Commerce Lexington
The Greater Lexington Chamber of Commerce, Inc.

BUSINESS PLAN 2016

SUMMARY OF PROGRAMS

www.CommerceLexington.com

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ABOUT COMMERCE LEXINGTON INC.

The origins of Commerce Lexington Inc. can be traced back to September 8, 1797, when John Postlethwait convened a meeting of "The Lexington Society for the Promotion of Emigration." The name of the chamber of commerce has evolved over time, but the purpose has always remained the same - to help grow and improve the economy and enhance our quality of life in Central Kentucky.

Commerce Lexington Inc. was formed in January 2004 with the merger of the Greater Lexington Chamber of Commerce, Lexington United, and the Business & Education Network. Commerce Lexington Inc. seeks to promote economic development, job creation, and overall business growth in Lexington and its neighboring communities, while strengthening its existing businesses through the many programs and services that the organization offers. It was created to provide more continuity and enhanced focus in the areas of business, economic development, and workforce development.

Commerce Lexington Inc. is the business organization for the Bluegrass. On behalf of business, Commerce Lexington Inc. also works with local government and surrounding communities to enhance business and economic development opportunities in and around the Lexington area.

As a member of Commerce Lexington Inc., not only do business owners receive benefits that help their business grow, but their investment also strengthens the organization's commitment to advancing the Bluegrass business community and the area's quality of life. From representation at all levels of government to informative small business targeted programs to great marketing opportunities in various publications to educational and professional development opportunities, and even networking events, Commerce Lexington Inc. seeks to provide members with the information they need to make their business relevant and successful.

Our Mission

To represent our members, creating the environment and opportunity for economic prosperity and quality living in Central Kentucky.

Association of Chamber of Commerce Executives
2015 Chamber of the Year
FINALIST

Economic Focus

Commerce Lexington Inc's economic focus centers on promoting entrepreneurial start-ups, business expansion and retention, and new job creation; workforce development; issue advocacy; connecting people and businesses; community, minority, and small business development; and the cultivation of local and regional leadership.

ABOUT COMMERCE LEXINGTON INC.

Commerce Lexington Inc. is a voluntary not-for-profit organization comprised of nearly 1,700 member businesses. Our members are mainly located in the Bluegrass Region; however, we do have members from outside the region.

Our membership is overwhelmingly comprised of small business:

2 % - No Employees
28 % - 1 to 3 Employees
22 % - 4 to 9 Employees
21 % - 10 to 25 Employees
9 % - 26 to 49 Employees
8 % - 50 to 99 Employees
5 % - 100 to 199 Employees
5 % - More than 200 Employees

The average dues amount paid per member is $705. Thirty-seven percent of our annual dues investments are made by our Board of Trustees and our Diamond Investors.

ECONOMIC DEVELOPMENT:

Commerce Lexington's Economic Development Division focuses its energies on assisting local business retention and expansion, encouraging entrepreneurial activity through entities like SPARK (formerly Lexington Venture Club), and recruiting new business investment in the Bluegrass. Within the ED Division, the Minority Business Development program aims to promote and sustain the economic growth and development of minority business owners and entrepreneurs, recruits minority-owned businesses into the Lexington MSA and Commerce Lexington, and provides business referral services to local agencies that aid in business planning process, financing, and efforts to improve purchasing and procurement opportunities for minority business owners.

WORKFORCE DEVELOPMENT:

Local workforce development initiatives are led by Commerce Lexington's Business & Education Network (BEN), which seeks to improve our local workforce by connecting and coordinating educational institutions and private businesses to better serve individuals and businesses looking to raise their workforce skills. BEN contributes to the economic growth potential of our community through its efforts to upgrade our workforce.

ADVOCACY:

For more than 130 years, Commerce Lexington Inc. and its predecessors have served as the lead advocate for the Central Kentucky business community at all levels of government. Our ongoing strength and effectiveness resides in the collective focus of some 1,700 members - members who believe in free enterprise, understand the need to forge and readily embrace change, and who work to enhance the power of education to change lives and the economy.

BUSINESS SUPPORT:

Business support programs like the Business Owners Advisory Board and the @330 Series help small business owners and sole proprietors succeed through educational events, networking opportunities, and peer group advice. Members also have access to the vast resources of our Business Information Center, which tracks statistics, rankings, demographic data and more in order to provide the most up-to date information to entrepreneurs starting new businesses, out-of town companies looking to relocate, or existing businesses hoping to expand.

LEADERSHIP DEVELOPMENT:

If it's leadership development that you're after for yourself or for your employees, you'll want to check out Commerce Lexington Inc.'s Leadership programs - Leadership Lexington, Leadership Central Kentucky, and the Leadership Lexington Youth program. Each is an intensive program that engages participants in the issues and challenges that impact our city and/or region.

WHY JOIN? THE VALUE OF COMMERCE LEXINGTON INC.

With any nonprofit organization, it takes a team effort to be successful - from volunteer to staff to board. Your connections and relationships are key to moving our organization forward and growing our membership. So, as you are out and about or travelling on business, think about companies that would be a valuable addition to Commerce Lexington Inc. or those that might be willing to take a larger investing role. Here are a few key reasons that businesses join Commerce Lexington Inc.:

CONNECTIVITY WITH CUSTOMERS, SUPPLIERS AND OTHER BUSINESSES

❒ Listing on the Commerce Lexington Web site, CommerceLexington.com, that is search engine-optimized
❒ Bi-monthly New Member Luncheons for new members
❒ Utilize volunteer opportunities to build relationships with other people
❒ Advertising and marketing opportunities through Commerce Lexington publications and events
❒ Inclusion in Commerce Lexington's referral program
❒ Consideration of use of your company's resources for programs and services
❒ Utilize the brochure racks in Commerce Lexington's lobby
❒ Membership decal

WE'RE THE SOURCE OF BUSINESS INFORMATION

❒ Access to economic and demographic research and data from Commerce Lexington's Research Department
❒ Research specialist available for your questions
❒ Access to Minority Business Development and Economic Development services
❒ Receive Business Focus, Commerce Lexington's monthly newsletter
❒ Receive weekly E-Newsletter, CLX's e-mail newsletter
❒ Download the free CLX2Go mobile app to your device

WE'RE BUILDING & STRENGTHENING THE LOCAL ECONOMY

❒ Be a part of developing our local base of high-tech and industrial businesses
❒ Reap the benefits of our local industry retention and expansion program
❒ Be part of improving education in our area & strengthening the workforce
❒ Work with other businesses to make our community as strong as possible

WE'RE THE VOICE OF THE BUSINESS COMMUNITY IN GOVERNMENT AND COMMUNITY ISSUES

❒ Lobbyist and Commerce Lexington staff who represent your business issues in Frankfort, Washington, and locally
❒ Participate in forums and other meetings with elected officials
❒ Opportunity to attend Commerce Lexington's Annual Leadership Visit

MONEY SAVING OPPORTUNITIES

❒ Take advantage of exclusive member discounts, including discounts on health insurance, office supplies, and payroll services through our Member 2 Member Discount Program
❒ Research services; discounts on Commerce Lexington publications, programs, and events

PROFESSIONAL DEVELOPMENT OPPORTUNITIES

❒ Participate in @330 Series events for small business owners
❒ Opportunity to register for the annual EMERGE young professionals conference
❒ Utilize the opportunity to apply for Leadership Lexington, an 11-month leadership training and development program
❒ Utilize the opportunity to apply for Leadership Central Kentucky, a region-wide 10-month leadership training and development program

Key Goals:

1. To help businesses and organizations create new dollars to grow the economy.

2. Work in partnership with other entities, organizations, and individuals to improve our region's quality of life.

How Do We Do It?

ECONOMIC DEVELOPMENT

- Expansion / Recruitment / Retention of businesses.
- Workforce Development (Business & Education Network)
- Minority Business Development
  - > Access Loan Program: $12.9 million-plus in financing
  - > Procurement Opportunities
  - > Minority Business Accelerator program
  - > Opportunity Exchange Events
  - > Minority Business Resource Guide
  - > Economic Inclusion
  - > Community Outreach
- Entrepreneurial Development/Events
  - > Global Entrepreneurship Week support
  - > SPARK (Formerly Lexington Venture Club)
  - > In2Lex
  - > Geeks Night Out
  - > 5 Across
  - > Shift Design Group
  - > RunJumpDev
  - > UNDRCVR
- Bluegrass Economic Advancement Movement (BEAM)

MEMBERSHIP & MARKETING

- Connectivity / Networking
- Educational seminars / Conferences
  - > EMERGE YP Conference
- Small Business Support
  - > Business Owners Advisory Boards
  - > @330 Series events
- Promotion and Marketing
- Organizational & Community Development
  - > Leadership Visits (annual inter-city trip)
  - > Kentucky Regional Tour

ADVOCACY / PUBLIC POLICY

- Influence policy at muliple levels of government
  - > Federal
  - > State
  - > Regional
  - > Local
- Build relationships with elected officials
  - > Evening in the Bluegrass Reception
  - > Central Kentucky Caucus Meetings
- Educate members on legislative process & issues
  - > Public Policy Statements
  - > Public Policy Luncheon Series
  - > Washington, D.C. Fly-In
  - > Kentucky Regional Tour
  - > One-on-one meetings with elected officials/local staffs

LEADERSHIP DEVELOPMENT

- Leadership Lexington Program
- Leadership Lexington Youth Program
- Leadership Central Kentucky Program (regional)
- Leadership Lexington Alumni Association

ECONOMIC DEVELOPMENT

Commerce Lexington Inc.'s economic development efforts are centered on Lexington, the surrounding counties, and Frankfort as our state capital. Commerce Lexington focuses its energies and resources on the core components of its comprehensive approach to regional economic development which includes: assisting local business retention and expansion; encouraging entrepreneurial activity; and recruiting new business investment.

BUSINESS RECRUITMENT FOCUS AREAS:

❒ Regional recruiting trips with the Bluegrass Alliance and other key partners such as the Kentucky Cabinet for Economic Development and KentuckyUnited.
❒ Attend select trade shows and special events.
❒ Direct mail to clients and site selection consultants.
❒ Quarterly e-newsletter to site selection consultants.
❒ Advertising in select site selection publications, the Keeneland program, and the Kentucky Alumni magazine.
❒ Emphasize strategic economic development partnerships with the University of Kentucky & Coldstream Research Campus, as well as the Kentucky Cabinet for Economic Development.

STRATEGIC TARGETS:

❒ Advanced Manufacturing
❒ Animal & Equine Sciences
❒ Biotech & Life Sciences
❒ Business & Professional Services
❒ Clean Technology
❒ Software & IT
❒ Visitor Industries

BUSINESS EXPANSION & RETENTION:

The area's existing businesses represent great potential for job growth, and we focus on helping these companies grow and prosper. We support and encourage expansion opportunities by coordinating needs of business and industry. In conjunction with our strategic partners - city, state, workforce and minority development, our team contacts over 160-plus businesses within the community seeking out ways to assist them with their expansion plans. The goal is to visit with these companies briefly, learn more about their operations, discuss any challenges they may face in the near-term, and see how we can assist. Relationship building is key to keeping in touch.

BLUEGRASS BUSINESS DEVELOPMENT PARTNERSHIP:

The internationally-recognized and award-winning Bluegrass Business Development Partnership is a one-stop, super-service provider linking you with our team of business development specialists from the City of Lexington, Commerce Lexington Inc., and the University of Kentucky. This innovative partnership assists companies with a variety of services: business and financial plans; loan programs & tax incentive information; connections to funding sources; access to service providers such as accountants, lawyers, marketing, public relations, and advertising; real estate; executive mentoring and consultation; and university commercialization opportunities.

VISITLEX PARTNERSHIP

Lexington and the Bluegrass Region is a great place for business and pleasure. Growing the area's visitor industries is an area of economic development importance. Marketing the region for business or pleasure involves many partners, including VisitLex. To help strengthen and grow these industries, Commerce Lexington and VisitLex's teams will embark upon a more formal process to develop strategies to recruit associations and business meetings to the area. In 2016 the teams will meet quarterly to discuss various topics including infrastructure, marketing strategies, client feedback, incentives and other items, as well as review our strategic plan.

BLUEGRASS ALLIANCE

The Bluegrass Alliance was created to promote regional cooperation and enhance economic development efforts in Central Kentucky. 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, Nicholasville, Paris, Richmond, Versailles, and Winchester. Other partners include utility partners such as Blue Grass Energy, Columbia Gas of Kentucky, Delta Natural Gas, East Kentucky Power, and LG&E – KU. The Bluegrass Alliance markets the region to site selection consultants and companies as a great place to do business. The group is also part of the KentuckyUnited initiative, a statewide marketing effort.

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2016 Marketing Event Schedule:

EVENT	PURPOSE	CITY	DATE
KentuckyUnited Consultant Event	Site selection consultant luncheon (Winchester representing).	Phoenix, AZ	January 12
SelectUSA Investment Seminar	Seminar will connect investors to economic development groups. Jiro Hashimoto, consultant in Tokyo, is representing Bluegrass Alliance.	Tokyo, Japan	February 1 - 2
Medical Device & Manufacturing Tradeshow	Tradeshow for medical device manufacturing companies; Partner with LG&E/KU.	Anaheim, CA	February 9 - 11
KentuckyUnited Consultant Event	Site selection consultant reception held in conjunction with the MDM Tradeshow (Lexington representing).	Anaheim, CA	February 10
Site Selectors Guild	Annual conference for SSG; Over 30 top site selection consultants attend, along with economic development organizations.	Nashville, TN	February 24 - 26
KentuckyUnited Consultant & Existing Business Luncheons	Site selection consultant luncheon and Existing Business Appreciation Luncheon (Mt. Sterling representing).	Dallas, TX	March 8 - 9
Industrial Asset Management Council (IAMC) Spring Forum	Forum for corporations, real estate professionals & economic development professionals.	New Orleans, LA	March 12 - 16
KentuckyUnited Consultant & Existing Business Luncheons	Site selection consultant luncheon and Existing Business Appreciation Luncheon (Mt. Sterling & Paris representing).	Nashville, TN	April TBD
KentuckyUnited & KY Association for Economic Development (KAED) Spring Conference	Conference for KAED economic development professionals and site selection consultants.	Pikeville, KY	April 13 - 15
Hannover Messe	International Industrial & Technology Tradeshow; Partnering with Kentucky Cabinet for Economic Development & KYUnited in Platinum Booth (Lexington and Richmond representing).	Hannover, Germany	April 24 - 30
KentuckyUnited Consultant & Existing Business Luncheons	Site selection consultant luncheon and Existing Business Appreciation Luncheon (Lexington & Mt. Sterling representing).	New York, NY	May 17 - 18
Area Development Consultants Forum	Marketing forum for economic development practitioners and key site selection consultants.	St. Louis, MO	June 5 - 7
BIO International Convention	International biotechnology conference and tradeshow & Kentucky Governor's Reception.	San Francisco, CA	June 6 - 9

Continued on Page 8 ------>

2016 Marketing Event Schedule Continued:

EVENT	PURPOSE	CITY	DATE
SelectUSA	Foreign direct investment conference; Attracts international companies, investors, and EDO organizations. KCED & KYUnited hosting a booth during the conference.	Washington, DC	June 19 - 21
KentuckyUnited Corporate Luncheon Event	Corporate luncheon event (Winchester and Paris representing).	Toronto, Canada	August TBD
American Chamber of Commerce Executives (ACCE) Annual Convention	Annual conference & professional development for chamber executives. Includes a focus on site selection consultants, including one-on-one meetings and networking opportunities.	Savannah, GA	Auguust 9 - 12
International Manufacturing Technology Show (IMTS)	International tradeshow and program for manufacturing companies – partner with LG&E / KU.	Chicago, IL	September 12 - 17
KentuckyUnited Consultant & Existing Business Luncheons	Site selection consultant luncheon and Existing Business Appreciation Luncheon held in conjunction with IMTS (Lexington and Richmond representing).	Chicago, IL	September 13 - 14
International Economic Development Council (IEDC) Annual Conference	Annual conference for economic development professionals. Provides professional development, as well as site consultant roundtable.	Cleveland, OH	September 25 - 28
Industrial Asset Management Council (IAMC) Fall Forum	Forum for corporations, real estate professionals and economic development professionals.	Indianapolis, IN	October 8 - 12
KentuckyUnited Consultant & Existing Business Luncheons	Site selection consultant luncheon and Existing Business Appreciation Luncheon (Winchester and Paris representing).	Detroit, MI	October 18 - 19
KentuckyUnited Consultant Luncheon & Existing Business Breakfast	Site selection consultant luncheon and Existing Business Appreciation Breakfast (Communities to be announced).	Cincinnati, OH	November TBD
KentuckyUnited & Kentucky Association for Economic Development (KAED) Annual Conference	Conference for KAED economic development professionals & site selection consultants. Lexington hosting.	Lexington, KY	November 8 - 11
KentuckyUnited Consultant & Existing Business Luncheons	Site selection consultant luncheon and Existing Business Appreciation Luncheon (Richmond representing).	Atlanta, GA	December 6 - 7
DATES TO BE DETERMINED:			
Bluegrass Alliance Marketing Trip	Regional Bluegrass Alliance marketing trip; Site selection consultant luncheon.	To be determined	To be determined
Commerce Lexington Inc. Marketing Trips	Meet with site selection consultants in two major markets.	To be determined	To be determined

COMMUNITY & MINORITY BUSINESS DEVELOPMENT

Commerce Lexington's Minority Business Development (MBD) program works to promote and sustain the economic growth, development and self-sufficiency of ethnic minority business owners and entrepreneurs; recruits minority-owned businesses into the seven-county Lexington MSA and Commerce Lexington; & provides business referral services to the appropriate minority business assistance agencies.

ACCESS LOAN PROGRAM:

Since its inception in 2001, the innovative **Access Loan Program has facilitated over $14.4 million dollars** in approved loans for small business start-ups and expansions. The program also has partnerships with other chambers and economic development agencies in 19 counties throughout Central Kentucky for a total of 25 participating lenders.

ACCESS Loan Program

Presented by Toyota Motor Manufacturing, Kentucky, Inc.

MINORITY BUSINESS ACCELERATOR:

The mission of Commerce Lexington's Minority Business Accelerator is to accelerate the development of sizable minority business enterprises (MBEs) that have achieved revenues between $250,000 and $6 million, and to strengthen and expand the regional minority entrepreneurial community. The initiative was created from the findings of the 2009 Joint Economic Inclusion Study commissioned by Commerce Lexington and the Lexington-Fayette Urban League. The MBA was launched in June of 2013. The participants achieved over $5.5 million in contracts and procurement since the program's launch. The current members of the Minority Business Accelerator are:

FAYETTE Window Cleaning, LLC

ehi consultants

Lexington Contracting, LLC
General, Environmental, 8(a), SDB & Hubzone Contractor

OTHER ACTIVITIES:

Commerce Lexington's Community & Minority Business Development department will participate as a major sponsor of the Lexington Bluegrass Area Minority Business Expo, The Tri-State Diversity Group, The American Chamber of Commerce Executive's Diversity & Inclusion Roundtable, as well as the State of Kentucky's Finance Cabinet which handles small & disadvantaged business certification.

Key Features of the Minority Business Development Program:

PUBLIC & PRIVATE SECTOR PURCHASING:

❒ Promote increased business partnerships between public and private majority corporations, business and industry, local and state government and minority business owners.
❒ Work with companies to identify minority business entrepreneurs to bid on available contracts & services.

MINORITY BUSINESS RECRUITMENT:

❒ Work actively with the organization's Economic Development division to recruit minority businesses into the Lexington MSA.
❒ Recruit minority-owned businesses into Commerce Lexington Inc.
❒ Recently recruited **The Janee Hotel Corporation**, which purchased a local hotel.

BUSINESS REFERRAL ASSISTANCE:

❒ Offers business referral assistance to other organizations and agencies involved in minority business and entrepreneurial development.
❒ Assists businesses in developing supplier diversity programs.

ECONOMIC INCLUSION:

❒ Work with ethnic minority and women-owned businesses to explore new opportunities business model expansion & sustainability and growth issues.
❒ Minority Business Accelerator was established with four Minority Business Participants and Prime Companies in place.
❒ Minority Business Accelerator will add up to two members in 2016.

ADVOCACY:

❒ Serves as an advocacy for minority-owned businesses within Commerce Lexington Inc. & the community.

RESEARCH:

❒ Provide research assistance to minority business entrepreneurs in the areas of business start-up resources, financial business assistance, market data and other specific business support areas.

COMMUNITY OUTREACH:

❒ Maintain working relationships with the Small Business Administration, Kentucky District Office, the Kentucky Cabinet for Economic Development, Kentucky Small Business Development Center, Community Ventures, The Urban League, the City of Lexington, Tri-State Minority Supplier Development Council, and various other local and state government agencies, as well as minority community groups working for the advancement of minority businesses.

BUSINESS CERTIFICATION:

❒ Will work with the Kentucky Finance & Administration Cabinet Minority, Women,& Disadvantaged Business Certification Program, as well as the Tri-State Minority Supplier Development Council and other national entities that assist businesses in this area.

WORKFORCE DEVELOPMENT

Ensuring that Central Kentucky has an educated workforce with the skills employers are seeking is essential to our economic competitiveness. Commerce Lexington supports workforce development through its partnership with the Business and Education Network (BEN), a 501©3 non-profit organization.

MISSION:

Our mission is to create, attract and sustain a globally skilled workforce in order to meet the needs of the region's existing and target industries. We hope to achieve this through working with the education community, local workforce partners, community-based organizations and area businesses. A skilled workforce with 21st century skills is critical for individual and metropolitan prosperity as well as business success. Therefore, the quality of our education system and workforce development initiatives is of the utmost importance.

THE BUSINESS AND EDUCATION NETWORK SUPPORTS:

Identification of Workforce Skill Gaps

Gathering and analyzing relevant workforce data for the Lexington-Fayette MSA. This includes unemployment, regional workforce trade, top industries, education/workforce training initiatives and career pathways.

Global Competitiveness

Lexington is part of The Global Cities Education Network (GCEN), an international learning community of school systems in Asia and North America. This international network includes Denver, Hong Kong, Melbourne, Seattle, Seoul, Shanghai, Singapore, Houston, and Toronto. Working with the Asia Society and experts from around the world, the Business & Education Network (BEN) partners with Fayette County Public Schools to research high-performing school systems from other countries to determine what can be adapted and implemented in our community to ensure we have a globally competitive workforce.

Business & Education Partnerships

Learning experiences with real-world application is important to student success and enhanced skill development in potential future employees. Innovative collaboration between business and education promotes success for the entire community.

FOCUS AREAS:

--> Identify current & future workforce needs.
--> Support alignment of workforce training and education resources.
--> Youth development.
--> Connect the education and business communities to support talent pipeline development in the region.

ABOVE: Beth Brinly, former Deputy Secretary of the Kentucky Education and Workforce Development Cabinet, briefs several business and community leaders on the status of the workforce development system.

ANNUAL DINNER:

Our biggest and most prestigious event, the Annual Dinner gathers Commerce Lexington members for an evening of networking, celebration of the prior year's accomplishments, and a look at the upcoming year's priorities. This event continues to grow and be refined, with about **1,000 people attending the 2015 event** entitled "Shaping Our Future."

BUSINESS LINKS:

This is our most popular event where members enjoy food and fun in an informal social setting. When space allows, the event also includes a mini-tradeshow, allowing members to display their products and services. **About 800 people attended six Business Link events in 2015**.

BUSINESS OWNERS ADVISORY BOARDS:

The Business Owners Advisory Boards (BOAB) meet monthly to assist in problem-solving through discussion with other business owners to help in analyzing current or future direction, and also provide an avenue for personal growth. The boards offer encouragement and sound business advice for tackling the day-to-day challenges faced by business owners.

@330 SERIES EVENTS:

These are informal gatherings that provide an opportunity for attendees to tackle business challenges through interactive time with colleagues. A Commerce Lexington members only event, attendees gather for the purpose of discussing ideas, sharing best practices, and working through challenges faced by independent professionals and small business owners. Each event features a selected topic of discussion. **Over 250 people attended the @330 Series events in 2015** on topics such as social media, business adversity, community-minded business models, public speaking, handling hirings and firings, developing a sales staff, and more.

THE BEST OF CROATIA TRIP:

About **51 people travelled with CLX to Croatia in 2015** for the international experience. In 2011, CLX took a group to China, and then in 2012, took two groups of travelers to Cuba. In 2013, a delegation visited Vietnam/Cambodia, followed by 2014 to Dubai and 2015 to Croatia. In 2016, the international trip is to **Sicily, Italy, September 17-23**.

EMERGE CONFERENCE:

Nearly **300 people attended the second annual EMERGE conference in 2015**. An outgrowth of the Omaha Leadership Visit in 2013, this full-day conference brings together young professionals and entrepreneurs with emerging leaders, business professionals, and community leaders from all walks of life to share ideas and provoke collaboration.

BUSINESS ON THE GREEN:

Commerce Lexington has been told that this is one of the best golf tournaments of the season. The scramble format allows for maximum fun and enough competition to make it interesting. Hole sponsors add to the fun by providing goodies and contests at nearly every stop. About **136 golfers participated in the 2015 event at Andover Golf & Country Club**.

GOOD MORNING BLUEGRASS:

Good Morning Bluegrass was designed as an interactive forum on a "hot button" issue of the day. About **450 people attended Good Morning Bluegrass events in 2015** featuring new FCPS Superintendent Manny Caulk, UK President Dr. Eli Capilouto, and a panel of local business leaders.

LEADERSHIP VISIT:

For over 70 years, Commerce Lexington's Leadership Visit has helped expose Central Kentucky's leaders to the best ideas of progressive, nationally-recognized communities throughout the United States, yielding ideas and lessons that have been applied to the improvement of the Bluegrass Region. About **170 people from Lexington** travelled to Kansas City in May 2015. **This year, a delegation of Bluegrass leaders will travel to Charleston, S.C., June 8-10**.

NEW MEMBER LUNCHEONS

An informal luncheon to welcome new members and show them how to maximize their membership benefits. Also an opportunity for new members to get acquainted with Ambassadors, committee chairs, board members, and Commerce Lexington staff.

SALUTE TO SMALL BUSINESS LUNCHEON:

Formerly Commerce Lexington's Small Business Celebration, the Salute to Small Business Awards Luncheon transitioned to a new era by revamping its small business awards categories, criteria, and selection process in 2010. These refinements led to better defined categories, more inclusiveness across the small business community, and more applicants, as we recognize our most powerful segment of businesses. About **330 people attended** the 2015 Salute to Small Business Awards Luncheon at Keeneland.

WINNER'S CIRCLE PROGRAM:

Now in its 14th year in 2016, Commerce Lexington's Winner's Circle total resource development campaign continues to be a successful program. Over the first 13 years of the Winner's Circle campaign, about **$7.67 million has been produced**, allowing Commerce Lexington to grow its membership and enhance its programs, events, and publications.

PUBLIC POLICY

Commerce Lexington Inc.'s Public Policy Council is the entity that takes the lead in the organization's advocacy efforts. The council members and chair are all volunteers and represent a variety of large and small businesses, local government, non-profit organizations, education groups and utilities comprising a broad spectrum of Commerce Lexington's 1,700 member companies. The Council's Chairman is appointed annually by the Chair of the Board of Commerce Lexington Inc.

PUBLIC POLICY PROCESS:

The Public Policy Council meets monthly May through December and establishes the agenda for Commerce Lexington for the upcoming session. During these meetings, the Council hears from a variety of groups, non-profits and businesses that want to join Commerce Lexington in advocating for their positions in Frankfort and Washington. After the Public Policy Council approves a stance or policy statement, the position(s) are then approved by Commerce Lexington's Executive Committee and Board of Directors. Once approved, the statements are published annually in Commerce Lexington's "Legislative Focus." Copies of the agenda are distributed to all of Commerce Lexington's members, all 138 members of the General Assembly and the Governor's Office. In the heat of a Legislative Session, there are always important and timely legislative issues and bills that arise. When the Public Policy Council is asked to weigh-in on legislation, emergency meetings take place for the Council to take up the legislation and create Commerce Lexington's position. The position is then passed on to the Executive and Board of Directors for approval if time allows.

PUBLIC POLICY LUNCHEON SERIES:

This event series is a unique opportunity for members and guests to network over lunch and hear from leading State and National officials about current events and critical issues confronting our region, state, and country. **About 950 people attended the Public Policy Luncheon series in 2015** featuring U.S. Senator Rand Paul, U.S. Senator Mitch McConnell, Kentucky Republican Gubernatorial Candidate Matt Bevin, and Kentucky Democrat Gubernatorial Candidate Jack Conway.

KENTUCKY REGIONAL TOUR:

Commerce Lexington Inc. recognizes the vital role that other Kentucky regions play in Central Kentucky's economy. Since 2009, Bluegrass leaders have toured portions of Eastern Kentucky, South Central Kentucky, Northeastern Kentucky, areas in and around Louisville, and Northern Kentucky to get a better understanding of challenges in those areas, and learn about successful projects and initiatives. State lawmakers consistently vote on projects that impact the Bluegrass, so this is our way of recognizing their efforts and support. **In 2015, a group of about 37 people made stops in Elizabethtown, Owensboro, and Henderson, Ky**.

EVENING IN THE BLUEGRASS:

The focus of this event is to bring members of Commerce Lexington Inc., Central Kentucky's elected officials, local chambers and economic development groups together to discuss and network the issues and needs of Central Kentucky. The region came together for its annual "Evening in the Bluegrass" Legislative Reception at Berry Hill Mansion in Frankfort in January 2016.

WASHINGTON, D.C. FLY-IN:

The Bluegrass Region's Annual DC Fly-In is comprised of Central Kentucky's leaders from the business community, non-profit sector, post-secondary institutions and local elected officials who travel to Washington, D.C. to meet with Kentucky's federal Congressional delegation to advocate on behalf of the region's federal legislative agenda. In addition to meeting with Kentucky's federal delegation, the DC Fly-In affords participants the opportunity to hear from various leaders and policy experts on Capitol Hill over a two-day period. **About 52 regional leaders participated in the 2015 D.C. trip in July 2015**.

CENTRAL KY. REGIONAL POLICY GROUP:

The Central Kentucky Regional Public Policy Group was formed nine years ago from regional chambers of commerce, business leaders and elected officials who recognized the need to have a uniform, consistent and powerful voice in Washington to stand up for Central Kentucky. Successes from the Washington Fly-In include initial funding for the I-75 Connector, funding for the Kentucky Blood Center, contract awarded to EKU for its Bio-Fuels program, funding for the University of Kentucky, funding for the Bluegrass Army Depot and funding for Newtown Pike. Wanting to continue to build on the success and momentum of the D.C. Fly-In, the Group decided to support important priorities at the state level that are imperative to the communities of Central Kentucky.

LEADERSHIP LEXINGTON:

Leadership Lexington (**pictured below**) is a leadership development program sponsored by Commerce Lexington Inc. and directed toward individuals who demonstrate leadership qualities. The program gives participants the opportunity to better understand our city and to prepare for the challenges it faces by meeting with and learning from today's leaders. Leadership Lexington is an educational opportunity that broadens perspectives and allows participants to gain increased understanding of community dynamics and public issues. **The program's class of 50 people is participating in the current Leadership Lexington program, which concludes in June 2016**.

LEADERSHIP LEXINGTON ALUMNI ASSOCIATION:

With over 1,300 graduates, the Leadership Lexington Alumni Association is dedicated to keeping graduates of the Leadership Lexington program connected and engaged. The mission of the Alumni Association is to further the commitment to our local community shaped by Commerce Lexington's Leadership Lexington development program. Membership is comprised of past Leadership Lexington class participants from the first class (1979-80) to present day. Members offer support of current class projects through time and service, as well as economic contributions. Additionally, the Association works to provide scholarships for Leadership Lexington class candidates that qualify based on need. For more information about the Alumni Association, visit **www.leadershiplexingtonalumni.com**.

LEADERSHIP LEXINGTON ALUMNI

engage. connect. inspire.

LEADERSHIP CENTRAL KENTUCKY:

Leadership Central Kentucky is a program to: educate and inform individuals on issues and opportunities for all of our region's communities; create awareness and understanding of how each county's actions affect the others; and to help foster a regional vision for the Bluegrass. Its vision seeks to build a network of committed, informed and progressive citizens connected across institutions and county lines. These leaders of the new century embrace and embody the philosophy that our region will realize its highest potential through working together. **Twenty-two people from 8 different Central Kentucky counties are participating in the 2015-16 program**.

LEADERSHIP LEXINGTON YOUTH:

The mission of the Leadership Lexington Youth Program (**pictured above**) is to prepare diverse individuals for leadership through education and hands-on interaction, touching upon issues and resources pertaining to our community. The program will motivate students to think seriously about the role they'd like to play and the difference they can make in the Lexington community. This unique opportunity is for 11th grade students enrolled in Fayette County Schools (private, parochial, montessori and public). Home schoolers are encouraged to apply as well. **Forty-four students are participating in the 2015-16 program**.

WHAT DOES SUCCESS LOOK LIKE?

Factors for Success

1. Consistency of Effort

2. Longer Term Approach / Vision

3. Involve and Engage Regional Leaders

4. Leverage Strengths of Volunteers/Board

5. Develop/Maintain Key Relationships to Produce Results

6. Utilize Strengths of Staff in a Way that Evokes Innovative Thinking & Maximizes Results

7. Deliver Outstanding Service to Members

8. Staying Power - The Lexington Chamber was incorporated in 1881, but its roots date back to 1797.

FULL STRIDE ECONOMIC DEVELOPMENT INVESTORS (AS OF JANUARY 2016)

Able Engine
Alltech
Anthem Blue Cross & Blue Shield
Apex Realty, Inc.
Audio Authority Corporation
Ball Homes, LLC
Bank of the Bluegrass & Trust Co.
Baptist Health Lexington
Base163
BB&T
Belcan Corporation
Bingham Greenebaum Doll LLP
Block + Lot Real Estate
Blue & Co., LLC
Blue Grass Airport
Blue Star Plastics, Inc.
Bluegrass Family Health
Brett Construction Company
Bristol Group
Caller Properties, LLC
Central Bank & Trust Co.
City National Bank
Clay Ingels Company, LLC
Coleman Group
Columbia Gas of Kentucky
Community Trust Bank
Cornett Integrated Marketing Solutions
Crowe Horwath LLP
Dean Dorton Allen Ford, PLLC
Denham-Blythe Company, Inc.
EA Partners, PLC
East Kentucky Power Cooperative
EHI Consultants
Fifth Third Bank
Forcht Bank
Frost Brown Todd LLC
The Gibson Company
Gray Construction
Haymaker Development Company
Hilliard Lyons
Hisle & Company
J.M. Smucker Company
Keeneland Association, Inc.
Kentucky Eagle, Inc.
Kentucky Employers' Mutual Insurance (KEMI)
Kentucky River Properties LLC
Kentucky American Water
KITO U.S.A CORPORATION
KU a PPL Company
Lane Consultants, Inc.
LBX Company LLC
Lexington Center Corporation
Lexington Clinic
Lexington Herald-Leader/ Kentucky.com
Lexington Industrial Foundation, Inc.
Lexington-Bluegrass Association of Realtors (LBAR)
Lexmark International, Inc.
McBrayer, McGinnis, Leslie & Kirkland, PLLC
MCM, LLP
NAI Isaac Commercial Properties, Inc.
Neogen Corporation
PNC
Powell-Walton-Milward, a division of J. Smith Lanier & Co.
QX.Net
RFH, PLLC
Republic Bank & Trust Company
R.J. Corman Railroad Group, LLC
Saint Joseph Hospital, a part of KentuckyOne Health
SIS, LLC
Sperry Van Ness
Stites & Harbison, PLLC
Stoll Keenon Ogden PLLC
Toyota Motor Manufacturing, Kentucky, Inc.
Traditional Bank
U.S. Bank
UK HealthCare
University of Kentucky
West Sixth Brewing
Windstream Communications
WLEX Communications, LLC
WT Young, LLC
Wyatt, Tarrant & Combs, LLP
Xerox
Your Community Bank

COMMERCE LEXINGTON INC. TOP INVESTORS

DIAMOND INVESTORS:

(AS OF JANUARY 2016)

GOLD LEVEL TRUSTEES:

Anthem Blue Cross & Blue Shield
Baptist Health Lexington
Central Bank & Trust Co.
KentuckyOne Health - Saint Joseph Hospital
Lexmark International, Inc.
Toyota Motor Manufacturing, Kentucky, Inc.
University of Kentucky

SILVER LEVEL TRUSTEES:

Alliance Coal, LLC
Alltech
Ashland Inc.
CHASE / J.P. Morgan
City National Bank
Cumberland Valley National Bank
Fifth Third Bank
Keeneland Association, Inc.
Kentucky American Water
Kentucky Employers' Mutual Insurance
Kentucky Utilities Co.
Lexington Clinic
Lexington Herald-Leader / Kentucky.com
McBrayer, McGinnis, Leslie & Kirkland, PLLC
PNC Bank
Republic Bank & Trust Co.
Time Warner Cable
Windstream Communications
Wyatt Tarrant & Combs, LLP
Xerox
Your Community Bank

BRONZE LEVEL TRUSTEES:

ADCOLOR, INC.
Allconnect, Inc.
Anheuser-Busch
Associations International, LLC
Assured Neace Lukens
Ball Homes, Inc
Bank of Lexington
Bank of the Bluegrass
BB&T
Beam Suntory
Big Ass Solutions
Bingham Greenebaum Doll LLP
Blue & Co, LLC
Blue Grass Airport
Bluegrass.org
Brett Construction Company
Cardinal Hill Rehabilitation Hospital
Centre College
C-Forward
Clark Regional Medical Center
Columbia Gas of Kentucky
Community Trust Bank, NA
Congleton-Hacker Co.
Congleton Lumber
Creative Lodging Solutions
Crowe Horwath
Davis H. Elliot Company, Inc.
Dean Dorton
Dickinson Wright PLLC
Dinsmore
DMD Data Systems, Inc.
East Kentucky Power Cooperative, Inc.
Eastern Kentucky University
Field & Main Bank
First Security Bank
First State Financial
Forcht Bank
Fowler Bell PLLC
Frost Brown Todd LLC
Gray
Griffin Gate Marriott Resort & Spa
Hanna Resource Group
Hewlett-Packard Corporation
Stephen Hillenmeyer Landscape Services
Hilton Lexington Downtown
Humana Kentucky
Hyatt Regency Lexington
Ingersoll Rand
Innovative Mattress Solutions
J.J.B. Hilliard, W.L. Lyons, Inc.
JMI Sports
Kentucky Bank
Kentucky Community & Technical College System
Kentucky League of Cities
Kinkead & Stilz, PLLC
LBX Company LLC
Link-Belt Constuction Equipment Co.
Lockheed Martin
MCM, LLP
Members Heritage Credit Union
Messer Construction
Morgan & Pottinger, P.S.C.
NetGain Technologies, Inc.
Opportunity for Work & Learning (OWL, Inc.)
Panera Bread
Passport Health Plan
Paul Miller Ford Mazda
PBI Bank
Powell-Walton-Milward -
a division of J. Smith Lanier & Co.
R.J. Corman Railroad Group
Republic Services
Sam's Club
Shriners Hospitals for Children
SIS
Square D by Schneider Electric
Stantec Consulting Services
Steptoe & Johnson, PLLC
Stites & Harbison PLLC
Sturgill, Turner, Barker & Moloney, PLLC
Sunbelt Rentals
Tempur-Sealy International, Inc.
The Campbell House
Tiffany & Co.
Time Warner Cable
Town & Country Bank & Trust Co.
Toyota on Nicholasville - Lexus Store of Lexington
Transylvania University
UK Federal Credit Union
United States Equestrian Federation
U.S. Bank
Van Meter Insurance Group
Waffle House/LexiDan Foods, LLC
WKYT-TV (Channel 27)
WLEX Communications
W.T. Young, LLC
Zaxby's

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