

QUALITY OF LIFE IN LEXINGTON

Lexington is an ideal location for new project locations and expansions. Our educated workforce, proximity to a world-class research university, and innovative environment are among the many reasons Lexington is the best choice.

Attractions in Downtown Lexington

The median age of Lexington residents is 34.3 years, much lower than the state average of 38.6 and national average of 37.8. Lexington's downtown has revitalized in response to the city's young population.



Thursday Night Live. Photo: Commerce Lexington Inc.

Downtown Lexington is a vibrant cultural hub with live music, art studios and galleries, museums, theaters, and outdoor festivals. In the past few years, downtown Lexington has deliberately revitalized, adding shops and restaurants that capture the diverse culture of Lexington's young population, such as Urban Outfitters, Vinaigrette Salad Kitchen, HopCat Brew Pub, Rock House Brewery, and Pies & Pints. Over 100 retail shops and 170 restaurants and bars are located in downtown and the surrounding neighborhoods. Most restaurants are casual dining and

patio seating is common downtown, but Lexington has several fine dining options. There is also an array of coffee shops including local favorites Cup of Common Wealth, Common Grounds, and national chain Starbucks.

In the heart of downtown, the Fifth Third Pavilion at Cheapside Park operates weekly events and supports a vibrant community. Thursday Night Live, an outdoor live music event, is held weekly from April to October at the Pavilion and attracts an average of 2,500 people each week. Every Saturday, over 3,000 people visit the Farmer's Market at the Pavilion to purchase local produce, meats, cheeses, and other products while enjoying downtown.



Farmer's Market. Photo: Commerce Lexington Inc.

The Pavilion is located one block away from Rupp Arena and the Lexington Center, the city's major event venues. Rupp Arena is classically known as the home of the University of Kentucky Wildcats Basketball, but also hosts many major concerts and events. The Lexington Center, which manages Rupp Arena, attracts many conventions and large shows including the Kentucky Crafted Market and the Incredible Food Show. The Lexington Center is in the midst of a \$250 million expansion and renovation that will create a new 100,000 square foot exhibit hall, 22,500 square foot ballroom, and 30,000 square feet of meeting space to help Lexington remain competitive in the convention industry. The Kentucky General

Assembly approved \$60 million in state funding towards the project. The Lexington Opera House, also managed by the Lexington Center, is just a few blocks away and hosts musicals, ballets, and concerts.

Another popular spot downtown is the Square – a 140,000 square foot collection of retail shops, dining, and entertainment on one city block. Originally built in the 1880s, this beautiful building adds to the historic architecture of downtown and was spruced up in a \$2.3 million renovation in 2014. There are a handful of museums and galleries at The Square, with a mix of shopping and dining, including Urban Outfitters, Saul Good, and Pies & Pints.



The Square. Photo: Anderson Real Estate

Nine museums are located downtown including the Lyric Theater Cultural Center and the Explorium of Lexington, a children's museum. The downtown universities also contribute to the cultural opportunities. The Otis A. Singletary Center for the Arts at the University of Kentucky annually presents a wide range of nationally and internationally recognized performers, faculty music groups, artists, and a theater department. These events add to the variety of artistic opportunities for local and visiting audiences. Also, the University of Kentucky Art Museum has a diverse permanent collection and has been the site of many special national shows, including the Armand Hammer Collection. At Transylvania University, the Morlan Gallery hosts a range of traveling exhibitions.

For movie buffs, Lexington has a special attraction beyond several state-of-the-art theaters. Built in 1921, the 800-seat renovated Kentucky Theatre combines the grandeur of Italian Renaissance architecture with a state-of-the-art projection system featuring Dolby sound. The "Kentucky" is a Lexington landmark, which has become a meeting place for visitors and residents alike. As a revival theater, three to six classic, foreign, first-run, and avant-garde films are shown daily.



Kentucky Theatre. Photo: Commerce Lexington Inc.

Attractions Outside Downtown

While downtown is a popular destination for dining, shopping, and nightlife, Lexington offers much more in other parts of the city too. Off Nicholasville Road, the Southland Drive corridor is an upcoming area that hosts a large farmer's market every Sunday, as well as being home to many local restaurants.

Scattered throughout the city there are many shopping areas including Fayette Mall, Lexington Green, and Hamburg Pavilion that offer a mix of local and national retailers.

The Beaumont Center in southwest Lexington has new and renovated office space and amenities, with more than 1,200 housing units and several hotels nearby. The MoonDance at Midnight Pass Amphitheater at Beaumont brings live music, films, community events, and plays to Lexington every year, served by craft

beer and food trucks. MoonDance hosts the summer play festival Shakespeare in the Park and has hosted the Crave Food & Music Festival.

The Summit at Fritz Farm is a 60-acre mixed-use destination blending street-level retail, Class-A office space, a boutique hotel, and over 300 condo-quality apartments. The Summit features the region's first food hall and a unique collection of local boutiques and national brands such as Lily Rain, Pottery Barn, and Whole Foods.

Traveling just a few miles outside of Lexington, one can experience the city's beautiful horse farms and greenery. Lexington is the Horse Capital of the World and is home to many famous horse farms. Residents can tour farms with the Horse Country tour company and see famous horses, such as American Pharoah and Justify, Triple Crown Winners. Our scenic byways are also popular for bicyclists and runners.

Lexington is an active city and boasts many recreational activities including a multitude of 5Ks and most recently a new half marathon, Run the Bluegrass. Many of our residents access the Legacy Trail, an eight-mile walking, running and biking trail from the Kentucky Horse Park into downtown. Less than an hour away from Lexington is the Red River Gorge, ranked one of the top mountain climbing destinations in the world.

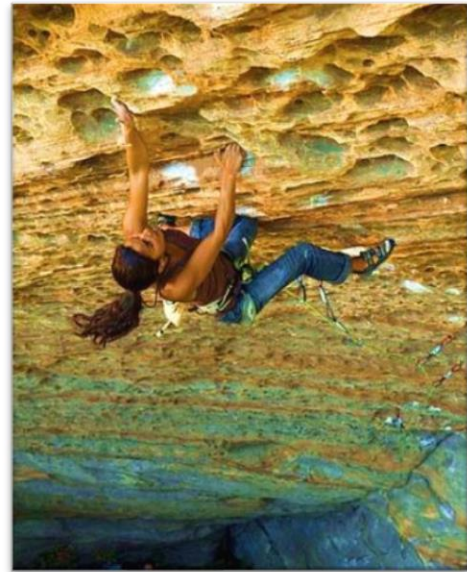


Photo: Commerce Lexington Inc.

Lexington is home to one of the most iconic race courses in the world, Keeneland Race Course. Historic Keeneland is the world's premier thoroughbred auction house and its global brand attracts a diverse international clientele. Keeneland also has live racing every April and October creating one of the most popular events in Lexington each year.

Equine Attractions

According to VisitLEX, there are approximately 150 horse farms in Lexington and about 450 in the region. Horse farms typically focus on a specific breed of horse and farms in the Bluegrass Region tend to specialize in breeding and training Thoroughbred horses for racing. The 2012 Kentucky Equine Survey estimates that there are 24,000 horses in Fayette County, including over 17,000 Thoroughbred horses valued at \$2.5 billion. Another 42,210 Thoroughbred horses in the Bluegrass Region are valued at over \$4.9 billion.

In addition to horse farms, Lexington is home to the Red Mile Harness Track, Keeneland Race Track, the Kentucky Horse Park, the International Museum of the Horse, equestrian retirement facilities such as Old Friends Farm, world class equine medical facilities, and research and development at the University of Kentucky, a leader in animal sciences and equine research.

Horse racing is a major part of the horse industry and living in Lexington. The Red Mile Harness Track is the second oldest harness track in the country, known for its one-mile track made of red clay. However, Keeneland is the more popular racing facility, drawing the world's best horses. Thousands of people every year flock to Keeneland to bet on the horses and spend time enjoying the festive atmosphere in a unique entertainment venue, and the Keeneland Library is one of the largest resources for horse and racing information in the world with approximately 30,000 books, 400,000 photographic negatives, and thousands of other historic documents.



Photo: www.keeneland.com

Keeneland is also a significant contributor to Lexington's local economy. The University of Kentucky's Center for Business and Economic Research recently conducted a study¹ to determine Keeneland's impact on Fayette County's economy by surveying participants at the 2014 Fall Meet, the September Yearling Sale, and the November Breeding Sale. All together, these three events generated \$75.6 million in direct spending in Fayette County and almost \$6.4 million in tax revenue that would not have entered Fayette County without Keeneland. In total, Keeneland's Fall Economic Impact was \$455 million.

In 2015, Lexington hosted the Breeders' Cup World Championship at Keeneland for the first time. Lexington welcomed the Breeders' Cup with a week of events and activities, such as the Feeders' Cup, the annual Thriller Parade, Here Come the Mummies, the Post Position Draw party, the Prelude to the Cup, art exhibits, horse farm tours, breakfasts at the track, and live music. The city attracted 24,000 to 40,000 visitors each day, bringing revenue to Lexington's restaurants, shops, and hotels that otherwise would not have entered the local economy. The economic impact was expected to be at least \$65 million.² After a successful first event, the Breeders' Cup announced that the World Championship would return to Lexington in 2020.

The Kentucky Horse Park is another asset of the region's horse industry. With 1,200 acres, the Kentucky Horse Park is a working farm with 50 breeds of horses. Over 30 equine management and breed organizations are located in the park, including the National Horse Center, the United States Equestrian Federation, the Kentucky Thoroughbred Association, and the International Museum of the Horse, the largest, most comprehensive horse museum in the world.



Photo by Eventing Nation

¹ http://cber.uky.edu/Downloads/Keenelandreport_final.pdf

² <http://www.bloodhorse.com/horse-racing/articles/197204/bc-economic-impact-looks-strong>

Many equestrian events are held at the Kentucky Horse Park, including the Land Rover Kentucky Three Day Event, the National Reining Championship, and the 2010 World Equestrian Games. In fact, Lexington was the first location outside of Europe to host the World Equestrian Games, a testament to Lexington's equestrian culture and strong equine industry. Of the more than 507,000 Game attendees, 70% were from out-of-state, meaning that Lexington's horse industry attracted 307,000 people that otherwise would not have spent money in Lexington (direct spending was \$128.2 million). In total, the 2010 Games brought \$4.5 million in local tax revenue to Lexington and \$18.38 million to Kentucky in state tax revenue.³

More Lexington Culture

Lexington is a culturally diverse community that embraces all people. More than 50 denominations and religious groups are represented in the hundreds of churches in the Lexington area. The region is home to a variety of Christian denominations, as well as Hindu, Islamic, Buddhist, and Jewish congregations.

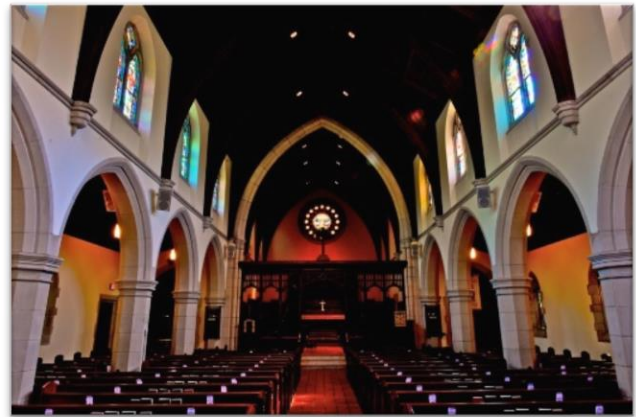


Photo: Commerce Lexington Inc.

Lexington also hosts many cultural festivals celebrating its diversity. Since 1989, the Roots & Heritage Festival has grown into a month long cultural event and has earned recognition as one of the Top Twenty Events in the Southeast by the Southeast Tourism Society. Festival Latino de Lexington, sponsored by Lexington Parks and Recreation and area businesses, includes two days of live music, youth activities, cultural presentations, international booths, and authentic cuisine. Lexington also hosts a Pride Festival every year and has passed fairness ordinances.



Living Arts and Science Center. Photo: lasclex.org

Lexington offers a variety of ways for its citizens to be engaged in the community and culture. The Living Arts and Science Center merges art and science, offering hands on exhibits, classes, performances, and community programs that enrich Lexington and offer exciting volunteer opportunities for young people to become involved in the community. Lexington's arts council, LexArts, is a cultural development and advocacy organization that strives to bring art into daily life. LexArts organizes a Gallery Hop and is located at

ArtsPlace, a community art center located in a renovated 1904 YMCA building housing arts organizations, a gallery, and a theater.

³ <http://www.kentuckytourism.com/userfiles/Industry/research/WEG%20Economic%20Impact%20Report.pdf>

CreativeMornings Lex brings the city's creative community together to hear from a guest speaker every month at exciting locations in Lexington, where attendees network, share ideas, and inspire creativity while enjoying breakfast foods and coffee. CreativeMornings became a part of Lexington's community in 2017 and has been fully embraced by the city. Recent host sites include 21c Museum Hotel and LexArts. CreativeMornings chapters are typically found in cities with over 500,000 people, but Lexington's creative and inspiring community proved to be the perfect environment for CreativeMornings.

PRHBTN, a local community movement, has brought street art to Lexington, enriching the urban culture of downtown. PRHBTN brings together national, state, and regional artists to create public murals on walls and buildings in Lexington, including at the Distillery District, with the support of local art organizations.

For more than 200 years, Kentucky's legendary distilleries have crafted the world's finest bourbons. This tradition can be explored on the Kentucky Bourbon Trail tour, featuring six signature distilleries within 30 miles of Lexington, including Alltech's Lexington Brewery and Distillery in downtown. Another famous Kentucky brand, James E. Pepper whiskey, reopened in 2017 in Lexington's Distillery District, where it originated in 1879. The \$1.3 million investment includes a museum. CNN recently named the Kentucky Bourbon Trail a "Top 10 Classic American Experience."

Although Kentucky is famous for its bourbon, the craft beer movement in Lexington and the Bluegrass Region is alive and well. Craft breweries are now scattered across Kentucky, and more and more of our residents are seeking out small craft brewers and locally-made beers in addition to sampling our classic bourbons. The Brewgrass Trail is dedicated to showcasing the craft brewers establishing themselves in the Bluegrass.

Within Lexington, there are nine craft breweries including West Sixth Brewing, which has a large running club and yoga classes. Country Boy Brewing is another popular brewery located adjacent to downtown. They recently expanded their operations in Georgetown, Kentucky.



Louis Armstrong mural. Photo: www.kentucky.com.

Located on 15 acres just one mile outside of downtown, the Lexington Distillery District is a collection of historical industrial buildings with unique attractions, including shops and art spots, and vivid street art by PRHBTN. Art, ceramic creations, hand-stamped cards, and unique jewelry made by Kentucky artisans are for sale at Made KY, and nearby M.S. Rezny Studio and Gallery features photography, collage, paintings, and other art media. Visitors can also eat dinner at the Middle Fork Kitchen Bar,

enjoy craft ice cream such as Bourbon and Honey at the Crank and Boom Dessert Café and Lounge, sit on the patio at the craft microbrewery Ethereal Brewing, or relax and play corn hole on Break Room's patio.

Lexington is home to the iconic Rupp Arena, home court of the University of Kentucky Wildcats. In 2012, the Wildcats won the NCAA Men's basketball national championship, claiming their 8th national title. We are also home to the Lexington Legends, the city's minor league baseball team, associated with the Kansas City Royals. Whitaker Bank Ballpark is a popular place to be during the baseball season.

Our city is also within an hour's drive of Cincinnati, Ohio, home to three professional teams, the NFL Bengals, the MLB Reds, and the MLS Cincinnati FC. Other attractions in and around Cincinnati include events at the U.S. Bank Arena, the Cincinnati Zoo and Botanical Garden, the Newport Aquarium, and the Findlay Market. Louisville is also approximately one hour away and has many attractions, such as the Churchill Downs race track, home of the Kentucky Derby, University of Louisville sports, the Louisville Zoo, and the Muhammed Ali Center.

New and Upcoming in Lexington

Lexington has a growing student presence. The University of Kentucky, Transylvania University, and the Bluegrass Community & Technical College are within two miles of downtown and had a combined enrollment of nearly 41,000 students in 2017 and graduate over 10,000 every year. The University of Kentucky has grown enrollment to over 30,000 students for the past few years and invested \$2.3 billion⁴, since 2011, to renovate or add six million square feet in housing, athletic facilities, and various academic buildings to accommodate the growing population.

Entrepreneurs and restaurateurs, many who are young professionals, have taken great interest in different parts of town investing in older properties and streets bringing them back to a vibrant state. These areas include Jefferson Street and National Avenue. Since 2010, many locally-owned restaurants, a brewery, nonprofits, and shops have popped up along Jefferson Street offering southern cuisine, pizza, steaks, craft beer,



North Limestone (NoLi). Photo: NoLi CDC

fish, and much more. In the last few years, National Avenue has undergone a similar revitalization with local shops and great restaurants. The Midlands upscale townhomes are under development near National Avenue, designed to attract young professionals working in Lexington.

North Limestone (NoLi) is a northern part of the city, but it also a local movement. Young professionals living in that community formed a nonprofit organization to improve the livability of that corridor. They have renovated homes, started unique businesses, hosted community events, and much more. One of

⁴ <http://www.wdrb.com/story/34403075/at-the-university-of-kentucky-a-building-boom-and-a-push-to-retain-students>

their more widely attended events it the monthly Night Market, which is a pop-up street festival for businesses, artist, and nonprofits from the North Limestone Corridor.

21c Museum Hotel recently opened in downtown Lexington's first skyscraper, the Fayette National Bank Building, built in 1913. This boutique hotel has 88 rooms and brings an adjacent art museum and a restaurant, Lockbox. Lockbox features locally sourced, seasonal ingredients and varies menu items throughout the year. Housed in the original bank hall of the historic building, Lockbox offers unique dining with a private dining room in the original safe deposit vault.



The Fayette National Bank Building, location of 21c Museum Hotel. Photo: Lexington Herald Leader

The newest addition to Lexington's skyline is City Center. City Center includes a 12-story office tower, a 214-room full service hotel by Marriott, a 120-room, extended-stay hotel by Residence Inn with a rooftop bar, 3 floors of penthouse condominiums, and restaurants such as Jeff Ruby's Steakhouse. The structures are built on top of a 700-car underground parking garage. The completion of City Center brings even more big city amenities to pair with Lexington's small-town feel.



The Offices at City Center. Photo: thewebbcompanies.com

Lexington has a lot to offer young professionals. Besides a vibrant culture, eclectic housing, and endless recreation, Lexington is competitive with major cities in terms of cost of living. In Lexington, the median sales price of a four-bedroom home is \$284,200 compared to \$2,200,000 in San Francisco and \$849,000 in Seattle⁵.

C2ER Cost of Living Index - 2018 Annual Average							
Location	Composite Index	Grocery Items	Housing	Utilities	Transportation	Health Care	Misc. Goods
Lexington	94.2	88.5	89.3	93.1	98.8	87.8	100.4
Brooklyn	181.7	124.2	323.7	120.6	110.5	110.3	127.4
Los Angeles	148.2	112.1	237.2	109.6	118.9	107.5	109.8
Chicago	123.2	102.7	156.9	93.0	125.6	101.8	112.4
Philadelphia	113.4	116.7	124.3	107.4	113.9	103.5	105.5
Dallas	105.4	107.0	106.3	105.8	98.4	105.4	105.9
Seattle	154.8	127.1	212.5	111.1	135.4	123.5	136.9
Washington D.C.	162.6	117.0	267.3	115.6	103.0	99.8	127.5



Photo: Commerce Lexington Inc.



Getting Around

Lexington is committed to walkable neighborhoods and healthy lifestyles. Lexington has installed over 40 pedestrian directional signs downtown to encourage people to explore the city. The signs show destinations in terms of walking minutes instead of distance and showcase shopping, recreation, historical sites, downtown landmarks, and neighborhoods. Lexington also re-designed several streets downtown, creating green bikeways to enhance bicycle safety and access to the city.

From the heart of downtown, it is only a five or ten minute walk to numerous museums, the Kentucky Theatre, the Farmer's Market and Thursday Night Live at the Pavilion, the Opera House, Downtown Arts Center, city government buildings, shopping, and dozens of restaurants. Downtown Lexington has received a Walk Score of 88 from Walkscore.com.

To further increase Lexington's walkability and bicycle access, Lexington developed the **Town Branch Commons Corridor Project** (TBCC). The TBCC will expand bicycle and pedestrian access to all areas of the

⁵ Using market trend data from <https://www.trulia.com> . Data is for 7/2018 – 10/2017.

city by connecting existing parks, trails, and bikeways to create 19.5 miles of uninterrupted pedestrian and bicycle transit trails, including 3.8 miles in downtown Lexington. Residents, tourists, students, and employees will be able to travel by foot or by bicycle to shopping, dining, and working downtown, as well as to the beautiful farms, eclectic neighborhoods and suburbs, shopping, dining, and recreation throughout Lexington.



The Town Branch Commons Corridor is designed as a linear park, with greenspace and attractive landscape that will beautify the city, increase property values, and create a natural habitat for suburb wildlife and plants. TBCC will improve the quality of life for people using all modes of transit, while improving the safety of bicycle and pedestrian commuters. TBCC separates bicycle and pedestrian commuters from vehicular traffic, creates more designated bike lane throughout the city, increases and improves pedestrian crossing, improves lighting and visibility of drivers, cyclists, and pedestrians, and creates traffic calming measures such as narrowing travel lanes.

Lextran, the Transit Authority of Lexington, operates a network of buses, trolleys, shuttle services, and paratransit to connect citizens to all areas of Lexington. Over 70 buses cover 67 square miles with 980 bus stops and 17 bus routes connecting to downtown locations. Every year, a total of 5 million passengers ride Lextran buses, paying only \$1 for regular fare. Fifty-one percent of Lextran users are going to and from work, 12% are visiting socially, 12% are going shopping, and 2% are headed to their college campus⁶.

In addition to being bicycle and pedestrian friendly, Lexington is a drivable city with plenty of affordable parking downtown. LexPark estimates that there are nearly 10,000 public parking spaces in downtown Lexington, with over 800 metered spaces, 4 city parking garages with over 2,000 parking spaces, and multiple surface parking lots.

Location

Lexington's central location and excellent transportation system have been major factors in Kentucky's growth and development. Lexington is located at the center of a 31-state distribution area and is within a 600-mile radius of the majority of the nation's manufacturing employment, retail sales, and population.

⁶ http://lexingtondda.com/media/DMI_LDDA-Final-3.25.2015.compressed.pdf

By virtue of this geographic location and Kentucky's integrated system of state-maintained roads, interstates, and parkways, Lexington is within overnight range of over half of the United States market.

Central Kentucky also boasts two major interstate highways: Interstate-75 and Interstate-64. I-75, a major north-south corridor, and I-64, a major east-west route, intersect north and east of downtown Lexington. Lexington is also home to the Blue Grass Airport and is within an hour's drive of the Cincinnati/Northern Kentucky International Airport and the Louisville International Airport. The Blue Grass Airport offers 17 non-stop destinations and 44 daily flights, the Cincinnati Airport offers 60 non-stop destinations and 180 daily flights, and the Louisville airport offers 31 non-stop destinations and 150 daily flights.

Highly Educated Workforce

Lexington's educated workforce is one of the strongest regional benefits available. The 2015 Census data ranks Lexington the 14th most educated city in the nation, with 41.8% of the population 25 years or older with at least a bachelor's degree. Even more impressive, 18% of the population over age 25 has an advanced degree, ranking Lexington #11 among cities with at least 300,000 people. This is due in part to being within 40 miles of 10 colleges and universities. Nearly 70,000 students are enrolled in these institutions, graduating over 17,000 annually. Within a 200-mile radius of Central Kentucky, there are 11 universities with significant engineering programs, including the University of Kentucky, University of Cincinnati, the University of Louisville, and the University of Tennessee.

The Kentucky Center for Education & Workforce Statistics tracks graduates who remain in Kentucky in their [Postsecondary Feedback Reports](#). The 2018 Postsecondary Feedback Report calculates that 49% of 2013 UK graduates, 50% of Transylvania graduates, and 75% of Bluegrass Community and Technical College graduates were employed in Kentucky three years after graduation.

Cost of Doing Business

Lexington and Kentucky have one of the lowest overall costs of doing business in the eastern United States. Kentucky enjoys a tremendous competitive advantage in the provision of energy, natural gas, and water supply. Kentucky's industrial sector energy costs are among the lowest in the nation, averaging almost 20% lower than the national average. Utility costs are kept low because of Kentucky's large coal reserves, coal burning utility plants, ample water supply, and location on the natural gas transportation corridor. Kentucky's competitive tax climate also helps keep costs of business low. In 2014, KPMG ranked Lexington #7 in Lowest International Business Location Costs in the U.S. Northwest/Canada Region and *Site Selection Magazine* ranked Kentucky #8 Top State Business Climate. More recently in 2016, Lexington ranked as the #8 City with the Lowest Startup Costs by *Smart Asset* and #14 City with the Fastest Rowing Rate of New Startups by *FiveThirtyEight*. In 2017, the city ranked as the #8 Best City to Start a Business.