



## Working together, we can achieve uncommon results.

Chase and J.P. Morgan commend Commerce Lexington on its dedication to moving our community forward. We proudly sponsor Commerce Lexington's 2013 Leadership Visit to Omaha, Nebraska.



J.P.Morgan

© 2013 JPMorgan Chase Bank, N.A. Member FDIC. Chase and J.P. Morgan are marketing names for certain businesses of JPMorgan Chase & Co. and its subsidiaries (collectively, "JPMC"). PA\_13\_127



San Antonio Photo by Bill Straus Photography



## **LEADERSHIP VISIT MISSION STATEMENT**

---

*Discovery and collaboration are the focus of Commerce Lexington Inc. Leadership Visits. Our charge is to capitalize on the opportunity to unite energized Central Kentucky leaders, both elected and volunteer, and inspire bold and systemic improvements to our city and region.*



PRESENTED BY



J.P.Morgan



On behalf of Commerce Lexington Inc. and its Board of Directors, I would like to thank you for participating in the 2013 Leadership Visit to Omaha presented by CHASE / J.P. Morgan. You are to be commended for your commitment to our community and region, and your involvement does make a difference.

For well over 70 years, the Leadership Visit has helped expose Central Kentucky leaders to the best of what other communities have to offer, in the hopes of bringing back ideas and opportunities that will further enhance our city. The fact that so many of you have taken three days out of your busy schedules and away from your families not only says a lot about the value of these trips, but also speaks volumes to how much you care for our community and the opportunity to make it better.

Going into these trips, the planning committee often focuses the agenda on one specific theme, such as education, public-private partnerships, or minority business development. However, in Omaha we found a great “menu of learning opportunities,” ranging from regional collaboration to philanthropic efforts, technology and innovation, downtown arts, entertainment and retail, and the state-of-the-art convention center and sports arena.

Throughout this briefing book and over the course of our three days in Omaha, we’ll examine the “key ingredients” that have turned Omaha into a vibrant, nationally-recognized community for Fortune 500 companies, small businesses, and technology startups.

In the same way that a recipe contains multiple ingredients, there are many important aspects that make Omaha unique. Right from the start, we’ll ask you to highlight your “key ingredients” that will contribute to you having a highly successful Leadership Visit, and also identify common ingredients among participants that can ultimately help improve the Bluegrass Region.

I invite you to “dig in” and “chow down” on an agenda full of learning opportunities, and I look forward to talking with many of you during the trip.



**DANNY MURPHY**  
2013 CHAIRMAN  
COMMERCE LEXINGTON INC.

ASSISTANT DEAN OF  
ADMINISTRATION &  
COMMUNITY ENGAGEMENT  
UNIVERSITY OF KENTUCKY  
COLLEGE OF LAW



PRESENTED BY



J.P.Morgan



# History

Thought to be the longest-running and largest inter-city visit of its kind among chambers and economic development groups, Commerce Lexington Inc.'s annual Leadership Visit is a cauldron of big ideas, strategies, and partnerships. The Leadership Visit is designed as a learning opportunity for community leaders to study other cities and to apply the best of what they see and hear to the Bluegrass Region. The group also examines challenges in the Bluegrass, what is working well at home, and ways to improve. Over the years, Bluegrass leaders have visited such cities as Baltimore, MD, Greenville, SC, Jacksonville, FL, Madison, WI, Minneapolis, MN, Mobile, AL, Portland, OR, Raleigh, NC, and Austin, TX.

## LEADERSHIP VISITS SINCE 1974

2013 .....	<b>Omaha, NE</b>	1992 .....	Austin, TX
2012 .....	San Antonio, TX	1991 .....	Annapolis, MD/Washington, DC
2011 .....	Greenville, SC	1990 .....	Boca Raton, FL
2010 .....	Pittsburgh, PA	1989 .....	Tucson, AZ
2009 .....	Madison, WI	1988 .....	New Orleans, LA
2008 .....	Austin, TX	1987 .....	Charleston, SC
2007 .....	Boulder, CO	1986 .....	Nashville, TN
2006 .....	Oklahoma City, OK	1985 .....	Tulsa, OK
2005 .....	Providence, RI	1984 .....	Chapel Hill, NC
2004 .....	Charleston, SC	1983 .....	San Antonio, TX
2003 .....	Baltimore, MD/Washington, DC	1982 .....	Minneapolis, MN
2002 .....	Raleigh, NC	1981 .....	Scottsdale, AZ
2001 .....	Ann Arbor, MI	1980 .....	Orlando, FL
2000 .....	Nashville, TN	1979 .....	Savannah, GA
1999 .....	Portland, OR	1978 .....	Jacksonville, FL
1998 .....	Mobile, AL	1977 .....	Tampa, FL
1997 .....	Madison, WI	1976 .....	Houston, TX
1996 .....	Richmond, VA	1975 .....	Washington, DC
1995 .....	Greenville, SC	1974 .....	Charleston, SC
1994 .....	Tampa, FL		
1993 .....	Charlotte, NC		



PRESENTED BY





# LEADERSHIP VISIT KEY COMMUNITY IMPACTS

## MERGED GOVERNMENT:

Our system of merged government was a focus of discussion during two trips to **Jacksonville, Florida** (1971, 1978). Lexington's city and county governments became merged in 1974, making our community the first Urban-County Government in the state. Today, the cities of Evansville, Indiana, and even Pittsburgh are looking to consolidate governments modeled after Lexington and Louisville.

## FCPS FACILITIES TAX:

The facilities tax that has enabled Fayette County Public Schools to do nearly \$300 million in school renovations and new school construction gained momentum and support following the visit to **Oklahoma City** (2006). After seeing what OKC officials were able to accomplish with their local option sales tax, Lexington officials knew they would need to take a different approach to enhance our school system with Kentucky cities unable to institute a local option sales tax. The increase in the property tax rate ultimately passed in 2007.

## THURSDAY NIGHT LIVE:

Lexington's wildly popular Thursday Night Live series run by the Downtown Lexington Corp. in the summer months was an idea replicated from the **Greenville, South Carolina**, trip in 1995. Events and festivals like Thursday Night Live add to our great quality of life and help to attract newcomers and visitors to the area.

## MINORITY BUSINESS DEVELOPMENT:

Local initiatives and support for minority and women-owned businesses have improved mightily in Lexington starting with the visit to **Greenville, South Carolina**, in 1995, with the creation of Commerce Lexington's Minority Business Development program, to the Access Loan Program after the Nashville trip (2000), to improvements in area procurement initiatives following the visit to Baltimore (2003). Known linkages of procurement efforts for minority businesses have resulted in approximately \$10,278,000 since November 2005 from a variety of private businesses and construction companies, LFUCG, Blue Grass Airport, LexTran, the University of Kentucky, and the state of Kentucky.

## VISION LEXINGTON PROJECT:

Going into the **San Antonio** trip in 2012, the decision was made to use the Leadership Lexington program as a potential conduit to move some of the trip initiatives forward. One

group's class project has taken on the recommendation to continue to improve the downtown business climate. The goal of their project is to increase foot traffic downtown by running a test program with way-finding signs. They are collaborating with public entities such as the DDA and DLC to get approval on a four-sided sign design. Group members are currently working with Kentucky Utilities, LFUCG, and the LCVB to work out the logistics and potential for funding.

## ACCESS LOAN PROGRAM:

More than \$10 million in loans has been approved for the start or expansion of small, minority-owned, and women-owned businesses in the Greater Lexington area. This innovative program was created after the visit to **Nashville, Tennessee** (2000), and has now been replicated in several other surrounding counties with the assistance of Commerce Lexington Inc.

## LFUCG HERBIE & ROSIE PROGRAM:

The garbage collection and recycling programs in Lexington that people know today - using the Herbies and Rosies - were developed following the visit to **Scottsdale, Arizona** (1981). In 2010, the city of Lexington expanded its recycling program with an upgrade to its Materials Recovery Facility (MRF), making recycling easier for residents and more efficient for the city.

## COMMITMENT TO TRAIL SYSTEM:

Upon seeing cities like **Oklahoma City, Boulder, Austin, and Madison** recently, participants have seen the impact that a quality bike/walking trail system can have on the health of a community and as a recruitment tool for new companies/employees. Lexington features more than 50 miles of trails, from shared use trails to walking trails and paths to hiking trails.

## OTHER RESULTS/TOPICS OF NOTE:

New Century Lexington's Community Livability Report, Coldstream Research Park, Lexington's downtown pedway system, the Fayette Education Foundation, the World Trade Center, Hope Center, and the economic development entity Lexington United were all studied during or created following Leadership Visits.



PRESENTED BY



J.P.Morgan

# JOIN THE CONVERSATION IN OMAHA

Commerce Lexington Inc. Leadership Visits contain a heavy dose of brainstorming combined with informational sessions and networking receptions. Over the years, the planning committee has embraced a variety of methods to spark dialogue among participants, adapting to new technologies available like social media and texting. Below you'll find a number of ways that you can add to the conversation and share your experiences and ideas during the trip. Feel free to utilize those that you are comfortable with or try a new one that you haven't used before. If you have any questions about any of these communications methods, contact Mark Turner at [mturner@CommerceLexington.com](mailto:mturner@CommerceLexington.com). These methods not only help connect those on the trip, but they also engage those back in Lexington who want to know what you are experiencing in Omaha.



Follow us on Twitter at [www.twitter.com/CommerceLex](http://www.twitter.com/CommerceLex) or post to your own Twitter account using the hashtags **#bgvisit** or **#lexky**



Find us on  
**Facebook**

**LIKE US** at [www.facebook.com/LeadershipVisit](http://www.facebook.com/LeadershipVisit) and post your ideas from & photos of Omaha and make comments.



**TEXT  
ALERTS**

Sign up to receive **TEXT ALERTS** from Commerce Lexington, such as key agenda reminders & changes by texting keyword **comlex** to **511511**.



**TO RECEIVE TEXT ALERTS** throughout the trip, such as updates to the agenda, changes in event start times, and a variety of reminders like bus departure times or tours, TEXT keyword **comlex** to **511511**. You will receive a confirmation message that your text has been received and you are signed up. Standard text messaging rates may apply depending on your plan.



Follow Commerce Lexington's Twitter updates at [www.twitter.com/CommerceLex](http://www.twitter.com/CommerceLex), or to sign up for your own account, visit [www.twitter.com](http://www.twitter.com). It's very easy. While posting, remember to use the hashtags **#bgvisit** or **#lexky** so people can follow the conversation.



Post your photos of Omaha, as well as your thoughts and ideas, and comment on other participants' posts on FACEBOOK at [www.facebook.com/LeadershipVisit](http://www.facebook.com/LeadershipVisit).



PRESENTED BY



J.P.Morgan