

# FULL STRIDE INITIATIVE

● commerce  
● lexington  
Economic  
Development

Investor Update  
July 1 – Sept. 30, 2021

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## Longship Celebrates Opening of New Building in Hamburg Area

Longship, founded by Kenny Ray Schomp, is a third-party logistics company that specializes in over-the-road transportation of fresh, frozen, and dry shipments using the latest state-of-the-art technology. The Economic Development team hosted a ribbon cutting and grand opening event on August 11 to celebrate Longship's expansion into a new 29,000-square foot building located in the Hamburg area.

"We are excited to support Longship's commitment to create upwards of 150 new jobs over the next ten years.", Commerce Lexington President and CEO, Bob Quick, said, "The opening of Longship's new expanded facility will not only add great-paying jobs across our region, but will also further strengthen Central Kentucky as a leader in logistics innovation. The pandemic showed just how important it was to continue delivering goods across the country, and that need has only increased since last year. Congratulations to Longship on this expansion, and we appreciate its investment in the regional economy."



Longship officially opened its new building in the Hamburg area on August 11. Pictured above left to right are Courtney Putthoff (Longship), Annie Franklin (Kentucky Cabinet for Economic Development), Kevin Atkins (City of Lexington), Kenny Ray Schomp (Longship), Bob Quick (Commerce Lexington Inc.), and Matt Garland (Longship).

## Manufacturers' Roundtable Discussion with Senator McConnell

In early July, Commerce Lexington hosted a private roundtable discussion with Senate Minority Leader Mitch McConnell to address the business climate of Lexington's manufacturing industry. In addition to Lexington Mayor Linda Gorton and Chief Development Officer Kevin Atkins, 13 executives attended the event to represent their companies and share best practices, challenges, and anticipated goals within the industry. The discussion provided valuable insight specific to post-Covid economic development in Fayette County and the Bluegrass region.



## By the Numbers

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

2 COMPANIES WITH POTENTIAL EXPANSIONS IN LEXINGTON

22 EXISTING BUSINESS VISITS

3 CLIENT VISIT

# ANNOUNCEMENTS

## Thoroughbred Aviation Maintenance Opens New Headquarters

On August 25 Commerce Lexington and the Cabinet for Economic Development celebrated the opening of Thoroughbred Aviation Maintenance's (TAM) new consolidated headquarters operation at Lexington's Blue Grass Airport, a project creating up to 47 full-time jobs over the next three years with an \$800,000 investment. TAM provides avionics installation, repair and inspections, aircraft painting, interiors, airframe repair and other services for government aircraft and law enforcement agencies, as well as corporate and privately owned aircraft.

"Thoroughbred is excited about our consolidation and expansion at Blue Grass Airport," said Joe Otte, vice president of TAM. "We are grateful for our partnership with Blue Grass Airport and Commerce Lexington, and the positive business environment they foster. We believe the greater amenities, business diversification and access to commercial flights will enhance our customers' experience and help our business expand."

"We are so excited to see the growth of Thoroughbred Aviation Maintenance right here in Central Kentucky," said Commerce Lexington president and CEO, Bob Quick. "We appreciate their commitment to Lexington and the surrounding region, as they consolidate operations at Blue Grass Airport to create a variety of well-paying jobs. We enjoyed working with the Thoroughbred Aviation Maintenance team on this expansion project and look forward to more great things in the future."



*Pictured left to right:* Eric Frankl (Blue Grass Airport), Lexington Councilmember Kathy Plomin, Kevin Atkins (City of Lexington), Todd Case (Thoroughbred Aviation Maintenance President & CFO), Rocky Adkins (Special Advisor to Governor Andy Beshear), Joe Otte (Thoroughbred Aviation Maintenance Vice President & COO), Gina Greathouse (Commerce Lexington), and Mark Carter (Commissioner of Kentucky Department of Aviation).

## Community Day and Industry Tour Highlights

The Commerce Lexington Economic Development team hosted a Community Day and Industry Tour to welcome two project managers who recently joined the Kentucky Cabinet for Economic Development division. With our community partners at the table, our team highlighted Lexington's finest assets with a presentation that demonstrated our quality of life. Together, we toured the Bluegrass Business Park, Coldstream Research Park and introduced the Coldstream Master Plan to create awareness about Lexington's future potential for economic development in Fayette County.



## Manufacturing Industry Representatives Meet at Big Ass Fans

The Commerce Lexington Economic Development team partnered with the Kentucky Association of Manufacturers (KAM) to present the findings of their 2021 Wage and Benefit Survey and Sustainable Wage information to approximately 30 attendees in the manufacturing industry. Additionally, Commerce Lexington introduced the Lexington Economic Partnership team to provide a high-level overview of the services provided by each sector. Big Ass Fans hosted the event by allowing us to use their venue. We plan to coordinate a future event to share the survey results.



# ANNOUNCEMENTS

## New Partnership Creates Innovative Salesforce Training Program

The Commerce Lexington Economic Development team helped coordinate and announce a partnership among the City, the University of Kentucky, Commerce Lexington, and Coastal Cloud, that focuses on the creation of a new UK Salesforce Consultancy Incubator Program. Coastal Cloud is a Salesforce Multi-Cloud Expert Partner and as part of the new program, Coastal Cloud will train students, recent college graduates, and new or aspiring salesforce administrators to become effective salesforce consultants. Participants in the program will gain experience in client discovery sessions, documenting requirements and business processes, and proposing out-of-the-box custom Salesforce solutions. Experience will progress to levels of design and development within the Salesforce software platform.

Commerce Lexington President and CEO, Bob Quick, said, “The key to success in business often starts with building relationships. There is an art to connecting with people, and this partnership will provide valuable training to students, recent college graduates and others to do just that. The Salesforce company is well-known in the business world for its CRM digital platforms, and through this initiative and new space, Coastal Cloud will help build our future workforce in cloud-based careers.”



*Pictured left to right:* Gina Greathouse (Commerce Lexington), Matthew McCarthy (Co-Founder & Chief Production Officer, Salesforce Club, University of Kentucky), Tim Hale (Co-Founder & Managing Partner, Coastal Cloud), Sara Hale (Co-Founder & Managing Partner, Coastal Cloud), Lexington Mayor Linda Gorton, Megan Dunnigan, and Erik Dunnigan (Managing Director of the Midwest, Coastal Cloud). (Photo courtesy of University of Kentucky)

## Commerce Lexington Economic Development Adds New Team Member

Falon McFarland joined the economic development team as Administrative Project Coordinator in July. Falon recently moved to Lexington with her husband and three children. She is a graduate of Grambling State University with dual bachelor’s degrees in Marketing and Computer Information Systems. She recently completed her MBA with a specialization in Marketing from the University of Texas at Tyler. Falon’s background is in the telecommunications industry. She is excited to start her new journey with Commerce Lexington, as she learns more about the awesome city of Lexington. Falon enjoys watching boxing with her husband and spending time outdoors with her children.



**LEXINGTON'S GREATEST ASSET IS YOU. HERE'S OUR PROOF.**

- #9 Most Diversified Metro Economies in the US**  
-WalletHub
- #6 Cities with the Lowest Startup Costs**  
-SmartAsset
- #12 Percentage of Population with an Advanced Degree**  
-US Census Bureau
- #2 Best Cities for New College Grads**  
-SmartAsset

**commerce lexington**

Lexington is a great place to do business. Visit [LocateInLexington.com](http://LocateInLexington.com) to find out why.

# ANNOUNCEMENTS

## Commerce Lexington participates in Lexington for Everyone, an awareness campaign advocating for balanced land policies.

### Greetings Full Stride Investors

We are supporting an issue education campaign to raise awareness about the impact of Lexington's land use policies on our economy. As you may know, we are responsible for recruiting and retaining business, and talent, to Lexington and the region. For several years, we have advocated to city leaders about the need for more balanced land use policies to adequately address growth for homes, jobs and equity, while protecting signature agriculture resources. With the development of a new Comprehensive Plan coming up in 2022, we feel it is important to do more to educate our members and the community about how land use policies impact all of us. That's why we're pleased to participate in Lexington For Everyone, a newly-created nonprofit group of concerned citizens that will advocate for balanced, common-sense land policies.



segment of our community. For more information, visit us at [lexingtonforeveryone.com](http://lexingtonforeveryone.com), [Facebook](#), [Twitter](#) or via [email](#).

### ABOUT LEXINGTON FOR EVERYONE

The Lexington For Everyone partners are united in their belief in creating a Lexington where families can find homes at a variety of prices, where everyone who wants a job can find one, where a vibrant quality of life reaches every zip code and neighborhood. Homes. Jobs. Equity. They are the foundation of strong families and successful communities. Common-sense, balanced local land policies will provide access and opportunity that will lift up our neighbors at every stage of life and every

### THE VISION. THE WHY?

To Create a Community Where Everyone Belongs.

- Create housing opportunities in all price ranges for all citizens.
- Maintain a diverse and vibrant economy.
- Keep Lexington competitive for jobs and talent across all economic sectors.
- Advance Lexington's unique history & cultural diversity.
- Ensure that local policies and regulations are economically viable and do not pit one segment of our community against another.

Let's build a Lexington for Everyone! Check out these videos to see how this impacts you:



### GET INVOLVED

If you want more information about how Lexington's restrictive land use policy is impacting our community's housing, jobs and equity issues, click [here](#).

# EVENTS, CONFERENCES, AND NETWORKING

## KY Diversity & Equity Summit

The Kentucky Diversity & Equity Summit, hosted by the Kentucky Association for Economic Development, brought together Kentucky's economic developers, business leaders, and policy makers to build capacities and strategize on the growth of communities and the Commonwealth. The Commerce Lexington Economic Development team joined the association and discussed trends in site selection, best practice programming, available data resources, and methods to continue to accelerate economic development in the Commonwealth.



## Kentucky Diversity & Equity Summit

## Bluegrass Alliance Launches Outreach Campaign

The Bluegrass Alliance — a partnership of economic development professionals across nine counties working together to ease the process of relocating or expanding companies to the bluegrass — launched an outreach campaign targeting the economic development industry's most influential site selection consultants from across the country. Using our dynamic thoroughbred industry as a creative platform, the direct mail campaign highlighted the many benefits of doing business in the Bluegrass and invited each consultant to experience the thrill of becoming a horse owner with a gift card to myracehorse.com.



This initiative, which launched in September, is working to keep the Bluegrass on the site consultant's radar, creating opportunities for conversation and strengthening relationships with our economic development teams.

**THE BLUEGRASS IS HOME TO 10 COLLEGES AND UNIVERSITIES AND RANKS AS ONE OF THE MOST HIGHLY EDUCATED AREAS IN THE NATION WITH OVER 41% OF OUR POPULATION HAVING A BACHELOR'S DEGREE OR HIGHER.**



# BUSINESS AND EDUCATION NETWORK



## Business & Education Network launches new “Accelerate Lexington” program

The Business & Education Network (BEN) recently launched the “Accelerate Lexington” program – an initiative committed to increasing the talent pipeline in Lexington.

The Covid-19 pandemic caused a major disruption to the workforce leaving thousands of vacant positions here in Central Kentucky. While our region already faced a workforce shortage prior to the start of the pandemic, the last year and a half really accelerated the issue.

This workforce development project will bring employers together to strategically expand the talent pipeline for high-demand careers in industry sectors that are drivers of our region’s economy.

Phase one of the program will provide free certified nursing assistant (CNA) training to 30 people with a guaranteed job in one of our local hospitals immediately upon completion. Our partners include: LFUCG, Bluegrass Community and Technical College, Baptist Health, CHI Saint Joseph Healthcare, and UK Healthcare.

Through the Accelerate Lexington program, participants will be trained by BCTC staff in the evenings and on weekends to maximize participation in the training for individuals who might be currently working but wish to pivot their careers to the healthcare sector.

“Bluegrass Community and Technical College’s Workforce Solution’s Unit customized this training to meet unique needs of this specific job. With funding available through KCTCS TRAINS, BCTC Workforce Solutions is assisting this group of healthcare providers by offsetting the cost of the nurse aid training by 75%,” said Erin Tipton, Associate Vice President for Workforce Solutions. “We are excited to partner with our healthcare providers to offer this customized training solution.”

There are hundreds of jobs waiting to be filled and that trend does not appear to be ending anytime soon. Baptist Health is currently constructing a new hospital in Hamburg and they’ll need 800 additional employees to fill those jobs when it opens in 2024.

“This can absolutely make a difference,” said Chief Nursing Officer Dee Beckman. “Providing this education for CNA’s opens the door for them if they want to go into other healthcare job roles.”

The Accelerate Lexington program is expected to start with its first cohort of participants in early 2022.

For more information, please contact Betsy Dexter at [bdexter@commercelexington.com](mailto:bdexter@commercelexington.com).



# BUSINESS AND EDUCATION NETWORK

## Fayette County Public Schools awarded \$10 million to improve Career and Technical Education (CTE) Center

Gov. Beshear recently presented \$10 million to Fayette County Public Schools (FCPS) to support career and technical education. CTE provides students of all ages with the academic and technical skills, knowledge and training necessary to succeed in future careers and to become lifelong learners. “This vital funding will help make sure our students know they have the support they need to achieve their goals and build bright futures for themselves and their families,” Beshear said. “It’s also going to help make sure businesses all over the world know Kentucky’s skilled workforce is ready and able to compete as our economy takes off.”

The \$10 million will help combine two CTE campuses – Eastside Technical Center (2208 Liberty Road) and Southside Technical Center (1800 Harrodsburg Road) – into a fully renovated facility in downtown Lexington at the former Herald-Leader building (100 Midland Ave.). The new location -- serving students from Fayette, Jessamine, Scott and Woodford counties -- will increase the CTE program’s visibility and accessibility, expand classroom and support spaces, and improve available technology and resources.

*Below:* Gov. Beshear recently presented \$10 million to Fayette County Public Schools (FCPS) to support career and technical education.

Eastside and Southside Technical Centers, which the new facility will replace, currently offer programs in:

- Auto body/collision repair technology
- Automotive technology
- Diesel/medium-heavy truck technology
- Aviation
- Law enforcement, fire and emergency medical services
- Cinematography
- Digital design and game development
- Carpentry
- Electronics and electrical design and repair
- Welding, HVAC and plumbing
- Automation engineering
- Culinary arts
- Medical sciences

The Business and Education Network will work closely with FCPS on this project to reimagine a state-of-the-art Area Technology Center that will help students connect what they are learning in the classroom with real-world applications.

This new center, which should open in the next few years, will widen access and opportunity for our students, better preparing them for the future workforce.



# COMMUNITY AND MINORITY BUSINESS DEVELOPMENT

## 2021 Minority Business Award

Commerce Lexington's Salute to Small Business was held September 24th at the newly constructed Central Bank Center. Our presenting Sponsor was Forcht Bank. Congratulations to this year's recipient of the Minority Business Award, Raquel Carter, owner of Guide Realty.

Guide Realty opened its doors in January 2008 with a vision of a small, family-owned, boutique-style real estate office. Today, Carter leads a team of 25 realtors, plus three full-time and two part-time administrative staffers. Recently, they opened a newly-renovated, 5,000-square foot facility that contains a professional development and community engagement space called The Compass Center.



Ray Daniels, Commerce Lexington Board Chair, and Houston Hall, Lexington Market President at Forcht Bank, present the 2021 Minority Business Award to Raquel Carter, owner of Guide Realty.

## Bluegrass Minority Business Expo

Commerce Lexington was a major sponsor of the 19th Lexington Bluegrass Area Minority Business Expo, held virtually August 5th & 6, 2021. The event featured Keynote speaker Stephen L. Hightower, President and CEO of Hightowers Petroleum Co. and offered a variety of educational and networking opportunities.



## By the Numbers

2021 Small Business Economic Recovery Program (Through September 2021)

**\$11,370,719**

TOTAL DOLLAR AMOUNT OF FUNDING REQUESTED

**430**

TOTAL NUMBER OF APPLICATIONS

**342**

TOTAL BUSINESSES FUNDED

**35%**

FEMALE OWNED

**24%**

MINORITY OWNED

**\$4,903,462**

TOTAL AMOUNT FUNDED THROUGH

## TAKE THE PLEDGE

*Commerce Lexington's Racial Equity Pledge* challenges the region's business community to build a more inclusive economy based on equal opportunity and advancing racial equity.

Learn how your business can make the commitment and take the pledge at [locateinlexington.com/minority-business-services/](https://locateinlexington.com/minority-business-services/).



# COMMUNITY AND MINORITY BUSINESS DEVELOPMENT

## Minority Business Accelerator Report

The current members of the Minority Business Accelerator are:

- Helping Hand, LLC- Owner, Chase Minniefield
- Elaine Allen, LLC- Owner, Bishop Carter
- TCG America- Owner/Rep- Tina Watson
- Facilities Maintenance & Services Group, LLC- Owner, Frank Hall
- Equity Solutions Group Consulting- Owner, Ray Daniels
- The Patriot Group-Owner, Lawrence Herring

This summer, the members collective achieved gross sales of over \$1.8 Million. Thanks to our great consultants who facilitated and managed these members.

Commerce Lexington is continuing to work closely with the University of Kentucky, Community Ventures, Fayette County Public Schools, Louisville Metro Government, and Jefferson County Public Schools to address the shortage of qualified businesses for procurement opportunities.

Since our last report, Elaine Allen, one of our Minority Business Accelerator members, received a significant contract with the University of Kentucky, due in part to the collaborative efforts of Black Faith Leaders, UK, and Commerce Lexington. We are also playing a significant role in getting minority businesses to “pre-bid” meetings so they can get the most up-to-date information on doing business with the University.



If you would like information on joining the Minority Business Accelerator or are interested in doing business with one of our members, please contact Tyrone Tyra at [ttyra@commercelexington.com](mailto:ttyra@commercelexington.com).

**#10 CITY WITH BEST  
WORK-LIFE BALANCE**

—SMARTASSET



## LFUCG 2020 Lexington Small Business Stimulus Grant - Business Outcome Report Summary

The Lexington Small Business Stimulus Grant was developed to support the recovery of local small businesses in Lexington with established goals to sustain or increase employment and/or payroll.

Eligible businesses could apply for up to \$25,000 based on sustaining or increasing employment and/or payroll within one year following the grant award.

Below is an outcome summary of the grant which distributed over \$2.3 million to small businesses in our community.

