

# THE DAILY COLLABORATOR

OFFICIAL GRAND RAPIDS LEADERSHIP VISIT NEWSLETTER | TUESDAY, JUNE 6, 2023

PRESENTED BY:  **Central Bank**

## Local Leaders Continue to Tell Grand Rapids' Story During Day Two

We hope you had a great time connecting with other participants and learning more about Grand Rapids yesterday. Thank you to Baird for sponsoring last night's reception at the Grand Rapids Art Museum. Today, we'll hear how Grand Rapids has expanded its health care industry through the growth of the Medical Mile, its plans to become a major tech hub in the Midwest by growing 20,000 new tech jobs over the next 10 years, and how the team at Experience Grand Rapids works to strengthen the visitor economy.

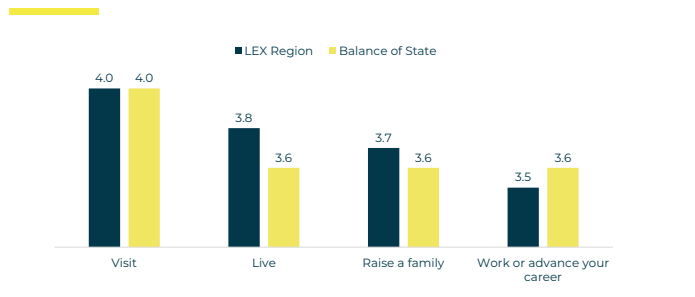
This afternoon, you'll have opportunities to experience Grand Rapids on your own or through a variety of elective tours and lunches. As you listen to the sessions, speakers and discussions, take note of the intentionality of local leaders to craft the story of what they want Grand Rapids to be, and then think about what you want Lexington to be known for in the next 10-20 years.

During tomorrow's final session, we'll take a look at where Lexington stands now and work together to craft our own future story.

## What Do People Here In the Bluegrass & Kentucky Say About Lexington?

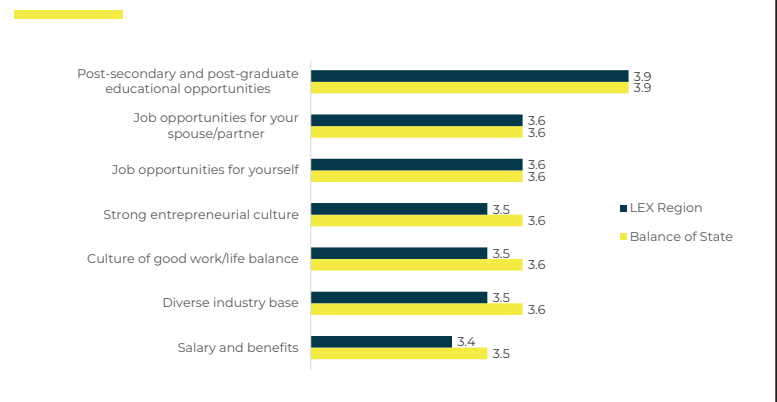
In yesterday's newsletter, we showed you what people outside our market thought about Lexington. Continuing with Lexington's current story, below is information from the recent DCI perception study that reflects what people right here in the Bluegrass and Kentucky said about Lexington. It's helpful to know our current story so we can craft our future story.

**On a scale of 1 (extremely unlikely) to 5 (extremely likely), how likely are you to recommend the Greater Lexington, KY region as a great place to...**



Within several questions, the survey of in-state respondents showed that people felt the Lexington area was not the best place to advance their career.

**Please rate the Greater Lexington, KY region on the following factors (1=poor, 5=excellent)**



### Important Lifestyle Factors to In-State Talent When Considering Lexington:

- Presence of a college/university
- Quality healthcare/hospitals
- Proximity to family & friends
- Welcoming & diverse population

*\*Remember from yesterday that the lifestyle factors for out-of-market people were completely different.*

### What Current Aspect of the Area is a Barrier for Someone to Live Here?

- Perceptions
- Cost of living / Housing cost
- Safety / crime rates

### What people said:

"I have lived in Louisville KY my entire life, but if I had to relocate to another KY city, it would definitely be Lexington."

"It is a good place to live. Unfortunately, there is a lack of job opportunities for many college graduates. It is better for those who are retired or are already wealthy."

"The city is growing quickly but still has the qualities of a small town. I like living here."

### PLATINUM SPONSORS:



# THE DAILY COLLABORATOR

**HOST SPONSOR  
OPENING SESSION**



**BRIEFING BOOK  
SPONSOR**



**WIFI/TEXT ALERT  
SPONSOR**



HANNA RESOURCE GROUP

**NAME BADGE  
SPONSOR**

**WYATT**

**CHARGING STATION  
SPONSOR**



**GOLD SPONSOR**



STOLL | KEENON | OGDEN  
P.L.L.C.

## **BANK DINNER SPONSORS:**

Central Bank & Trust Co.  
City National Bank  
Community Trust Bank  
Field & Main Bank  
Fifth Third Bank  
Forcht Bank  
Independence Bank  
PNC Bank  
Republic Bank & Trust  
Stock Yards Bank & Trust  
Traditional Bank  
WealthSouth  
WesBanco Bank

## **SPECIAL THANKS:**

Blue Grass Airport

## TODAY'S SCHEDULE HIGHLIGHTS:

### Experience Grand Rapids Electives

**Noon - 4:00 p.m.**

Attendees will have the opportunity to get out and experience Grand Rapids to learn more about what the area offers. **Check availability with Lynda Bebrowsky or Angela Carlos.**

- Noon-1:30 p.m.: Diversity & Inclusion Interactive Lunch & Learn at Margaux
- Noon-1:30 p.m.: Housing Affordability Interactive Lunch & Learn at Sundance
- Noon-1:30 p.m.: Engagement Lunch at Founders Brewing Co.
- Noon-3:30 p.m.: Frederick Meijer Gardens (includes lunch)
- 1:30-3:30 p.m.: Gerald Ford Presidential Museum (private guided tour)
- 2:00-3:30 p.m.: Innovation Center at Medical Mile Walking Tour
- 2:00-3:30 p.m.: Downtown Development Guided Walking Tour

### Bank Reception & Dinner

**6:30 - 8:30 p.m.**

#### **Bissell Tree House (1300 Fulton Street W)**

The Bank Dinner has become a signature event of the Leadership Visit. Tonight, we'll gather at the Bissell Tree House, situated on one of Grand Rapids highest points. It is John Ball Zoo's most picturesque indoor event space designed to showcase the sweeping view toward downtown.



### DuckPin Bowling Courtesy of Your Sponsors

**9:00 p.m. at Woodrows DuckPin Bowling (Inside Amway Grand Plaza)**

Remember to bring your voucher for DuckPin Bowling that you received yesterday inside your nametag, and continue the networking and fun with your fellow Leadership Visit participants.

## TUESDAY'S NEWS TO KNOW:

### Meeting Room WiFi:

Sponsored by Hanna Resource Group, you'll be able to connect your device to WiFi in the JW Marriott's International Ballroom using the following information:

**Network:** LeadershipVisit23

**Password:** hanna2023

### Today's Elective Activities:

Hopefully, you have pre-registered for one of today's elective options, but if not, you can check availability with Lynda Bebrowsky or Angela Carlos. Please arrive 10 minutes prior to the scheduled time at the designated departure location, so they can begin on time.

### Tonight's Bank Dinner:

The Bank Reception & Dinner will be held at the Bissell Tree House at the John Ball Zoo. Bus transportation departs from the hotel at 6:00 p.m. Buses will return to the hotel at 8:30 p.m. Guys might want to wear a button down and sport coat, and ladies may want dresses and wraps. Suits and ties & dressy attire are not necessary.

### Luggage Drop for Wednesday:

For those who would like to store luggage on Wednesday morning, we have reserved the **Gangnam Gu Room** (note this is a change from what is in your printed briefing book), which is the same room where you picked up your luggage during hotel check-in. Participants are responsible for retrieving their own bags from storage or their room, placing their luggage on the shuttle bus, and carrying it through security at the airport.

**slido**

### Ask Questions Using SLIDO:

During our sessions at the hotel on Tuesday and Wednesday, you'll be able to ask questions right from your mobile device using SLIDO. Follow these instructions.

1. Go to **www.slido.com** on your device.
2. Enter code **GrandRapids** in the participant box.
3. **Tap the arrow** to join the event.
4. **Select a session** & ask a question.