

# FULL STRIDE INITIATIVE

Commerce  
Lexington  
ECONOMIC DEVELOPMENT

Investor Update  
July 1 – September 30, 2014

## Entrepreneurial/Technology FAM Tour



The journalists attending the FAM tour had the opportunity to play many games developed by Lexington companies at the Gaming Showcase at Awesome Inc.

The Bluegrass Business Development Partnership partnered with the Cabinet for Economic Development on hosting 7 national media writers and several state and local publications in Lexington on Tuesday, September 30 to showcase the entrepreneurial and technology community. The Cabinet planned several days in the state to highlight entrepreneurship and innovation (in the past they have highlighted manufacturing, food and beverage, etc.). We hosted a mini tradeshow of seven gaming companies in Lexington including Frogdice, Super Soul,

Gun. at Awesome Inc. to start the afternoon. Game development was identified as a niche industry target in our strategic plan study with AngelouEconomics, and our team is proud to feature this growing sector in our community. After the tradeshow, we hosted Geeks Night Out and then a private reception to introduce the writers to many of the technology and entrepreneurial companies in the area. This was a great opportunity for Lexington and our vibrant technology sector to be featured in national magazines.



Mayor Jim Gray and Commerce Lexington President & CEO Bob Quick had the opportunity to network with the journalists at the Livery for Geeks Night Out, our quarterly technology networking event.

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### By the Numbers

In 2014, Commerce Lexington's Economic Development Division responded to calls from the following:

**81** NEW PROSPECTS  
INTERESTED IN FINDING  
A NEW LOCATION OR  
EXPANDING OPERATIONS

**26** EXISTING CLIENTS AND  
LOCAL ENTREPRENEURIAL  
COMPANIES WITH  
POTENTIAL EXPANSIONS  
IN LEXINGTON

**102** EXISTING BUSINESS  
VISITS

**23** CLIENT VISITS



### Detroit

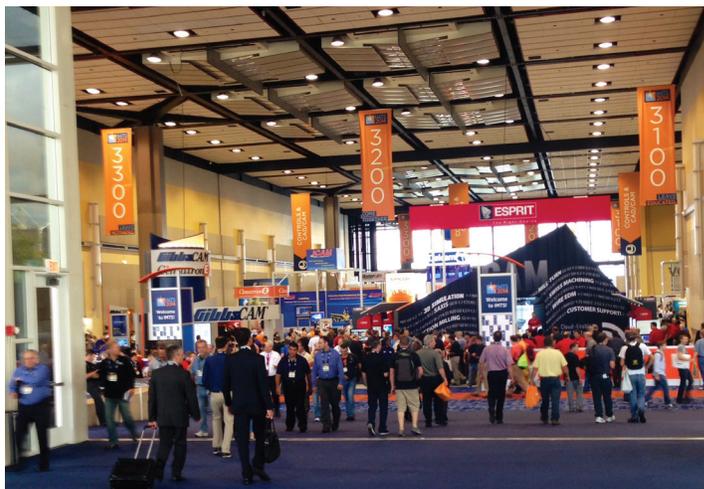
In late August, Commerce Lexington traveled, as a part of KentuckyUnited, on a marketing trip to Detroit. KentuckyUnited is a public-private partnership of state, regional and local economic development organizations formed to market Kentucky. Our team travels with KentuckyUnited annually to meet with site selection consultants and prospective companies. This was the first trip that included an existing business appreciation luncheon for Michigan businesses that have Kentucky operations. Lieutenant Governor Jerry Abramson attended the luncheon, as well. We also met individually with Neogen Corporation, headquartered in Lansing, MI, who has a large manufacturing operation in Lexington.



Lt. Governor Larry Abramson speaks at the KYUnited Existing Business Luncheon appreciation event in Detroit.

### IMTS

In September, Commerce Lexington exhibited in partnership with LG&E-KU at the 2014 International Manufacturing Technology Show (IMTS) in Chicago. IMTS is America’s largest manufacturing technology show that draws over 114,000 attendees from all over the world. Manufacturing is a key industry to the Bluegrass region and one of Commerce Lexington’s strategic target niches. LG&E-KU promoted Kentucky as a key state for manufacturers to do business and allowed economic developers to exhibit in partnership with the utility company. IMTS gives Commerce Lexington an opportunity to showcase Lexington’s strengths in manufacturing and to network with a variety of companies that have operations worldwide.



IMTS Tradeshow Floor.

**Look for our  
2015 Marketing Calendar  
in the next Full Stride  
Update Newsletter!**



IMTS Tradeshow Floor.

## SPECIAL EVENTS

## Lexington Jobs Fund Informational Sessions

Our economic development team hosted two events with Mayor Gray for our existing business clients to inform them about the new local Jobs Fund incentive. We had over 50 manufacturing, technology, and SBIR companies attend two informational sessions. The Mayor's Office has already received several calls and emails, as well as applications for the new programs.

Gina also sent out the Jobs Fund information to a list of 350 site selection consultants from across the country. Several responded that it sounded like a great program. We may even receive a manufacturing lead from the contact.



Mayor Jim Gray speaks to manufacturing and technology companies about the new local incentive program at one of our informational sessions.

## World Trade Day

On August 21st, Commerce Lexington sponsored and exhibited at the Kentucky World Trade Day in Lexington at Griffin Gate. This conference is Kentucky's largest gathering of international business professionals in the state. It offers an opportunity for networking and professional development as well as access to experts in international trade.



Kentucky World Trade Day 2014.

## A&W

Commerce Lexington was excited to participate in A&W Restaurants' ribbon cutting of their new restaurant facility in Hamburg in early August. Our team, who recruited A&W's headquarters to Lexington in 2011, is proud to have A&W in Lexington. In conjunction with the grand opening, A&W gave 50% of their proceeds to local nonprofits.



Kevin Bazner, President & CEO of A&W Restaurants, Mayor Jim Gray and Bob Quick, President & CEO of Commerce Lexington, toast frosty root beer at A&W's restaurant grand opening in Hamburg.

## Geeks Night Out

Geeks Night Out was held on September 30 at the Livery in downtown Lexington where the journalists from the FAM tour connected and socialized with regular attendees of the event.

The goal of this event is to allow technology professionals, entrepreneurs, and design professionals in the area the chance to network and exchange ideas. We had one of our largest turnouts with over 120 people attending.



Quarterly gathering of Geeks Night Out at the Livery on Main Street.



## Manufacturers' Networking Group

Over 25 Lexington-based manufacturers attended the Manufacturers' Networking Group luncheon on July 28th that was hosted by Webasto Roof Systems. Attendees learned more about the workforce resources available to them in Lexington and from the state then took a tour of Webasto's facility.

Billie Peavler, the Executive Director of the Business and Education Network (BEN), gave an overview of the services provided by BEN and the organization's goals. Josh Benton, the Executive Director of Workforce Development at the Kentucky Cabinet for Economic Development, presented on the Kentucky Skills Network that is a one-stop shop for workforce resources and training grants available to Kentucky businesses.



Josh Benton with the Kentucky Skills Network presenting to the Manufacturers' Networking Group.

## Professional Development: KIED

Hannah Huggins and Travis Lane, who joined the economic development team in March, attended the Kentucky Institute for Economic Development (KIED) in August. The weeklong professional development seminar teaches the fundamentals of economic development. Topics range from business recruitment, business retention and expansion, and marketing techniques for economic development groups. The course ends with an economic development simulation exercise.

## Our Blog

Check out our Economic Development Team's new Blog. Keep up to date with new economic development data and news to use every Monday!



[news.locateinlexington.com](http://news.locateinlexington.com)



## WORKFORCE PIPELINE

Ask most employers what their number one concern is pertaining to successful business development and expansion and they will tell you, ensuring a talent pipeline that supports the organization's needs. BEN is working to assist local employers in building the pipeline of skilled talent they are in need of. In July, we participated with Commerce Lexington in the Washington D.C. Fly-In, where workforce was the number one topic. We listened to a bipartisan panel explain how the new Workforce Innovation and Opportunity Act (WIOA) came about and asked questions on what impact changes would have a state and local level. Additionally, BEN convened with Mayor Jim Gray and with the Assistant Director of the Department of Labor to share our insights on our current workforce challenges and opportunities.

## EVOLVING SCHOOLS, EVOLVING WORKPLACES SUMMIT

Our continuing effort to connect business and education saw an excellent turnout for our event Evolving Schools, Evolving Workplaces summit on August 5, 2014. Created in partnership with UK colleges of Agriculture and Education, Bluegrass Tomorrow and BGWIB, this summit was an opportunity for business leaders and educators from the region to share concerns and barriers as well as see successful models for developing a skilled and educated workforce. 120 leaders from business, public schools, and state level organizations participated in this successful event. A follow up event will be held in October.



Chuck Martz, President of Link-belt Construction Equipment Company, speaking at the Evolving Schools, Evolving Workplaces Summit



Natasha Saunders from the UK College of Agriculture speaking at the summit.

## COMMUNITY & MINORITY BUSINESS DEVELOPMENT

### Strategic Alliances/Reclaim Your Neighborhood

**Neighborhood Cookout**  
Help us rediscover your neighborhood

Tuesday September 23 5:30-7:30pm Gainesway Park

Meet your neighbors for community discussion, free food and music

learn more and get involved

Facebook.com/ArmstrongMillWestNeighborhood  
Twitter.com/@ArmstrongMill  
OpenPlans.org/EHI\_Consultants/ArmstrongMill

ehi consultants  
KENTUCKY 150 1820-2014  
Commerce Lexington  
College for Technical Education

This past quarter presented some excellent opportunities for Commerce Lexington Inc. to showcase our programs and services in the business community and the community at-large.

On September 23th, Commerce Lexington, along with other community partners, sponsored a “Reclaim Your Neighborhood” event where we promoted and offered the services of the Bluegrass Business Development Partnership including the Access Loan Program.

The impetus of the event was started when Lexington decided to undertake development of a small area plan for the Armstrong Mill West neighborhood. A critical component to the success of this planning process is to provide a high level of participation and to actively engage neighborhood residents

and stakeholders. EHI Consultants, along with its sponsoring partners, Commerce Lexington, LFUCG and the University of Kentucky, led a public involvement process for the neighborhood by hosting an “Activate Armstrong Mill” kick-off festival at Gainesway Park on September 23.

### Strategic Alliances/Messer Construction

Commerce Lexington’s Minority & Business Development division co-sponsored an event with Messer Construction on September 11th. The Economic Inclusion event featured three projects: the LexTran Headquarters building, Shriners’ Hospital for Children, and the UK Academic Science Building.

Messer wanted to convey the message that over \$148 million worth of projects would be starting soon and that they welcome minority and women-owned businesses to participate. Approximately 48 such companies were represented at the meeting. Commerce Lexington Minority Business Development was proud to be a partner for the event.



Mark Hill, Vice President of the Lexington Messer Construction office presents to the group.



Sonya Walton- Messer



George Brown, UK & Attendee

### By the Numbers

40 MEETINGS WITH MINORITY BUSINESSES

12 MEETINGS WITH EXISTING BUSINESSES

9 MEETINGS WITH FEMALE-OWNED BUSINESSES

Need information about starting or growing your business? Contact us.

**Commerce Lexington**  
ECONOMIC DEVELOPMENT

330 East Main Street, Suite 205

Lexington, KY 40507

800.341.1100

locateinlexington.com

## COMMUNITY & MINORITY BUSINESS DEVELOPMENT

### Business Opportunity Fair

Commerce Lexington’s Community & Minority Business Development staff also sponsored and participated in Tri-State Minority Supplier Development Council’s “Business Opportunity Fair” in Louisville at the Galt House. Many companies like Toyota, UPS, Brown-Forman, and LG&E- KU conducted one-on-one sessions with minority business whom they might do business. The 1-1/2 day event boasts over 450 participants each year.

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Commerce Lexington staff and board members at the ACCE Annual Convention.



National Diversity Solutions at the Business Opportunity Fair.

### 2014 Minority Business Expo

Commerce Lexington was a participant and a sponsor of the 12th Annual Bluegrass Area Minority Business Expo. Wil James, President of Toyota Motor Manufacturing Kentucky was the Keynote Speaker. Almost 490 people attended the event and sessions held to assist small businesses.



Volunteer committee with Wil James, Mayor Jim Gray, & speaker Chris Rabb

### One on One Technical Assistance/Access Loan Program

The Access Loan Program was very active this quarter. We are waiting on two loans to be approved: \$250K line of credit; \$765K commercial loan with real estate.

During this period, Tyrone Tyra also participated as a panelist at a Kentucky Chamber Policy Meeting. The purpose of this Panel is to inform our Competitiveness Council of issues facing the recruitment and retention of businesses especially compared to competition in other states. Other panelist’s included: Casey Barach, Director, Kentucky Innovation Network in Northern Kentucky, and Ron Bunch, President/CEO Bowling Green Chamber of Commerce. Topics that were discussed were the lack of a Right to Work law, Kentucky’s tax climate including exemptions and incentives, angel investment dollars, Kentucky’s regulatory environment, government interaction/assistance in helping start-up businesses, workforce development issues/technical training, etc.