunities and experiences to build your confidence and effectiveness as a communicator.
- We promise to develop and promote an environment where you think deeply with an open mindset, a willingness to listen, and a safe space to take risks.
- We promise to provide you with team experiences that foster trust, collaboration, communication, and accountability.
- We promise to model and empower you to make difficult, critical, and appropriate decisions necessary to thrive in a variety of situations.
- We promise to expand your knowledge of and appreciation for the arts through creative and culturally diverse experiences.
- We promise to broaden your local, regional, and global experiences.
- We promise to foster your sense of belonging as a dedicated and invested citizen through giving back to the community.

10 WAYS TO GET INVOLVED



10 Ways You Can Help Shape Lexington's Future Workforce

We have received an incredible amount of support from the community—from families to businesses, to individuals and organizations. The energy and excitement surrounding our approach to doing education differently is sweeping through Lexington. To continue to provide our Academy students with hands-on, real-world learning experiences that prepare them to succeed in a 21st century economy, we must all continue to work together.

We're often asked, "How can I get involved?" or "I want to help, but what can I do?" The answer is that there are many ways to join The Academies of Lexington movement. The following are just a few examples of how businesses, individuals, and organizations can support the Academies to create a brighter future right here in Lexington.

1. Be a guest speaker | Guest speakers offer fresh perspectives and bring real-world applications to the classroom. Whether you're interested in lending career advice or specific industry insights, we would love to hear from you.

2. Judge a competition | Feedback from professionals is crucial to our students as they continue to learn and grow throughout their Academy experience. By being a judge for classroom presentations and projects, you can promote critical learning opportunities for improvement, as well as provide support.

3. Participate in career and industry events | Academies offer various events and activities that bring real-life professionals and industries directly to students.

4. Volunteer | Volunteers are welcome at several Academy events and activities. Whether it is an award celebration, faculty appreciation day or a field trip, there are many ways to lend a helping hand.

5. Provide a teacher externship | Externships promote continuous improvement for our Academy teachers, helping them bring real-world experiences into the classroom. These opportunities allow teachers to get a firsthand look at the industry-specific skills their students will need to be competitive in the future.

6. Offer job shadowing opportunities | By allowing an Academy student to observe you in your everyday work environment, they will get a firsthand look at what being in the workforce is like. It is also a great way for students to confirm (or re-evaluate) their own future career goals.

7. Host a field trip | Field trips are a great way for industry and businesses to expose Academy students to various fields. From visits to local manufacturing facilities to touring hospitals, field trips provide important learning opportunities outside of the classroom.

8. Be a mentor | Being a mentor is a wonderful way to not only help prepare Academy students for life after high school, but to also forge meaningful relationships that positively influence our youth. We welcome both career and project-specific mentors to work directly with small groups of students.

9. Host an intern | As the workforce becomes increasingly competitive, gaining professional experience before graduation is more important than ever. Providing an internship is an excellent way to allow Academy students to see and participate in your industry, as well as get valuable experience.

10. Get creative! | If you have an idea that is not on this list, we would love to hear it. Part of what makes the Academy model so special is our ability to shift and evolve. We always welcome new ideas from the community.

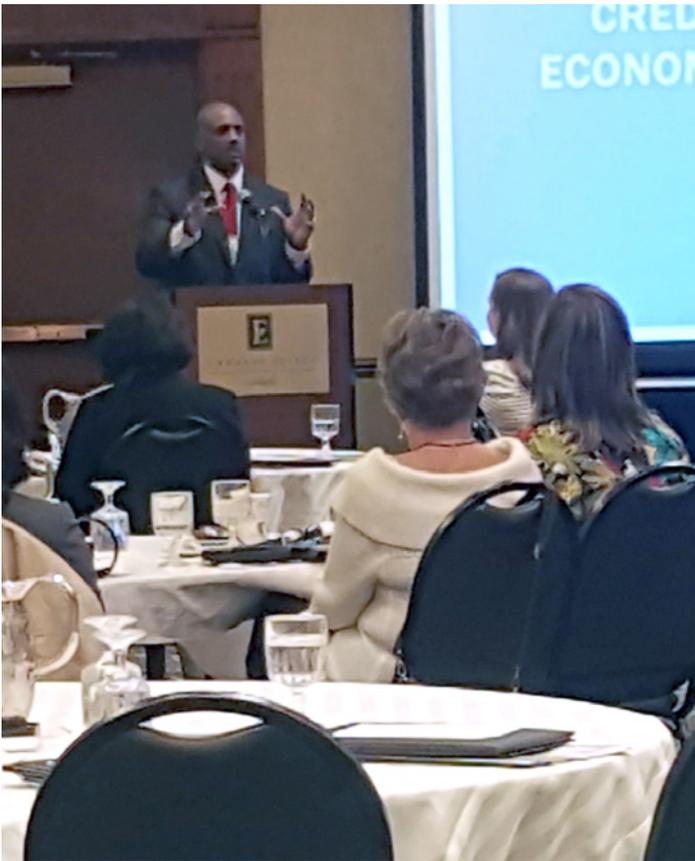
To learn more about each of our Academies, follow us on social media or visit our website at academiesoflex.com.

*If you would like to get involved with our Academies, please contact **Natalie Shepard**, Partnership Manager, Business & Education Network at nshepard@commercelexington.com or 859-226-1629.*

COMMUNITY & MINORITY BUSINESS DEVELOPMENT

PCCU Small Business Summit

On March 31, our team participated in a half-day economic summit for small businesses with Park Community Credit Union (PCCU). PCCU is the Access Loan Program's newest member. During the summit, the organization spoke about their partnership with Commerce Lexington and two specific loan programs, which are the Contract Lending Program and the Microloan Program. The Contract Lending program allows small business owners to borrow against a new contract. The Microloan Program allows PPCU to partner on a loan that lacks sufficient collateral and make small loans under \$20,000. The event was well attended and was held at the Embassy Suites Hotel.



PCCU holds summit for small businesses.

Minority & Women's Contracting Program

The Minority and Women's Contracting Program began January 23 at the Four Points Sheraton on Newtown Pike. The sessions continued for 10 weeks. Commerce Lexington Inc. co-sponsors the training with LFUCG, Messer Construction, Fayette County Public Schools, BEX Construction, Bluegrass Airport, Fifth Third Bank, and the UK Small Business Development Center.

Get It Done – Building for Tomorrow

Community and Minority Business Development partnered with Messer Construction and other organizations to host a seminar called *Get It Done – Building for Tomorrow* on March 13 at Kentucky Eagle. The four-hour seminar included sessions focusing on strategic partnerships and upcoming opportunities. 80 individuals attended the event.



Commerce Lexington, Messer Construction, and other partners host *Get It Done*, a seminar for small business.

HERE'S OUR PROOF

26 MEETINGS WITH MINORITY BUSINESSES

17 ASSISTED WOMEN-OWNED BUSINESSES

13 EXISTING BUSINESS CALLS

\$98,600 IN PROCUREMENT DURING THE QUARTER

\$50,000 IN ACCESS LOANS

COMMUNITY & MINORITY BUSINESS DEVELOPMENT

Lexington Young Professionals of Color Convening

The department also partnered with Leadership Lexington to sponsor and host a booth at the inaugural *Lexington Young Professionals of Color Convening* on March 2. Approximately 80 delegates attended, which included civic leaders, individuals, and corporations interested in shaping solutions for economic mobility and the quality of life for young professionals of color in Lexington—making this a city where we all feel we belong.



Attendees gather for Lexington Young Professionals of Color Convening.



Larry Jackson, the Owner of Synergy Coach, exhibits at Lexington Young Professionals of Color Convening.

Small Business Day in Frankfort

On February 15, Commerce Lexington Inc. participated in the day-long *Small Business Day* at the Capitol with the Kentucky Legislature. The annual event was put on by the Kentucky Chamber of Commerce and its Small Business Council, of which Commerce Lexington's Tyrone Tyra is a member. Several legislators, including Senator Damon Thayer, spoke to the council.

Minority Business Accelerator

The Commerce Lexington Executive Committee has officially approved Equity Solutions Group, owned by Ray Daniels, as the new consultant for the Minority Business Accelerator (MBA). Currently, Commerce Lexington Inc. is meeting individually with the members of the MBA to update them and to set up an initial group meeting with the new service provider.

Access Loan Program

The program closed its first loan of 2018 for \$50,000 to a consulting company. There is a lot of interest and activity with this program. We anticipate closing more loans throughout 2018.



Upcoming Meetings

Our team has begun the preliminary plans for the *Bluegrass Minority Business Expo* in August 2018. The next *Opportunity Exchange* date is set for September 13 at Republic Bank downtown.

