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2022 LEADERSHIP VISIT

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WELCOME

Message from the Board Chair

On behalf of Commerce Lexington and its Board of Directors, I would like to welcome you to the 2022 Tampa–St. Petersburg Leadership Visit presented by Central Bank & Trust Co. I would like to personally thank all of you – participants and sponsors – for your commitment to supporting another trip just six months after our last one as we get back on our regular Leadership Visit schedule.

For more than 80 years, this annual intercity visit has helped expose Central Kentucky leaders to the best ideas from communities throughout the country, yielding valuable lessons that have been applied to the improvement of the Bluegrass Region. Commerce Lexington’s successful Minority Business Development Program, EMERGE Conference, and Access Loan Program were direct impacts from past Leadership Visits, while community things like Courageous Conversations, Thursday Night Live, the FCPS facilities tax, and more were created from discussions and ideas that occurred during past intercity visits.

We’ll spend our first day in the Tampa area hearing from elected and community leaders and getting a first-hand look at The Heights Public Market and Armature Works, which features a variety of food, drink, and specialty vendors. Then, we’ll cruise the Hillsborough River aboard Pirate Water Taxis on the way to Sparkman Wharf, a dynamic outdoor and entertainment venue, where we’ll hear a panel of speakers discuss their efforts to re-imagine downtown Tampa.

In St. Petersburg, we’ll have sessions covering equity, regional planning, land use and affordable housing, and talent retention and recruitment. On Thursday afternoon, you’ll have some time to get out and experience the area on your own or through a variety of elective tours. You won’t want to miss the Bank Reception & Dinner at The Urban Stillhouse by Horse Soldier located in the Warehouse Arts District of St. Petersburg. Horse Soldier Bourbon will soon have a production plant in Pulaski County, Kentucky.

As you listen to the sessions, participate in elective tours, and experience the Tampa–St. Petersburg area this week, take a moment to think about things the area is doing well and maybe not so well, and consider what could be applied to Lexington/Central Kentucky to enhance our region. Thank you again for participating in this trip, and I look forward to experiencing Tampa–St. Petersburg with you.

Sincerely,



JOHN GOHMANN
REGIONAL PRESIDENT
PNC BANK

2022 COMMERCE
LEXINGTON BOARD
CHAIR

Scan QR Code to
review what we
learned during
the 2021 trip to
Austin, Texas →



PAST TRIPS

Austin 2021 trip photo by
Bill Straus Photography



2022	Tampa-St. Petersburg, FL	1997	Madison, WI
2021	Austin, TX	1996	Richmond, VA
2020	NONE	1995	Greenville, SC
2019	Raleigh, NC	1994	Tampa, FL
2018	Boise, ID	1993	Charlotte, NC
2017	Minneapolis-Saint Paul, MN	1992	Austin, TX
2016	Charleston, SC	1991	Annapolis, MD/Washington, DC
2015	Kansas City, MO	1990	Boca Raton, FL
2014	Charlotte, NC (with GLI)	1989	Tucson, AZ
2013	Omaha, NE	1988	New Orleans, LA
2012	San Antonio, TX	1987	Charleston, SC
2011	Greenville, SC	1986	Nashville, TN
2010	Pittsburgh, PA (with GLI)	1985	Tulsa, OK
2009	Madison, WI	1984	Chapel Hill, NC
2008	Austin, TX	1983	San Antonio, TX
2007	Boulder, CO	1982	Minneapolis, MN
2006	Oklahoma City, OK	1981	Scottsdale, AZ
2005	Providence, RI	1980	Orlando, FL
2004	Charleston, SC	1979	Savannah, GA
2003	Baltimore, MD/Washington, DC	1978	Jacksonville, FL
2002	Raleigh, NC	1977	Tampa, FL
2001	Ann Arbor, MI	1976	Houston, TX
2000	Nashville, TN	1975	Washington, DC
1999	Portland, OR	1974	Charleston, SC
1998	Mobile, AL	1973	Toronto, Canada

STAY CONNECTED

Commerce Lexington Inc. Leadership Visits contain a heavy dose of brainstorming combined with informational sessions, networking receptions, and elective tours. Below you'll find a number of ways that you can add to the conversation and share your experiences and ideas during the trip. If you have any questions about any of these communication methods, contact Mark Turner at mturner@CommerceLexington.com. These methods not only help connect those on the trip, but they also engage those back home who want to know what you are experiencing in Tampa-St. Petersburg.

Digital version of this Briefing Book available for viewing or download at
www.commercelexington.com/tampa-st-petersburg-2022.html



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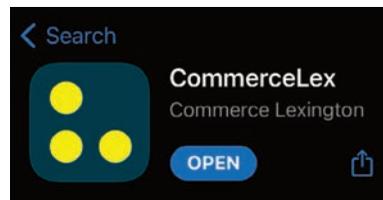
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Download the Commerce Lexington Mobile App

We have streamlined the Leadership Visit briefing book this year to make it easier for you to carry while travelling. Information from the briefing book will also be available on Commerce Lexington's **MOBILE APP**, along with additional information, such as speakers' bios/photos and background on the Tampa-St. Petersburg region.



Search:
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ATTENDEE INFO

HOTEL ACCOMMODATIONS:

The Don CeSar Hotel
3400 Gulf Boulevard, St. Pete Beach, FL 33706
Phone: (844) 338-1501

DRESS CODE:

Weather is predicted to be in the 90s during the day and 70s at night. Please dress casually and comfortably on the first day because we will enjoy a boat excursion and an outside session. Our Opening Reception on Wednesday evening is outside on the sunset deck and beach at the Don CeSar, so dress accordingly. Thursday will be another casual and comfortable day for activities and tours. Shorts and polo shirts are acceptable. The Bank Dinner on Thursday evening will be at The Urban Stillhouse. Guys might want a button down and sport coat and ladies might want dresses and wraps. Suits & ties

and dressy attire is not necessary anywhere. Please remember to wear your nametag to all sessions and events.

TIME ZONE:

Tampa-St. Petersburg, Florida is on Eastern Time.

MEALS & REFRESHMENTS:

Meals and refreshment breaks included are indicated in the agenda. If you have any food allergies that you did not submit on your attendee form, see Angela Carlos.

KEY CONTACTS:

If you have a question or concern that comes up during the trip and you need assistance, contact **Angela Carlos** at 859-351-2925 or **Lynda Bebrowsky** at 859-333-5558.

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ATTENDEE INFO

Ask Questions, Provide Feedback on Your Device

slido

During the sessions on Thursday and Friday, we'll be utilizing a mobile audience engagement tool called **SLIDO**, which will enable you to ask questions, vote for your favorite questions, and provide immediate feedback right from your mobile device.

STEP #1:

Go to www.slido.com on your mobile device.

STEP #2:

In the Joining as a Participant box, type keyword **TSP2022** & tap the arrow.

STEP #3:

Once you've entered the event, select the appropriate session & ask questions.

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Wednesday, May 11:

6:30 - 7:30 a.m. **Arrive Blue Grass Airport for Check-In / **BREAKFAST PROVIDED****
(**NOTE:** Check-in at Allegiant counter closes at 7:30 a.m. All passengers must be checked in by 7:30 a.m.)

7:30 a.m. ****All passengers must be checked in at Allegiant counter.****

8:00 a.m. **Depart Blue Grass Airport via Allegiant Charter.**

10:00 a.m. **Arrive at St. Petersburg Clearwater International Airport (PIE)**

10:00 a.m. **Bus transportation from airport to Armature Works.**

10:40 a.m. **Estimated arrival at Armature Works** (910 N. Ola Ave., Tampa, FL 33602)



Armature Works dates back to 1910 and was once the storage and maintenance facility for Tampa Electric's (TECO) streetcars. Today, Armature Works is a 73,000-square foot mixed-use commercial space consisting of The Heights Public Market, multiple event spaces, a co-shared workspace as well as multiple restaurants and bars. Our sessions will be in The Theatre at Armature, a 2,500-square foot renovated space overlooking the Hillsborough River and Downtown Tampa.

11:00 - 11:30 a.m. **WELCOME / CALL TO ORDER**

Location: The Theatre at Armature Works

Speakers: **John Gohmann**, Regional President, PNC Bank, 2022 Chairman, Commerce Lexington; **Linda Gorton**, Mayor, City of Lexington (by video);

Luther Deaton, Chairman, President & CEO, Central Bank & Trust Co..

11:30 a.m. - 12:15 p.m. **THE TAMPA STORY**

Location: The Theatre at Armature Works

Speakers: **Jane Castor**, Mayor, City of Tampa; **Dr. Bob Rohrlack**, President & CEO, Tampa Bay Chamber of Commerce; and **Craig Richard**, President & CEO, Tampa Bay Economic Development Council.

**Speakers Bios
included on
Commerce Lex
Mobile App**

AGENDA

Wednesday, May 11:

12:15 - 1:15 p.m.

LUNCH IN THE HEIGHTS PUBLIC MARKET AT ARMATURE WORKS

Attendees will fully experience Armature Works while having lunch at The Heights Public Market. This is a food-lover's dream and a truly innovative concept in Tampa. Choose among 15+ outlets showcasing some of the best food, drink, and specialty vendors in the Bay Area. Attendees will be provided food and beverage vouchers for this lunch experience.

1:15 p.m.

Board Pirate Water Taxis at Armature Works at Stop 16

****All attendees must be on board by 1:30 p.m.****

1:30 - 2:30 p.m.

TAMPA BOAT TOUR

A great way to see Tampa is from the river. We'll cruise Hillsborough River past University of Tampa, Davis Island, The Tampa Riverwalk, and more on our way to Sparkman Wharf, while the Captain shares tales of Tampa history and other points of interest along the way.

2:30 - 3:30 a.m.

RE-IMAGINING DOWNTOWN TAMPA

Location: Sparkman Wharf (651 Channelside Drive, Tampa, FL 33602)

Speakers: **Mary-Kate Michalak**, Manager, Corporate Leasing & Strategy, Strategic Property Partners, LLC; **Dan Corwin**, VP, Real Estate Asset Management, Strategic Property Partners; and **Wade Vaughn** Senior Manager, Asset Management, Strategic Property Partners.

3:30 p.m.

Bus Departs Sparkman Wharf for St. Petersburg

4:00 p.m.

CHECK-IN AT DON CESAR HOTEL

(3400 Gulf Boulevard, St. Pete Beach, FL 33706)

5:30 - 7:00 p.m.

OPENING NIGHT RECEPTION SPONSORED BY BAIRD

Location: Sunset Deck / Rowe Pavilion on Ground Level at The Don CeSar Hotel.



7:30 p.m.

OPTIONAL GROUP DINNERS / DINNER ON YOUR OWN

For those who have signed up for a Group Dinner at one of the restaurants on Beach Drive, one-way bus transportation will depart at the hotel's Ground Level at 7:30 p.m. Return transportation will be on your own.

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AGENDA

Thursday, May 12:

7:30 - 11:00 a.m. **DAY 2 LOCATION: The Don CeSar Hotel**

7:30 - 8:30 a.m. **Buffet Breakfast**
(The Don CeSar Hotel - Grand Ballroom)

8:15 a.m. **CALL TO ORDER**

8:20 - 9:00 a.m. **WELCOME TO ST. PETERSBURG**

Speakers: Ken Welch, Mayor, City of St. Petersburg; and **Chris Steinocher**, President & CEO, St. Petersburg Chamber of Commerce.

9:00 - 10:00 a.m. **EPIC ECONOMIC PROGRESS, ST. PETE SHINES**

A Profile of Grow Smarter and the One Community Plan.

Speakers: Gypsy Gallardo, Executive Director, One Community Plan; and **Jocelyn Howard**, Vice President, Foundation & Grow Smarter Manager, St. Petersburg Chamber of Commerce.

10:00 - 11:00 a.m. **PLACEMAKING & PLANNING FOR THE FUTURE**

St. Pete leaders discuss innovative strategies related to providing housing opportunities for low and middle income families, jobs land for growth and equity solutions to improve affordability and access to key infrastructure.

Speakers: Whit Blanton, Executive Director, Forward Pinellas; **Derek Kilborn**, Manager, Urban Planning & Historic Preservation, City of St. Petersburg; and **Joshua Johnson**, Director of Housing & Community Development, City of St. Petersburg. **Moderator: Ray Daniels**, President, Equity Solutions Group, Immediate Past Chair, Commerce Lexington.

11:00 a.m.

ADJOURN

11:30 a.m. - 4:00 p.m. **EXPERIENCE TAMPA-ST. PETE ELECTIVE OPTIONS [SEE PAGE 12]**

- 11:30 a.m. - 3:00 p.m.: YBOR City Lunch and Tour
- 11:30 a.m. - 1 p.m.: Lunch & Learn: Improving Health Equity in the Bluegrass
- 11:30 a.m. - 1:00 p.m.: Engagement Lunch at Green Bench Brewers
- 11:30 a.m. - 2:30 p.m.: Shell Key Kayak Excursion & Lunch
- 1:00 - 3:00 p.m.: Stay and Play in St. Pete

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**Speakers Bios
included on
Commerce Lex
Mobile App**

Thursday, May 12:

5:45 p.m.

Bus Transportation Departs to The Urban Stillhouse

6:00 - 8:30 p.m.

BANK RECEPTION & DINNER

Location: The Urban Stillhouse by Horse Soldier
(2232 5th Ave. South, St. Petersburg, FL 33712)

The highly-anticipated Bank Reception and Dinner has become a premier event of the Leadership Visit. You won't want to miss this event at The Urban Stillhouse by Horse Soldier located in the Warehouse Arts District of St. Petersburg. Horse Soldier Bourbon will soon have a production plant in Pulaski County, KY. We will be joined by **Scott Neil**, COO, Horse Soldier Bourbon.

8:30 p.m.

Return Bus Transportation Departs to the Don CeSar Hotel

**BE SURE TO THANK YOUR
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FIFTH THIRD BANK



ELECTIVES: MAY 12

CHECK WITH LYNDA BEBROWSKY OR ANGELA CARLOS FOR AVAILABILITY OF TOURS

11:30 a.m. - 3:00 p.m.

YBOR City Lunch & Tour

NOTES: Bus departs the lower level lobby at 11:30 a.m. for transportation to Columbia's in Ybor City. Tour concludes by 2:30 for return to Don CeSar. **COST:** No charge to join – separate checks will be provided at The Columbia. **ABOUT:** Visitors to Tampa Bay can make a side trip to Cuba without ever needing their passports. Tampa Bay's historic Latin Quarter, Ybor City, is home to a genuine piece of Cuban territory. Ybor City is one of only three National Historic Landmark Districts in Florida. Founded in 1886 by Vicente Martinez-Ybor when he moved his cigar factory from Key West to Tampa, Ybor city holds a unique place in Florida's social and economic history as the states "first industrial town." No visit to Ybor City is complete without a meal at The Columbia Restaurant, the oldest restaurant in Florida, founded in 1905 by Cuban immigrant Casimiro Hernandez Sr., and today, 115 years since it first opened, The Columbia remains in the same family. Enjoy lunch with Lee Bell, President & CEO of the YBOR City Chamber of Commerce, followed by a guided walking tour of this cultural district.

11:30 a.m. - 1:00 p.m.

Engagement Lunch at Green Bench Brewers

NOTES: Bus departs the lower level lobby at 11:30 a.m. for transportation to Green Bench Brewers. Shuttle back to the Don CeSar departs at 1 p.m. for those that want to return to the hotel. **COST:** \$25 (includes lunch, one drink ticket, tax & gratuity). **ABOUT:** Over lunch provided by Bodega, a St Pete original serving Cuban-Latin fare, engage with your fellow Leadership Visit attendees to get to know each other and continue the conversations about what is resonating with you during the visit, what you have discovered and ideas you may already have about how we can apply what we've seen back in Lexington. **Facilitator:** Amy Stout.

1:00 p.m. - 3:00 p.m.

Stay and Play in St. Pete

NOTES: After lunch, attendees are free to explore the vibrant community of St. Petersburg offering a number of renowned museums, take a self-guided Mural tour, visit the amazing St. Pete Pier, shop the galleries and boutiques along the Central Arts District and much more. The shuttle will pick up in St. Petersburg at 3 p.m. for return to the Don CeSar.

11:30 a.m. - 1:00 p.m.

Lunch & Learn: Improving Health Equity in the Bluegrass

NOTES: This lunch will be held at The Don CeSar (room to be announced). Space is limited. Registration required. Lunch will be provided by Bluegrass Care Navigators. **COST:** No charge to attend. **ABOUT:** A profile of PACE - Program of All Inclusive Care of the Elderly (PACE). Hosted by Liz Fowler, Bluegrass Care Navigators. St. Petersburg is home to one of the Nation's premier PACE organizations, Suncoast PACE. Join a conversation with leaders of Bluegrass Care Navigators and Suncoast PACE. PACE is a unique model of all-inclusive senior care that has been adopted by Kentucky's State Health Plan. Later this year, KY's first PACE organization will begin enrolling central KY residents, providing all needed preventive, primary, acute and long-term care services so that individuals who are 55 and older and certified by the state to need nursing-home-level care, can continue living safely in their community. PACE is designed to improve health equity and assists families with navigating the complicated issues associated with aging.

11:30 a.m. - 2:30 p.m.

Shell Key Kayak Excursion & Lunch

NOTES: Bus departs the lower-level lobby at 11:30 a.m. for transportation to Pinellas Bayway Kayak & SUP Launch. Tour concludes by 3:00 for return to Don CeSar. **COST:** \$49 (includes lunch; please bring gratuity for your guide). **ABOUT:** Join Capt. Yak on this three-hour guided tour through Shell Key Preserve just ten minutes from St. Pete Beach. Paddle through mangrove tunnels, across flats, and spend time on Shell Key or the sand bar where you can swim or do some shelling. Capt. Yak will share his knowledge of the wildlife, plants and history of Shell Key Preserve as well as some of the local and state history. Items to bring include: hat/sunscreen; bug repellent; water/sports drinks; swimwear/comfortable clothing; waterproof shoes/sandals; camera/cell phone; waterproof bag and gratuity for your guide. Tours are designed for beginners in mind. Both tandem and single kayaks will be utilized. More on-line at www.captiyak.net.

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AGENDA

LUGGAGE DROP-OFF / AIRPORT SHUTTLES

For those who would like to store their bags on Friday morning, we have reserved the **Hurley Boardroom**, which is located on **Lobby Level**. You are responsible for retrieving your bags from storage or from your room and bringing it to the shuttle bus as you board. Shuttles to the airport begin at 12:15 p.m. There are no pre-assigned buses. Shuttles will depart from the hotel every 15 minutes, until the last shuttle leaves at 12:45 p.m.

Friday, May 13:

7:30 - 8:30 a.m.

Buffet Breakfast

(The Don CeSar Hotel - Grand Ballroom)

8:15 a.m.

CALL TO ORDER

8:30 - 9:45 a.m.

“A REGION UNITED IN ACTION,” THE TAMPA BAY PARTNERSHIP

The Tampa Bay Partnership is a coalition of regional business and not-for-profit leaders, joined by a shared commitment to improving the economic well-being of Tampa Bay residents. The Partnership fosters collaboration between the Region’s top employers and a diverse group of government and nonprofit partners, to address the toughest challenges facing our community today and create new opportunities for the future. Our speakers will share the results of the 2022 Regional Competitiveness survey and the initiatives that will drive their work over the next year, as well as the things they do to foster relationships among the regional government and business leaders that support the efforts.

Speaker: Dave Sobush, Director of Policy & Research, The Tampa Bay Partnership. **Facilitated by John Bevington**, Director, Business & Economic Development, LGE & KU Energy.

9:45 - 10:30 a.m.

PROFILE OF MAKE IT TAMPA BAY

Speakers: Janette Carter, Vice President of Marketing & Communications, Visit Tampa Bay; and **Michelle Bauer**, COO, Tampa Bay Economic Development Council.

10:30 - 11:30 a.m.

THE DOWNLOAD: WHAT’S HAPPENING AT HOME!

We’re taking the opportunity to use this year’s closing session to highlight impactful initiatives that are underway back at home relating to the topics we covered here in Tampa/St. Pete. There will also be time for you to download and share what you’ve observed and learned during this trip with the goal of helping support ongoing efforts and future collaborations in the Lexington region. **Moderated by Bob Quick**, Commerce Lexington President & CEO, and **John Gohmann**, 2022 Commerce Lexington Board Chair.

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**Speakers Bios
included on
Commerce Lex
Mobile App**

Friday, May 13:

- 11:30 a.m.** **ADJOURN**
- 12:15 - 12:45 p.m.** **Shuttles depart every 15 minutes from The Don CeSar Hotel to St. Petersburg Clearwater International Airport (PIE)**
Shuttles depart at 12:15, 12:30, and 12:45 p.m.
- 2:30 p.m.** **Charter departs St. Petersburg Clearwater International Airport**
- 4:30 p.m.** **Charter arrives at Blue Grass Airport**

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