



Kentucky's Bluegrass Region

HISTORY & CONTEXT



For more than 20 years, Commerce Lexington has been an economic driver for the region through collaborative partnerships and programs.

- Job Recruitment & Retention
- Public Policy
- Leadership Development
- Tourism & Destination Marketing



COLLABORATION

- Ted Abernathy, Economic Leadership
- Development Counsellors International (DCI)
- 45+ Regional Leaders from Business & Govt
- Economic Development Professionals
- VisitLex & Regional Tourism Partners

REGIONAL COMPETITIVENESS PLAN GOALS

#1

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

#2

Increase the regional labor force including the attraction and retention of young professionals.

#3

Attract state and federal funding and advocate for policy improvements to support the plan.





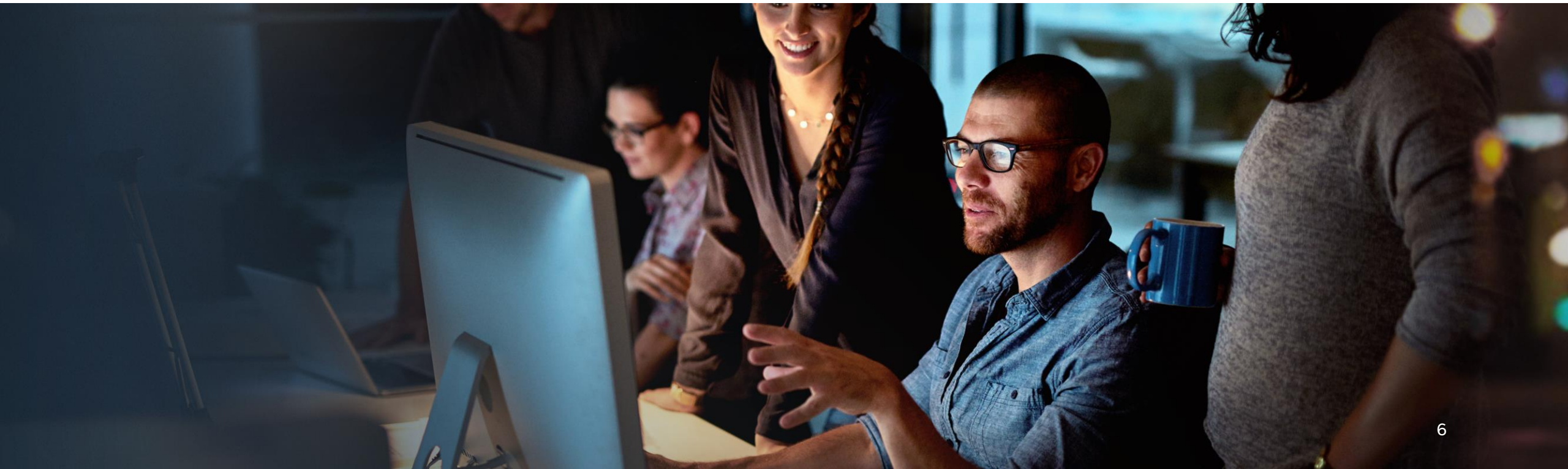
7 ACTION ITEMS

DETERMINED BY REGIONAL LEADERS

1. Increase investment in regional branding and site selector awareness
2. Support multi-jurisdictional product development strategy
3. Educate key leaders in the region
4. Develop a regional talent recruitment/attraction marketing campaign
5. Develop a strategy to connect businesses with students
6. Coordinate advocacy for federal and state infrastructure, product development, talent marketing funding.
7. Advocate for improved policies related to key competitiveness issues

WORKFORCE / TALENT

- Increase labor force by 1500 a year
- Create regional brand
- Create regional talent attraction website
- Create new talent marketing social media strategy
- Host internal stakeholder workshops and talent campaign launch
- Develop a strategy to connect businesses with students to enhance retention



3 OBJECTIVES:

1. DETERMINE TALENT'S
“PATH TO PURCHASE”
FOR JOBS AND
LOCATIONS

2. MEASURE/BENCHMARK
THE PERCEPTION OF THE
GREATER LEXINGTON
REGION AS A PLACE TO
LIVE AND WORK AMONG
EXISTING AND POTENTIAL
TALENT

3. IDENTIFY
STRATEGIES TO
DIFFERENTIATE THE
REGION FROM
COMPETITOR
DESTINATIONS



TARGET MARKETS

Out-of-State Target Markets

1. Cincinnati, OH-KY-IN
2. Nashville-Davidson--
Murfreesboro--Franklin, TN
Metro Area
3. Indianapolis-Carmel-
Anderson, IN Metro Area
4. Chicago-Naperville-Elgin, IL-
IN-WI Metro Area





SOFTWARE

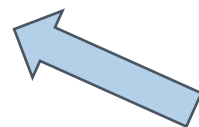
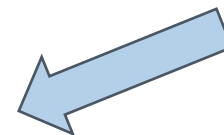
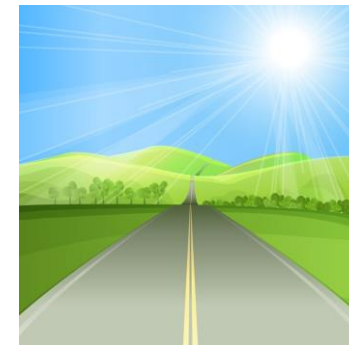
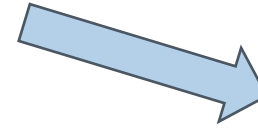
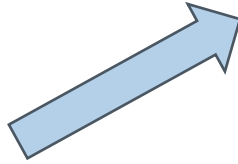






What does
this mean
for us in the
room?





Everybody wins

A blue-tinted photograph of a rural landscape. In the foreground, a wooden fence runs diagonally across the frame. Beyond the fence is a grassy field. In the background, there is a line of trees and a small building. The sky is clear. The overall mood is peaceful and serene.

We are better together.

Exercise: Images and Stories of the Bluegrass

1. Using the sticky notes provided, write the places, experiences and notable facts that convey the uniqueness of the Greater Lexington region (write 1 thought per sticky note)
2. Post your sticky notes on the appropriate boards around the room

Thought Starter Categories:

- Arts & Culture
- Outdoor Recreation & Beauty
- Food
- Innovation & Education
- Special Places
- Brand Ambassadors