

2023 FULL STRIDE Initiative for Economic Development

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# ADVANCING THE BLUEGRASS REGION

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Lexington is what a great place to do business  
looks like. A city with smart, educated talent, thriving in a  
community with a high quality of life. Here's our proof.



# About Us

## Who We Are


Commerce Lexington was created to strengthen efforts to promote economic development, job creation, and overall business growth in Lexington and Central Kentucky. We harness the collective power of the business community to influence public policy, support businesses and entrepreneurs, cultivate current and future leaders, and leverage collaboration within our nine-county economic development area to build a more competitive Bluegrass region.

Commerce Lexington's Economic Development Division includes business recruitment and retention services, community and minority business development, and workforce and talent initiatives through The Business & Education Network (BEN). Our focus is to create new jobs that increase per capita income and the amount of income within our community, while creating greater capital investment throughout the region.

## How We Do It

Commerce Lexington is supported through investment in membership dues, sponsorships, and a five-year economic development campaign called FULL STRIDE – all of which are vital to support the various activities, events, programs, operations, and efforts to help business and industry grow and prosper. Since 1997, investment in the various economic development capital campaigns has been necessary to raise the profile of Lexington/Central Kentucky, help us compete with other benchmark cities and regions, and create a critical alignment of partnerships, strategies, and resources to build the best region possible.





**Here's Our Proof:** Lexington was recently named **#10 Percentage of Population with an Advanced Degree** by US Census Bureau.



# Our Leadership

The competition for business, jobs, and talent among communities across the country is fiercer than ever. The cities/regions that are the most successful growing their economy are also typically the most collaborative, innovative, and financially invested. Since 1997, Lexington's public and private sectors have come together to fund local economic development activities, such as business recruitment and retention, minority business development, and workforce development.

Our city and region have seen significant economic progress through partnerships, attention to detail, and great customer service for our clients. We have been able to accomplish this success with a dedicated group of investors, many of whom have invested in Lexington's efforts since our economic development capital campaigns began.

As economic development dynamics continue to evolve, no longer are cities competing against cities, but rather entire regions/MSA's are competing against other regions or even super-regions to maximize resources to attract and retain projects. The stage is now set for a different kind of economic race – one where Central Kentucky is competing with an ever more impressive tier of American regions.

Approaching economic development from a regional perspective will take a focused strategy coalesced around a number of impactful action items that benefit the entire region, as well as broad support from leaders and companies across Central Kentucky to implement them. The next Full Stride economic development capital campaign is critical to achieving our regional action items and strengthening our economy so that we can realize our region's full potential.

There has never been a better time for Central Kentucky, and we know that with continued collaboration and commitment, we'll ensure that it remains a great place to live and work for future generations.



**John Gohmann**  
2022 Board Chair,  
Regional President,  
PNC Bank



**Cassidy Rosenthal**  
Board Chair-Elect,  
Lexington Office  
Executive Member,  
Stites & Harbison,  
PLLC



**Robert L. Quick, CCE**  
President & CEO  
Commerce Lexington



**Gina Greathouse**  
Executive Vice  
President, Economic  
Development,  
Commerce Lexington



**Tyrone Tyra**  
Sr. Vice President,  
Community &  
Minority Business  
Development.  
Commerce Lexington



**Betsy Dexter**  
Executive Director,  
Business & Education  
Network, Commerce  
Lexington



**Andi Johnson**  
Chief Policy Officer &  
Director of Regional  
Engagement,  
Commerce Lexington



A high-angle, wide shot of a city square during a marathon. A large, diverse crowd of runners and spectators fills the square. In the background, there are several historic buildings, including a prominent red brick building on the left and a stone building on the right. The scene is bright and sunny, with shadows cast on the pavement. The text is overlaid in the center of the image.

**Here's Our Proof:** Lexington  
ranked **#9 Most Diversified  
Metro Economies in the  
U.S.** by WalletHub

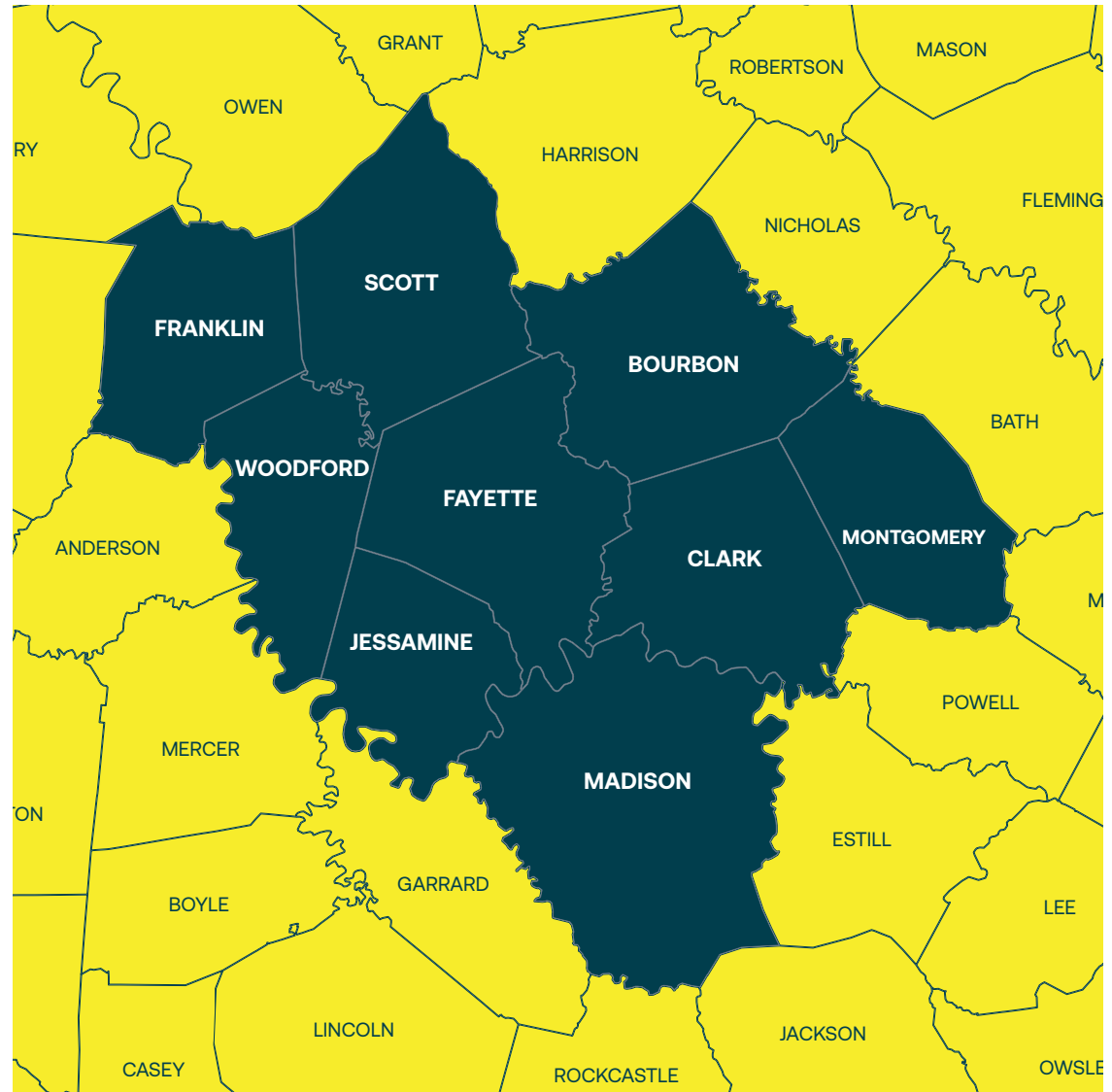
# The Bluegrass Region Economic Development Partnership

It's often said that the grass isn't always greener on the other side, but in the Bluegrass Region, it most certainly is.

With an economy as diverse as its landscape and one of the most educated workforces in the nation, our region is built for business. Assisting businesses and entrepreneurs in Central Kentucky is the Bluegrass Alliance, an informal partnership of economic developers. With a focus on marketing, support, trust, and camaraderie between would-be competitors, the Bluegrass Alliance was created to promote regional cooperation and enhance economic development efforts in Central Kentucky. For over 30 years it has operated in a casual setting, building trusted relationships, and creating opportunity for a streamlined effort towards advancing the Bluegrass Region's economy.

Comprised of economic development agencies and utility companies representing the greater Lexington Area, the Bluegrass Alliance includes the communities of Berea, Frankfort, Georgetown, Lexington, Midway, Mt. Sterling, Nicholasville, Paris, Richmond, Versailles, and Winchester.

Partners from the utility industry are Blue Grass Energy, Columbia Gas of Kentucky, Delta Natural Gas, East Kentucky Power Cooperative, Kentucky Utilities, and RJ Corman Railroad Group.





# A Timeline of Highlights in the Bluegrass Region



## **More Than A Bakery**

new bakery  
manufacturing location  
in Versailles – 180 new  
jobs, \$57M investment

## **UPS expansion of ground hub**

15 new jobs, \$106M  
investment

## **Big Ass Solutions**

expansion of  
headquarters and  
manufacturing – 562 new  
jobs, \$10.7M investment

## **MakeTime**

expansion of software  
development company  
– 28 new jobs, \$2M  
investment

## **Hera BioLabs**

expansion of biotech  
testing company – 23 new  
jobs, \$1.8M investment



## **MosquitoMate – expansion of biotech & R&D facility**

12 new jobs, \$535,000  
investment

## **BEN partnered with the Kentucky Center for Education and Workforce Statistics**

on a talent supply and  
demand report for  
the Lexington Area  
to address talent gap  
analysis

## **Minority Business Accelerator**

boasts five minority  
companies who have  
secured over \$6.6M in  
procurement

2016

2017

## **Coldstream Laboratories (now Piramal Pharma Solutions)**

expansion of  
pharmaceutical  
manufacturing facility  
– 40 new jobs, \$12.7M  
investment

## **Commerce Lexington Inc. named the #1 Chamber of the Year**

by the Association of  
Chamber of Commerce  
Executives

## **Bluegrass Stockyards**

new location and  
expansion – 20 new jobs,  
\$11.9M investment



## **James E. Pepper Distillery**

new location of bourbon  
distillery – 3 new jobs,  
\$1.3M investment

## **Toyota Motor Manufacturing Kentucky**

investment in  
manufacturing facility -  
\$1.2 Billion



## **Fooji expansion of tech company's headquarters**

adding 41 new jobs and  
investing \$754,000

## **Grand opening of Valvoline's global headquarters in Lexington**

## **Access Loan program**

facilitated \$15.8M  
in loans for small  
businesses

# A Timeline of Highlights in the Bluegrass Region

**Coldstream Land Swap**  
announced between UK  
& LFUCG, providing  
130+ acres for future job  
creation

**Harbor Steel**  
breaks ground on a  
50,000 sq. ft. expansion  
in Lexington's Blue Grass  
Business Park



**J.M. Smucker, LLC**  
new location and  
expansion – 20 new jobs,  
\$11.9M investment

**TIFFANY & CO.**

**Tiffany & Co.**  
invest \$500,000 and adds  
130 new jobs



**A&W Restaurants, Inc.**  
announces location  
for its new global  
headquarters in the city's  
new industrial park

**Minority Business  
Accelerator**  
members secure over \$8.2  
million in contracts

**Amazon**  
announces plans  
to construct a new  
143,000-square-foot  
delivery center in  
Lexington

**Access Loan Program**  
surpassed the \$7,000,000  
mark in loan facilitation

2018

2019

2020

**Kentucky Chamber  
Workforce Center**  
launched Kentucky's  
Talent Pipeline  
Management (TPM)  
Academy—BEN was  
chosen as 1 of 40  
Champions from across  
the Commonwealth to  
implement the system in  
our community



**LBX Company LLC**  
breaks ground on  
Customer Experience  
Center, a \$10 million-  
plus facility to include  
training and testing  
functions



**Webasto Roof Systems**  
grew Lexington operation  
by 183 jobs for next  
generation roof system  
adding \$15.2 million  
high-tech manufacturing  
line

**Tru-Tone Finishing**  
expands to Lexington  
with 120 new jobs and  
\$4.6 million investment



**Bullard Center**  
a global leader in  
manufacturing personal  
protective equipment,  
opens an R&D facility in  
Lexington

**US Equestrian**  
opens 35,000-square-foot  
Headquarters



**CLARK Material Handling**  
celebrates  
groundbreaking on third  
expansion at Lexington  
campus in four years,  
\$4.6 million investment  
creating 40 new jobs



**Launch Blue**  
an early stage accelerator  
program for Kentucky  
tech startups, launches



# A Timeline of Highlights in the Bluegrass Region



**Summit Biosciences, Inc.**  
a pharmaceutical manufacturer, expands creating 78 new jobs with a \$20.4 million investment

## THE COLLECTIVE

inaugural Regional Summit launches, highlights regional priorities and advancement of the Bluegrass Region's economy

**Access Loan program**  
facilitates over \$24M in loans for small businesses since 2001

**Coldstream Research Campus**  
community leaders break ground at The CoRE, a home for early stage, high-tech companies



**Coastal Cloud Partnership**  
celebrates UK Salesforce Consultancy Incubator Program grand opening



**Who Got the Money?**  
entrepreneurial companies generate over \$70 million in revenue, employing over 600 people

## Rubicon

expands in Lexington with new global headquarters

## Georgie-Pacific

grew Lexington facility by 50 new jobs, expanding its Dixie to Go PerfecTouch® cup manufacturing capacity

2020

2021



**Fresh Bourbon (dba Edwards Spirit Company)**  
announces plans to build first Black-owned bourbon distillery in Lexington creating 25 new jobs with a \$5.4 million investment



**NX Development Corp.**  
expands life science company creating 20 new jobs with an investment of more than \$1.2 million



**Longship**  
celebrates opening of new 29,000 SF building in Hamburg area

**Neogen Corporation**  
announces \$9.8 million investment in Mt. Sterling facility



**Thoroughbred Aviation Maintenance**  
opens new headquarters in Lexington creating 47 new jobs

**LFUCG Small Business Economic Stimulus & Recovery Grant Programs**  
administers over \$6.9 million to over 500 businesses

**Commerce Lexington Inc.**  
named to *Site Selection Magazine's* list of Top Economic Development Agencies for 2nd year in a row



**ElectraMet**  
closes \$6M in venture capital, expands operations

# A Timeline of Highlights in the Bluegrass Region



**Total Quality Logistics**  
expands, creating 300  
new jobs in Lexington



**BEN Launches The  
Lex Factor**  
a new marketing program  
to attract talent, starting  
with healthcare sector



**Kinetic**  
breaks ground on new  
Lexington headquarters



**Valvoline**  
opens first Company-  
owned heavy-duty  
fleet service center in  
Lexington



**Galls, LLC**  
expands operations,  
investing \$2.7M, adding  
80 new jobs



**Central Bank Center**  
finishes \$250M expansion  
and renovation

## 2022

**Canadian-owned Vector  
Corrosion Technologies**  
locates first US  
manufacturing facility in  
Lexington



**2022 Unity Award**  
presented to Commerce  
Lexington by Alpha  
Beta Lambda Chapter  
Education Foundation



**Lexmark International**  
breaks ground on a \$4  
million solar panel array  
project at Lexington  
headquarters

**Catalent Pharma  
Solutions**  
announces \$175M  
investment, Winchester  
facility adds 80 new jobs


**House Bill 476**  
signed, allocating  
\$100M in state funds  
for an enhanced Product  
Development Initiative



**Space Tango**  
creates 16 high-paying  
jobs with \$2.5M  
investment

**Hera Biolabs**  
announces \$6.6M for  
facility expansion and  
upgrades





**Here's Our Proof:** Lexington has an active labor force of over 170,000 people, and there are over 345,000 in the Bluegrass Region workforce. Most of Lexington's labor force is employed in healthcare and social services (14.8%), manufacturing (11.8%), retail (11.3%) and education (10.9%)



# Return on Investment / Manufacturing Case Study

## MORE THAN A BAKERY.

More Than A Bakery is a great example of a regional economic development project. Commerce Lexington began working with the company in 2013, then known as Project Alpine, and Austin Consulting company, a nationally known site selection firm in Cleveland. The site selection process took years, but we quickly developed a great working relationship with the company's executive management team and Austin Consulting. More Than A Bakery is an affiliate of Richmond Baking, which is the oldest family-owned cookie and cracker bakery in the United States.

**The new facility located in Versailles, KY in 2016, investing over \$35 million and creating 180 new jobs.** As you can see from the infographic, the economic impact of the project is felt not only in Versailles, but the entire region. Although the project originated with Commerce Lexington, this was a true regional effort. In addition to adding jobs and investment, More Than A Bakery is utilizing the services and expertise of many companies in Central Kentucky.

### Economic Impact

#### REGIONAL



Capital Investment



Jobs (direct, indirect, & induced)



Local Tax Revenue

#### DIRECT IMPACT - WOODFORD COUNTY

180

Jobs Created

\$622,500

Local Tax Revenue

\$48,611

Average Salary

\$8.75M

Payroll

#### INDIRECT & INDUCED IMPACT - BLUEGRASS REGION

72

Jobs Created

\$94,086

Local Tax Revenue

\$4.9M

Payroll

“Commerce Lexington Inc. was a key ingredient to successfully bringing our 120-year-old commercial bakery to the Lexington area, enabling us to expand our operations and eventually add 180 jobs to the local economy. The Commerce Lexington team was highly professional, appropriately confidential, and extremely responsive to the many requests for information and contacts. In fact, they were our go-to source when we needed to find service providers in the area, which led us to establish key banking, legal, construction, lodging, and goods supplier relationships. Those supplier relationships have been vital to our success thus far, and I don’t know how we could have gotten up to speed on local providers so quickly had we not had such a strong and lasting relationship with Commerce Lexington.”

—Bill Quigg, President,  
More Than A Bakery



# Return on Investment / Headquarters Case Study



Founded in 1917, CLARK Material Handling Company is a global manufacturer of forklift trucks. The company is privately owned by the Young An Hat Company of South Korea, and is present in 80 global markets, including the support of over 550 dealer locations. The Lexington operation serves as their North American Headquarters with light manufacturing and assembly. The company has approximately 200 employees in Kentucky and 1,400 employees globally.

Between 2015 and 2019, CLARK announced three investments into their facility; a \$4.8 million expansion, reshoring a line from Mexico to Lexington and adding 30 new full-time jobs; the opening of a new research and development training center; and the addition of a third facility to the company's manufacturing operations, a \$4.5M investment, adding 40 more full-time jobs. Our team partnered with the city and state to connect them to the resources to assist with these expansions. The new production line increased its production by more than 200 percent and the campus produces nearly 80% of its products in Lexington. In 1974, CLARK opened its manufacturing facility in Lexington, and later in 1985, the corporate headquarters relocated to Lexington. Our team has worked with CLARK on every expansion project and continued to build on the partnership with the company. CLARK is a prime example of the impact of foreign direct investment (FDI).

## Economic Impact

### REGIONAL



### DIRECT IMPACT - FAYETTE COUNTY



### INDIRECT & INDUCED IMPACT - BLUEGRASS REGION



"We at CLARK Material Handling Company are grateful to Commerce Lexington Inc. for their efforts and support over the years. Commerce Lexington Inc. and their dedicated team of top-notch economic development professionals have played a significant role in CLARK's multiple expansions in Lexington, and as a result Lexington is now CLARK's North American Headquarters. Commerce Lexington proved to be invaluable as CLARK expanded its manufacturing footprint in Lexington, and as a result, many of our products are "Manufactured in Lexington, and Driven Around the World." Commerce Lexington has guided CLARK through the complexities of tax and economic incentives and continues to be our go-to source. If regional or even national businesses are interested in growing their businesses in a business friendly, people centered community, my advice to them is to contact the dedicated professionals at Commerce Lexington."

—Dennis Lawrence, President,  
CLARK Material Handling  
Company

# Return on Investment / High-Tech (Start Up) Case Study



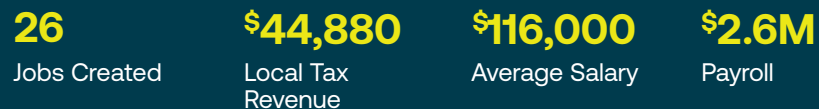
Since the early 2000s, Commerce Lexington has partnered with the University of Kentucky and the City of Lexington to be a catalyst by which entrepreneurs, service providers, and investors work together to develop a strong economy in central Kentucky. ElectraMet is a perfect example of how the local community can nurture entrepreneurs and help develop great ideas into successful start-ups. Founded in 2014 by Dr. Cameron Lippert and Dr. James Landon, ElectraMet got its start at the University of Kentucky's Center for Applied Energy Research (CAER) and developed a revolutionary water treatment system to offer an environmental solution for industrial processes and wastewater streams. In 2021, ElectraMet closed \$6 million in venture capital, enabling the company to expand operations from a 3,000 square-foot space to a 26,000 square-foot facility in Lexington. Through partnerships with the University of Kentucky, winning multiple pitch competitions in 2013, including Awesome Inc.'s "5 Across" Finals and the Bluegrass Angels' Launch Fund competition, funding from the Kentucky Enterprise Fund, investments from the Bluegrass Angels, and multiple grants through the Small Business Innovation Research (SBIR) program, the growth of ElectraMet showcases Lexington's capacity for innovation.

## Economic Impact

### REGIONAL



### DIRECT IMPACT - FAYETTE COUNTY



### INDIRECT & INDUCED IMPACT - BLUEGRASS REGION



"Commerce Lexington has provided funding to incubators and programs like 5-Across which was critical in the founding of ElcetraMet. We would not be here today without that event and the support provided by Commerce Lexington. Through its network, we were able to connect with advisors and investors that saw the potential of our technology early on and provided us with valuable resources along our path to commercialization. Our team has experienced incredible growth and we have no plans to slow down."

—Cameron Lippert, Co-Founder and CIO at PowerTech Water

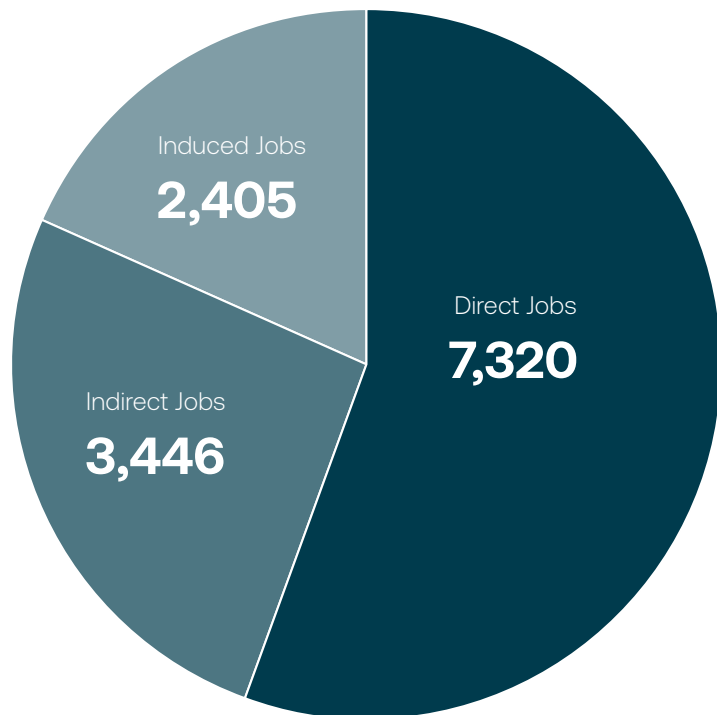
Year	Employment	Capital Raised
2016	3	\$430,000
2017	4	\$750,000
2018	6	\$2,750,000
2019	7	\$3,500,000
2020	7	\$2,900,000
2021	22	\$7,000,000



# 2016-2022 Accomplishments

Capital Investments:  
**\$255,071,790**

Total Jobs: 13,171



“Lexington and the surrounding communities that make up Central Kentucky have experienced tremendous growth in the last year. Between new businesses, housing developments and community ventures, the region continues to flourish, even in an uncertain economic climate.

In addition to a thriving business landscape, developments like the completion of the Central Bank Center project have made Lexington a destination for visitors from across the country, making the city an even more desirable location for businesses looking to make Kentucky home. This influx of business to the region has already started to generate new jobs, as well as demand for the professional services that go along with new movers.

These same citizens are also shopping, dining, and frequenting other local businesses. This infusion of regional jobs will have far-reaching benefits that improve the quality of life for all our citizens.”

—Luther Deaton  
Chairman, President & Chief Executive Officer  
Central Bank & Trust Company



## EXPANDING COMPANIES

**136**

**25**

NEW COMPANIES

# Economic Impact of 100 New Jobs

Identifying strategic targets is critical in guiding economic development efforts. The impact of recruiting 100 new jobs in these highlighted industries illustrates the economic benefits to our local economy, creating jobs in: Wholesale Trade, Retail Trade, Transportation and Warehousing, Finance and Insurance, Real Estate

Services, Professional Services, Management of Companies, Administrative Services, Health Services, Arts, Entertainment, and Recreation, Accommodation and Food Services.

## Advanced Manufacturing

100 new advanced manufacturing jobs add and support

121

ADDITIONAL JOBS

creating over

\$13M

in new labor income and approximately

\$532,000

in new tax revenue across the 9 counties.

## Software and Technology

100 new software and technology jobs add and support

61

ADDITIONAL JOBS

creating over

\$10.5M

in new labor income and approximately

\$455,000

in new tax revenue across the 9 counties.

## Healthcare

100 new healthcare jobs add and support

64

ADDITIONAL JOBS

creating over

\$9.6M

in new labor income and approximately

\$312,000

in new tax revenue across the 9 counties.

Note: This data represents the creation of 100 jobs in the semiconductor manufacturing industry, software technology industry, and healthcare industry in the Bluegrass Alliance region. The IMPLAN 2019 data set and 2022-dollar adjustments were used.

# Bluegrass Economic Plan

The region served by Commerce Lexington includes nine Kentucky counties: Bourbon, Clark, Fayette, Franklin, Jessamine, Madison, Montgomery, Scott, and Woodford. Faced with a rapidly changing competitive landscape, the organization brought together a group of key regional stakeholders, and the consulting team from Economic Leadership, to create actionable intelligence about the region's current economy and actions to improve future competitiveness.

The *Building a More Competitive Bluegrass* economic plan identified new efforts that would be impactful, provide benefit to the whole region, and be financially feasible. With broad support from regional public and private leaders, Commerce Lexington embraces these bold initiatives to build upon the existing foundation of success in enhancing our business climate and competitive position.

## Economic Development Strategy

Increase the regional job, wage, and GDP growth rates to the national average

TARGET ANNUAL BUDGET

\$1,100,000

## Leadership/Regionalism Strategy

Increase the state's and region's competitiveness by attracting state and federal funding and advocating for policy improvements

TARGET ANNUAL BUDGET

\$200,000

## Minority Business Development Strategy

Promote and sustain initiatives designed to foster growth, development and sustainability of minority business owners and entrepreneurs

TARGET ANNUAL BUDGET

\$275,000

## Workforce Strategy

Increase the regional labor force by 1,500 per year

TARGET ANNUAL BUDGET

\$475,000



# Initiatives

## Economic Development Strategy

Increase the regional job, wage, and GDP growth rates to the national average

### Lead Responsibility:

Bluegrass Alliance

### Strategic Actions:

- Increase investment in regional branding and site selector awareness with a focus on quality of life and affordability.
- Create a detailed multi-jurisdictional product development strategy to secure more shovel-ready land and buildings, including developing a strategy and advocacy plan for the creation of a regional business park.
- Seek grants or low-interest loans as seed funding for a speculative building program, or cover carrying costs to incent private sector development of speculative buildings.
- Examine the potential to create a competitive economic development megasite of at least 1,000 contiguous acres with multi-modal transportation and robust utility capacity.
- Develop a proactive program to educate key leaders in the region about economic development/site development needs and post-pandemic competitive realities.

## Minority Business Development Strategy

Promote and sustain initiatives designed to foster growth, development and sustainability of minority business owners and entrepreneurs

### Lead Responsibility:

Community & Minority Business Development

### Strategic Actions:

- Implementation of regional Accelerator plan
- Elevate Access Loan Program to regional platform
- Facilitate minority purchasing opportunities with area manufacturers

## Leadership/Regionalism Strategy

Increase the state's and region's competitiveness by attracting state and federal funding and advocating for policy improvements

### Lead Responsibility:

Regional Public Policy Group

### Strategic Actions:

- Coordinate advocacy for federal and state infrastructure and product development funding.
- Advocate for improved tax/regulatory policies that will improve the region's competitiveness.

## Workforce Strategy

Increase the regional labor force by 1,500 per year

### Lead Responsibility:

Business and Education Network

### Strategic Actions:

- Connect workforce/education resources to businesses to accelerate talent availability and preparedness
- Work to ensure education pipeline is aligned with and supports outcomes that meet workforce needs
- Strengthen connectivity between area college students and area employers by initiating a work experience platform to increase the retention of young adults
- Develop a regional talent recruitment/attraction marketing campaign that will help the Lexington region retain current residents and win over prospective talent

# Marketing



Scan to start collaborating

**THE REGIONAL SUMMIT**  
COLLABORATING FOR A MORE COMPETITIVE REGION  
NOVEMBER 30, 2022 | 8:30 AM - 5:00 PM  
CAMPBELL HOUSE | \$179

Breakout topics include:

- Leveraging key existing and potential industries
- Improving regional branding
- Advocating for policy changes
- Improving talent recruitment/attraction

The Regional Summit is an all-day conference for influential public and private sector leaders within our nine-county economic development aimed at improving collaboration to improve the region's competitiveness for jobs and talent. During the event, leaders will hear from national economic development experts about our region's strengths, challenges, and unique opportunities for growth! Together we can build a more competitive region.

PRESENTED BY:

Community Trust Bank

commerce lexington

**THE LEX FACTOR** | PARTNER OF commerce lexington | COME TO LIFE IN LEXINGTON

**CERTIFIED NURSING ASSISTANT (CNA) RECRUITMENT CAMPAIGN**

**CAMPAIGN OVERVIEW:**  
This compelling goal is to recruit 1,000 new CNA's to the Lexington area. The recruitment campaign will be focused on the needs of the local market. The campaign will be focused on the needs of the local market. The campaign will be focused on the needs of the local market.

**CREATIVE ASSETS**

- EVENT DETAILS:** Print materials, May 2023, Lexington, KY, 1000+ attendees, 1000+ attendees, 1000+ attendees.
- WEBSITE:** www.lexingtonky.com/cna
- DIGITAL ADS:** Digital ads will run from May 2023 to June 2023. All usage must comply with the terms and conditions of the campaign.
- SOCIAL MEDIA:** The Lex Factor has the following social media assets: Facebook, Instagram, Twitter, LinkedIn, YouTube, and more.

**VIDEO ASSETS:**  
Below are links to the video assets and the video assets are available for download.

**QUESTIONS?** Contact Betty Decker - betty@thefactor.com

**commerce lexington**  
Access Loan Program

**1316** Minority, Women & Existing businesses served since 2013

Providing easier access to the financing and helpful business advice that you need to start or grow your business.

**Bluegrass Veterinary Specialists**  
**DMD Data Systems, Inc. (now Volta, Inc.)**  
**LEXINGTON PASTA HURST**  
**Commonwealth OFFICE**  
**Audiology SUPPLIES**  
**Wild Thyme Cooking School**  
**Laura's Super Shine Carwash**  
**Beauty Salon Capital Cellars**  
**Elaine Allen, LLC**

All funded through the Access Loan Program

**398** John Created/Retained

**\$24 Million** Over  
TOTAL LOANS CLOSED



# HERE'S OUR PROOF

2021 Mac Conway Award for Excellence in Economic Development

–Site Selection Magazine

#6 Best City for New College Grads

–SmartAsset

#8 Mid-sized Metro with Best Business Climate

–Business Facilities

#10 City with Best Work-Life Balance

–SmartAsset

#11 Percentage of Population with a Bachelor's Degree or Higher

–US Census Bureau



# Our Team

## Executive Committee

### **John Gohmann**

*2022 Board Chair, Regional President, PNC Bank*

### **Kevin Atkins**

*City Representative, Chief Development Officer, City of Lexington*

### **Tucker Ballinger**

*Vice Chair, The Business & Education Network, President & CEO, Forcht Bank*

### **Doug Barr**

*At-Large Member, Managing Partner, Stoll Keenon Ogden PLLC*

### **Carla Blanton**

*Vice Chair, Public Policy & Regional Engagement, Owner, Carla Blanton Consulting*

### **Ray Daniels**

*Immediate Past Chair, President, Equity Solutions Group*

### **Luther Deaton**

*Vice Chair, Economic Development, President, Central Bank & Trust Co.*

### **Larry Forester**

*Vice Chair, Community & Minority Business Development, Senior Vice President, Forcht Bank*

### **David Freibert**

*Regional Representative, Vice President - External Affairs, KU a PPL Company*

### **Toa Green**

*Vice Chair, Leadership Development, Owner/Master Ice Cream Crafter, Crank & Boom Craft Ice Cream*

### **Branden Gross**

*General Counsel, Managing Partner – Lexington, Dentons Bingham Greenebaum, LLP*

### **Jeff Koonce**

*Vice Chair, Communications, Market President, WesBanco Bank*

### **Danny Murphy**

*At-Large Member, Senior Assistant Dean of Community Engagement & Operations/Chief Diversity Officer, UK College of Law*

### **Robert L. Quick, CCE**

*Board Secretary, President & CEO, Commerce Lexington*

### **Cassidy Rosenthal**

*Board Chair-Elect, Lexington Office Executive Member, Stites & Harbison, PLLC*

### **Daryl Smith**

*At-Large Member, Economic Development Project Manager, LG&E and KU Energy*

### **Debbie Smith**

*Treasurer, Partner, MCM CPAs & Advisors LLP*

### **Ron Tritschler**

*Vice Chair, Membership & Engagement, CEO, Senior Corporate Counsel, The Webb Companies*

## FULL STRIDE Board of Directors

### **David Freibert**

*Director, External Affairs, Kentucky Utilities*

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