

THE DAILY COLLABORATOR

OFFICIAL GRAND RAPIDS LEADERSHIP VISIT NEWSLETTER | MONDAY, JUNE 5, 2023

PRESENTED BY:  Central Bank

Grand Rapids Leadership Visit to Help Us Write Lexington's Story

Welcome to the 2023 Commerce Lexington Leadership Visit presented by Central Bank & Trust Co. Whether this is your first Leadership Visit or you have attended many, we welcome you and encourage you to take advantage of this great opportunity to get to know others in our community, while exploring ways to enhance Lexington and Central Kentucky.

This year, we are thrilled to visit Grand Rapids together with about 170 business and community leaders. One of the main themes of the Leadership Visit is the power of STORY. Grand Rapids has done an excellent job crafting and telling their story. While Grand Rapids is consistently ranked among the top cities in which to live and work, its success has been no accident. Community leaders have been very intentional about improving the city in areas like the medical field, tech industry, housing, tourism, the arts, and much more.

Now – we have an opportunity to write Lexington's story. As you hear the stories of Grand Rapids over the next three days during the sessions and electives, **think about what you want Lexington to be known for in**

the next 10-20 years. Consider some of these questions:

- What would you show Grand Rapids leaders if they visited Lexington?
- What is Lexington's best kept secret?
- What can we do to make Lexington stand out among its peer cities?
- How do we create Lexington 2.0 ?

During Wednesday's final session, **Vitale Buford Hardin** will lead us through an interactive session that will discuss Lexington's current story and help us craft our future story together. As the thoughts and ideas are flowing in the room, local Lexington artist and animator, **Bryce Oquaye**, will be listening to the conversation through Zoom and will create a graphic illustration in real-time that reflects the story we'd like the world to know about Lexington.

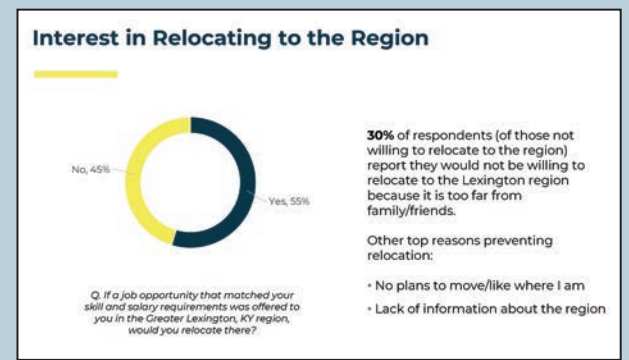
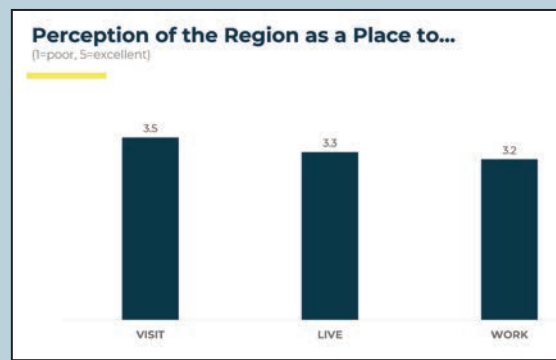
What Do People Outside of Our Area Know & Think About Lexington?

To help with writing our city's story, we also need some background information on our current story. Commerce Lexington and VisitLEX contracted with DCI in 2022 to conduct market research on what other

cities thought about Lexington. It's helpful to know our current story so we can write about our future. Through leadership, collaboration, and intention, we can craft our future story!

Out-of-State Markets Surveyed:
Cincinnati
Indianapolis
Nashville
Chicago

Survey Results:
Most of the people in these areas had neither a negative nor a positive impression of Lexington. It was mostly that they didn't know much about us at all, so that means we have a perfect opportunity to share Lexington's story!



36%
of people surveyed could not locate the Lexington region on a map.

Most Important Lifestyle Factors to Out-of-Market Talent:
Overall cost of living
Safety / Security
Housing cost
Housing availability

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SPECIAL THANKS:

Blue Grass Airport

TODAY'S SCHEDULE HIGHLIGHTS:

Leadership Visit Opens at Steelcase

10:15 a.m. - 1:15 p.m.

When we arrive in Grand Rapids, we'll head over to the Steelcase Learning & Innovation Center for sessions and a tour. is the leading manufacturer of furniture for offices, hospitals, and classrooms, inspired by innovative research in workspace design.

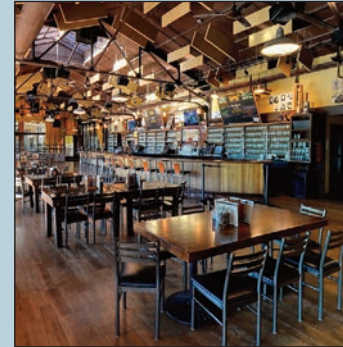


Elective Sessions

1:30 - 3:30 p.m.

Attendees will have the opportunity to get out and experience Grand Rapids to learn more about what the area offers. Hopefully, you have already pre-registered for one of the 3 options below, but if not, you can check with **Lynda Bebrowsky** or **Angela Carlos** for availability.

- Beer Culture in Grand Rapids: Visit to Founders Brewing Co. (\$18 per person) **Pictured at right** →
- Plaza Roosevelt Development Tour (No cost)
- Guided City Tour - History, Culture & Architecture (No cost)



Opening Night Reception Sponsored by Baird

5:30 - 7:00 p.m.

Grand Rapids Art Museum (101 Monroe Center St. NW)

Get to know your fellow trip participants at tonight's **Opening Night Reception sponsored by Baird** conveniently held at the Grand Rapids Art Museum, which is a short walk from the JW Marriott hotel. Enjoy great networking before heading out to dinner on your own or one of the reserved Group Networking Dinners.

MONDAY'S NEWS TO KNOW:

Sign Up to Receive Text Alerts During the Trip:

With a group as large as ours, it is important for us to quickly communicate with you about changes to the agenda, bus departure times and locations, or other logistical updates. Text messaging enables us to keep you informed during the trip. **To sign up for TEXT ALERTS sponsored by Hanna Resource Group, text keyword Hanna to 859-203-3265.**

Hotel Check-In:

Hotel check-in is at 4 p.m. at the JW Marriott Grand Rapids (235 Louis Street NW). It is always our hope that all rooms will be ready by 4 p.m., but with a group as large as ours, that's not always the case. Please feel free to take some extra time exploring Grand Rapids as rooms become available. Your luggage that was transported from the airport can be picked up in the Gangnam-Gu room directly behind check-in.

Tonight's Group Dinners:

For those who have signed up for a Group Networking Dinner tonight, each of the restaurants is located within walking distance of the JW Marriott. Hopefully, you have already registered for one of the 3 options below, but if not, you can check availability with Lynda Bebrowsky or Angela Carlos upon arrival at Steelcase.

- **Bistro Bella Vita** (44 Cesar E. Chavez Ave. SW, 49503) Requires advanced registration; payment made individually at the restaurant.
- **The Chop House Grand Rapids** (190 Monroe Ave. NW, 49503) Includes set menu & requires pre-payment.
- **Real Seafood Company** (41 Lyon Street NW, 49503) Includes set menu & requires pre-payment.