



THE DAILY COLLABORATOR

commerce
lexington

OFFICIAL AUSTIN LEADERSHIP VISIT NEWSLETTER | MONDAY, NOVEMBER 15, 2021

Message from Commerce Lexington Board Chair

Thank you so much for participating in this long-awaited Austin Leadership Visit presented by Central Bank & Trust Co. I want to also give a shout-out to our many sponsors who stuck with us through all the date changes as we navigated the ongoing pandemic. We appreciate you very much!

If this is your first time on the Leadership Visit, I want to extend a warm welcome 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. There are other people who have been on these trips for decades, so don't hesitate to ask questions and share ideas.

While in Austin, we'll take a closer look at the area's innovation ecosystem, the effectiveness of its regional economic development plan through Opportunity



RAY DANIELS
PRESIDENT, EQUITY SOLUTIONS GROUP
2021 COMMERCE LEX. BOARD CHAIR

Austin, and talent retention and attraction. The agenda has been intentionally designed to allow for maximum engagement and several quality of life experiences in and around the Austin area.

On the back of this newsletter, you'll find some questions to consider as you experience Austin and to help you prepare for Wednesday's Activation Session led by Vitale Hardin. Remember to think about what Austin is doing well and not so well, looking inward at what

could apply to Lexington and Central Kentucky.

So many great things in Lexington have come from ideas, initiatives, or experiences in other cities during these intercity visits. Thank you again for participating in this trip, and I look forward to interacting with many of you and hearing your thoughts and ideas to improve our own city and region.



Private Wealth
Management

Opening Night Reception Sponsored by Baird

5:30 - 7:00 p.m.

Container Bar (90 Rainey Street)

Get to know your fellow trip participants at tonight's **Opening Night Reception sponsored by Baird** held at The Container Bar, an innovative space constructed from seven shipping containers, stacked and outfitted. Cozy container rooms lead to ample outdoor space and open upper decks, providing everyone a space to relax in comfort.

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, simply text keyword Hanna to 474747.**

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SPECIAL THANKS:

Blue Grass Airport

Questions to Think About During the Trip

Below are a few questions to prompt your thinking during your time in Austin. We'll be exploring your answers to these and other questions during Wednesday's Activation Session led by Vitale Hardin.

What's your favorite thing about Austin? What's your favorite thing about Lexington?

What's one new fact you've learned about Austin?

What's the greatest opportunity for Austin?

What do you perceive as the Austin's biggest strength(s) and weakness(es)?

What's the greatest challenge facing Austin? What's the greatest challenge facing Lexington?

What makes Lexington unique? What makes Austin unique?

MONDAY'S NEWS TO KNOW

Monday's Electives:

To check the availability of today's **Experience Austin** elective options, stop by the registration desk upon arrival at the Austin Public Library, Central Branch or see Lynda Bebrowsky or Angela Carlos.

Opening Night Reception:

Tonight's **Opening Night Reception** sponsored by Baird will be held at The Container Bar (90 Rainey Street), an innovative space constructed from seven shipping containers. Walking maps will be available. If needed, a shuttle bus will be available at 5:15 p.m. The bus will be only one way to the reception, since people will head to dinner after the reception.

Tonight's Group Dinners:

If you reserved a seat at one of the restaurant locations where we made **group dinner** reservations, walking maps will be available after the reception from Commerce Lexington staff or you'll find those posted on the Commerce Lexington mobile app.

slido

During the Leadership Visit to Austin, we'll be utilizing a mobile audience engagement tool called **SLIDO**. During the sessions, you'll be able 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:

Enter code **austin2021** in the box and tap the arrow to join the event.

STEP #3:

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

WHAT DO YOU KNOW ABOUT AUSTIN?

1,290,188

Population of Austin-Travis County

#1

Net in-migration as a % of total population among 50 largest U.S. metros

Waterloo

The original name of Austin was "Waterloo" in 1838

280

At 280 square miles, Austin is nearly the same size as New York City

Whole Foods

Started in Austin in 1978 before being purchased in 2017 by Amazon

State Capitol

Texas State Capitol building is the largest state capitol in the U.S.

Bats

The largest urban bat population lives under the Congress Avenue Bridge.

