



# 2021

## **DOWNTOWN LEXINGTON PARTNERSHIP ANNUAL REPORT**

**Resilient and Accelerating Recovery**



**DOWNTOWN  
LEXINGTON**  
PARTNERSHIP

# WHO WE ARE



Lexington Corporation (DLC) Lexington Downtown Development Authority (LDDA) merged under a common board. In 2020 LDDA, which was solely funded by the Lexington Fayette Urban County Government (LFUCG), was defunded by LFUCG and the common board separated.

Today, DLP (the dba moniker of the DLC) continues to function as the umbrella downtown organization providing a single point of contact and accountability and a coordinated approach to downtown revitalization and management. DLP works in close collaboration with the Downtown Lexington Management District (DLMD). DLMD has a separate board of directors that contracts with the DLP to manage its programs and services. Together the two organizations work to develop, manage and market downtown.

**Downtown Lexington Corporation (DLC)**, founded in 1988, is a 501(c)4 membership-based, event and marketing not-for-profit. Through events and promotion efforts, DLC enhances the quality of life in Downtown Lexington and encourages responsible economic development in the downtown business core and its surrounding neighborhoods and districts. The DLC mission is to promote and facilitate development of Downtown Lexington as a unique

## EXECUTIVE COMMITTEE

**Steve Kelly, President**  
Central Bank (Retired)

**Melody Flowers, Vice Chair**  
University of Kentucky

**Paul Johnston, Treasurer**  
Blue & Co.

**Woodford Webb, Secretary**  
The Webb Companies

**Steve Grossman, Chair Emeritus**  
RW Baird

**Paula Hanson, Past Chair**  
Dean Dorton (Retired)

## BOARD MEMBERS

**Gabe Isaac**  
21c Museum Hotel

**Becky Reinhold**  
Bluegrass Sotheby's International Realty

**Brandy Harmon**  
Breeders' Cup Limited

**Leslie Catron**  
Central Bank

**Bill Owen**  
Central Bank Center

**Leslie Smart**  
CHI Saint Joseph Health Foundation

**Kimra Cole**  
Columbia Gas of Kentucky

**Bob Quick**  
Commerce Lexington Inc.

**Larry Jones**  
Community Trust Bank

**Christy Hiler**  
Cornett

**Mike Harris**  
Cowgill Properties

**Dougie Allen**  
Creaux

**Craig Turner**  
CRM Companies

**Camden Skidmore**  
Downtown Resident

**Jonathan Pliszka**  
Downtown Resident

**Jennifer Taylor**  
Field and Main Bank

**Andy Walker**  
Fifth Third Bank

**Damion Scott**  
Graze

**Garrett Coats**  
Jeff Ruby's Lexington

**Morgan Whitney**  
Keeneland

**Tate Russell**  
Kentucky Eagle Inc.

**Bruce Wren**  
Lex Live

**Dave Bob Gaspar**  
Lexington Brewing & Distilling

**Barry Kunke**  
Lexington Marriott City Center

**Mary Beth Wright**  
Messer Construction

**Bart Daily**  
Metronet

**John Gohmann**  
PNC Bank

**Mary Catherine Jones**  
Red Mile

**Ryan Foster**  
Traditional Bank

**Brien Lewis**  
Transylvania University

**Marci Krueger Sidebottom**  
VisitLEX

**George Wallace**  
WesBanco

**Gordy Hoagland**  
White Oak Commercial Real Estate

and vibrant place in Lexington for business, residential life and entertainment. In addition, DLC acts as a liaison between downtown business and the local government.

**Downtown Lexington Management District (DLMD) DLP** also manages the program and services of the Downtown Lexington Management District on behalf of the Downtown Management District Board of Directors. DLMD is a property tax business improvement district created in May 2015 by the Lexington Fayette Urban County Government (LFUCG) Council through Ordinance No. 52-2015, after a majority of property owners within the proposed District approved a petition to request its establishment. In 2020, the district was renewed by petition and ordinance through 2025. DLMD uses the District property tax levy to enhance and manage the Downtown's physical environment and to foster economic development and Downtown revitalization by:

- Providing enhanced cleaning services to create a foundation for business development.
- Providing enhanced safety resources to address worker visitor and resident safety.
- Supporting public art initiatives.
- Allocating resources for economic development programs that support property owners/businesses and for marketing Downtown to developers and business prospects.

**Lawrence Wetherby**  
Republic Bank

**James H. Frazier, III**  
McBrayer, McGinnis, Leslie & Kirkland, PLLC

**Ann Bakhaus**  
Town Branch Park

## EX-OFFICIO BOARD MEMBERS

**Ame Sweetall**  
LEXARTS

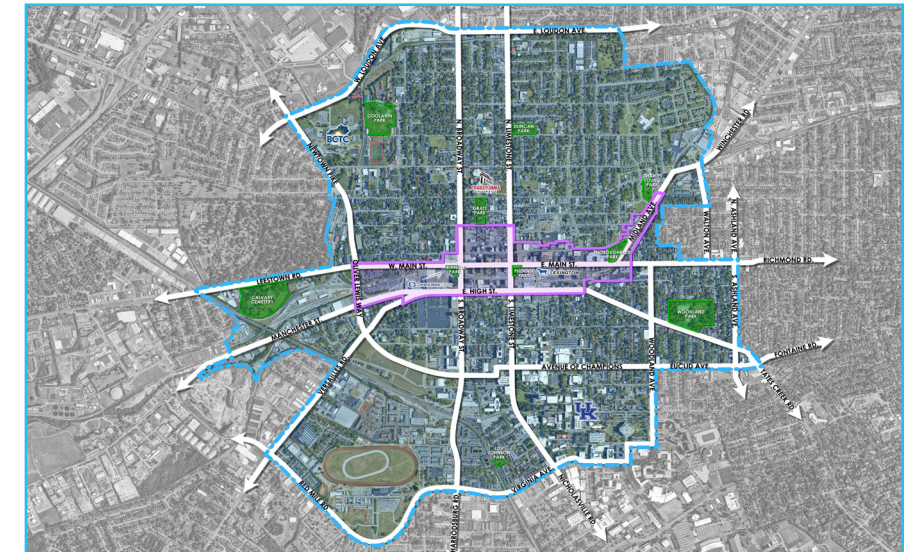
**Monica Conrad**  
LFUCG Division of Parks & Recreation

**Darin Saylers**  
LFUCG Division of Police

**Gary Means**  
LexPark

## OUR WORLD

Downtown Lexington is a center of employment, a hub of tourism and hospitality venues and the region's premiere destination for local cuisine, arts, nightlife, shopping and entertainment. It is wrapped with thriving historic neighborhoods and anchored by parks and trails and institutions of higher learning. It is the heartbeat of the region and Lexington's most diverse, welcoming neighborhood.



DLP MISSION AREA BOUNDARY — DLMD BOUNDARY — PARKS —

## WHAT WE DO

DLP provides a **strategically coordinated approach to Downtown revitalization and management** and acts as the single point of contact and accountability. DLP works to create an economically powerful, vibrant Downtown by proactively and strategically working with our public and private sector partners to:

- Develop and improve Downtown.
- Provide enhanced cleaning, beautification and safety services.
- Market and promote Downtown and its businesses.
- Address critical issues that affect the success of Downtown and the District on behalf of our stakeholders and the regional community.

## RESILIENT AND ACCELERATING RECOVERY!

2021 showed the resilience of DLP and the Downtown market as we worked with our partners to accelerate recovery from the financial hardships created by the COVID-19 pandemic and social unrest in 2020. Battling through the still-present and evolving COVID-19 virus and social distancing restrictions, DLP was able to resume hosting in-person events beginning in May and did tremendous marketing throughout the year to support our businesses, drive customers to downtown and speed the resurgence. Nearly 100,000 people came downtown to attend DLP events and DLP reached more than 700,000 through our social media platforms and other traditional marketing mediums. DLP's 2022 plans feature a full event calendar including new programming, pursuing additional placemaking and marketing partnerships and attracting more financial resources to support our mission and our downtown business – accelerating the Downtown market from recovery phase to positive growth!

## TOP 5 KEY ACHIEVEMENTS

1. Hosted seven events spanning 113 days, **generating a 2.5 million+ economic impact.**
2. Posted 856 times across all social media, generating nearly **700,000 impressions** with a reach of nearly 600,000, and a combined following of 25,000+.
3. Grew membership by 17% by recruiting 27 new memberships worth nearly \$40,000 and achieving an **83% renewal rate.**
4. Obtained **\$188,150 in sponsorships** from 57 companies, a 16% increase over 2020.
5. Built strong partnerships that leveraged **\$267,000+ in-kind services in 2021** and raised the total to \$2.1 million+ of in-kind support since 2017.



DEVELOPING AND CREATING AN INSPIRING DOWNTOWN

Develop Downtown and enhance placemaking, beautification and accessibility.

**Goal:** Plan new development; attract new businesses, development and residences; increase sales activity and street level occupancy and improve existing buildings, development, and placemaking.

**Goal:** Create inspiring public places and a Downtown environment that helps attract new businesses, development and customers; increases sales activity and street level occupancy and enhances the Downtown experience.



2021 ACHIEVEMENTS

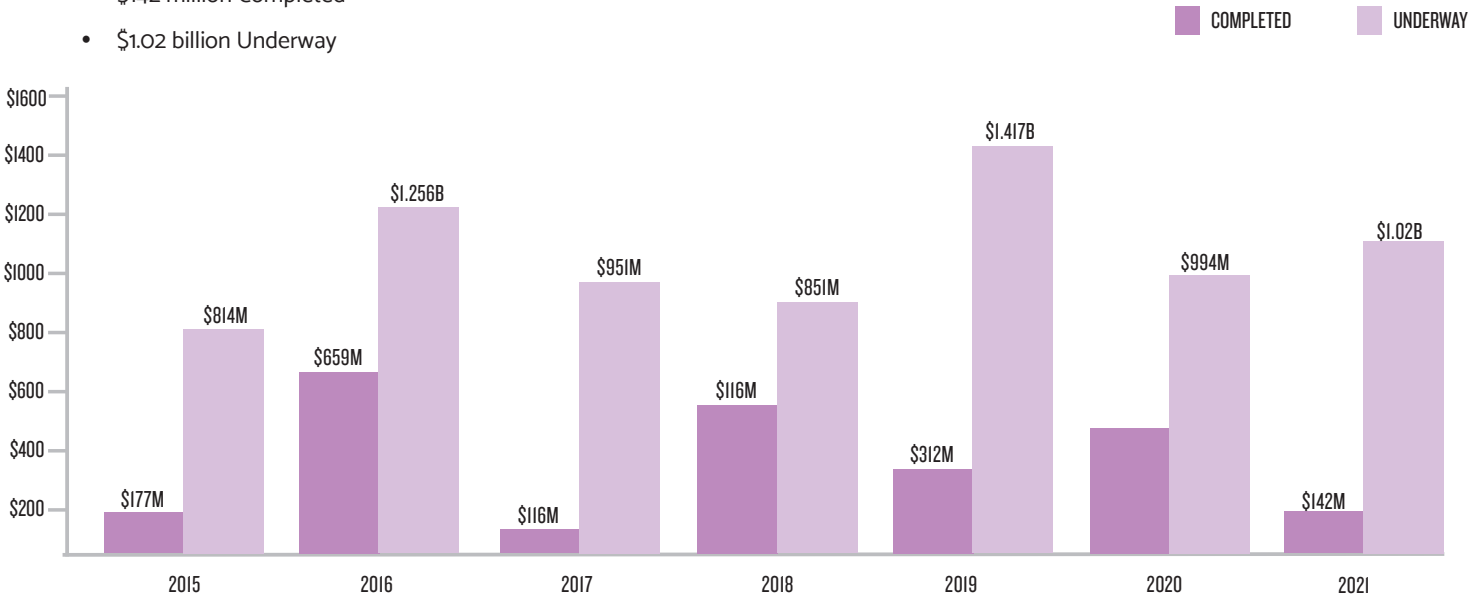
- Hosted third annual State of Downtown attended by more than 150 guests at Lex Live.
- Published and distributed State of Downtown Report and Video.
- Documented 27 downtown business openings in addition to the 20+ businesses in Greyline Station and 19 closings.
- Tracked downtown development documenting \$2.2+ billion of projects which have been completed since 2015. In 2021, four projects worth \$108.50 million were completed and the project pipeline of new businesses grew to \$1.2 billion.
- Managed DLMD property and lighting improvement grant program.
- Created and managed DLP Real Estate Committee.



NEW PROJECT PIPELINE GROWS

Since 2015, \$2+ billion of new projects have been completed. In 2021, 14 new projects were underway worth more \$1+ billion.

- \$142 million Completed
- \$1.02 billion Underway



2022 PLANS

- Work with partners to develop long term vision and improvements to Fifth Third Bank Pavilion and Tandy Park and implement new improvements to Triangle Park.
- Track new project pipeline and assist developers with projects.
- Develop State of Downtown Report, host State of Downtown event and utilize data to help recruit new businesses and development.
- Implement joint DLP/DLMD Property Improvement Grant program.
- Update and improve wayfinding in partnership with VisitLEX and the City of Lexington.





# MARKET AND PROGRAM

## MARKET AND PROGRAM DOWNTOWN

DLP leads the effort to attract customers to support Downtown businesses and create a vibrant, energetic Downtown through marketing and programming.

**Marketing and Programming Goal:** Increase sales, visitorship and investment in Downtown and DLP and improve DLP visibility through strategic marketing, programming and developing/managing events.

## 2021 MARKETING ACHIEVEMENTS

### Marketing and Promotions:

Posted 856 times across all social media, generating nearly 700,000 impressions, with a reach of nearly 600,000, and a combined following of 25,000+.

Created and updated digital ads throughout the year, including stakeholder recognition on The Lane Report website, which receives over 2.5 million pageviews, over 1 million users, and over 2.4 million banner impressions annually.

Grew e-newsletters mailing list by 15% to 5,815 and sent 50 electronic newsletters that mentioned DLP and featured member events or news items weekly. Totaled 279,129 sends with a 25% open rate. Held an average click-rate of 4%, which is 3% higher than the industry average.

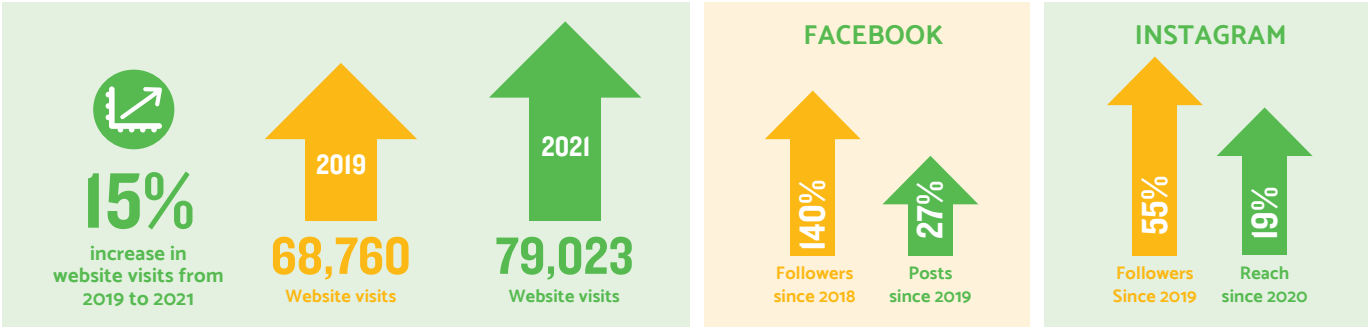
Earned nearly 77,000 unique visitors to the DLP website, garnishing 146,862 pageviews.

Used 3,000 radio and TV commercials and on-air appearances to promote DLP events and members and downtown events and businesses.

Created and implemented marketing/communications plans for Thursday Night Live, DowntownLEX Together, State of Downtown, Annual Meeting, Downtown Sprit Networking Series, Luminate Lexington, and Shop and Celebrate.

### Developed Social Media Calendar and implemented social media and e-marketing plans that promoted DLP events and members and downtown events and businesses:

- Increased Facebook page following by 7% during 2021 and by 15% since 2019.
- Increased number of Instagram followers by 20% during 2021 and by 54% since 2019.
- Increased number of posts on Facebook by 27% compared to 2019.
- Increased number of posts on Instagram by 62% compared to 2019.
- Increased Instagram posts' impressions by 28% during 2021 and 167% compared to 2019.



	E-Newsletters	Facebook	Twitter	Instagram
Posts/Frequency	50	371	131	354
Followers	5,815	9,272	11,183	5,236
Engagements	n/a	5.4%	215	6,505
Impressions	279,129	227,326	96,515	351,707
Reach	72,688*	226,667	n/a	301,723

\*Calculated by multiplying the number of people on the mailing list (5,815) by the avg open percentage (0.25) by the number of e-newsletters sent (50).

## HOSTING AND MANAGING DOWNTOWN EVENTS

### Programming Achievements:

- Hosted seven events spanning 113 days with an economic impact of more than \$2.5 million.
- Obtained \$188,500 in sponsorships.
- Created new program, Downtown Spirit Networking Series, which hosted four events attended by 250 guests.

### DLP & DLMD Annual Meeting & Awards of Excellence Presented by Republic Bank

- Produced a socially distanced, in-person event that was attended by over 200 guests, including a program that recognized 13 Awards of Excellence winners from 2020-2021.
- In conjunction with the event, debuted the 2020 DLP Annual Report.

### Downtown Spirit Speaker Series Presented by Field & Main Bank

- Produced four in-person networking events, hosted in new and unusual venues.
- Events were attended by 200+ guests.

### State of Downtown Presented by Republic Bank

- Produced an in-person program, which included a large format video and expert panel, in Downtown's newest entertainment venue: Lex Live, attended by more than 150 guests.
- In conjunction with the event, debuted the 2021 State of Downtown Report.

### Central Bank Thursday Night Live

- Hosted 15 weeks of free entertainment in downtown, attended by more than 30,000 guests.
- Invested more than \$12,000 in Lexington's entertainment community, and provided more than 700 hours of volunteer opportunities to DLP Board Members and interns.

### The Rink in Triangle Park

- Completed rebranding of The Rink and operated a full season in concert with Ice Rink Events and Lexington Ice Center.
- Attracted an estimated 40,000 skaters and viewers.

### Lexington's Holiday Lighting Ceremony, Presented by Baird, a part of Luminate Lexington Presented by Kentucky Utilities Company

- Produced an in-person Tree Lighting Ceremony attended by more than 2,500 guests which included free face painting, Maker's Mark bourbon tasting, and entertainment.
- Worked with Jewish Federation of the Bluegrass to install a menorah in Triangle Park for Hanukkah, host a choir and program on the first night, and provide support over the eight nights of the holiday.

### Lexington's Christmas Parade, a part of Luminate Lexington Presented by Kentucky Utilities Company

- Partnered with UK Collage of Communication to allow 34 students access to the planning, recruiting, and production aspects of the parade over the fall semester.
- Produced an in-person parade showcasing 52 entries and attended by more than 7,500 guests.





# MARKET AND PROGRAM

## DLP EVENT AND PROGRAM SPONSORS



Block By Block  
Blow Dry Bar on Main  
Central Bank & Trust Co.  
City National Bank  
Clark's Pump N Shop  
Community Trust Bank, Inc.  
Dinsmore & Shohl LLP  
Downtown Lexington Management District  
Field & Main Bank

G&J Pepsi  
Humana  
Kentucky Utilities Company  
KRM Wagering, LLC  
Kentucky American Water  
Lexington Geek  
Lextran  
Lynne Sneed Real Estate  
Maker's Mark

Metronet  
NiSource Charitable Foundation  
Oak View Group  
R.W. Baird  
Raising Cane's  
Republic Bank & Trust Company  
State Farm - Stewart Perry  
State Farm - Russ Tucker  
The Lex Apartments

The Webb Companies  
Traditional Bank  
Triangle Park Foundation  
VisitLEX

## 2022 MARKETING AND PROGRAMMING PLANS

- Increase the number of sponsors and sponsorship revenue by 25% over 2021.
- Host 15+ events that span more than 120 days providing an estimated \$3.2 million economic impact.
- Develop and implement impactful promotional programs to support retail, restaurants, bars and hospitality venues.
- Implement strategic marketing and earned media plan utilizing DLP website, social media tools, paid media and partnerships that promote DLP members and downtown.
- Send 52+ weekly e-newsletters and grow our opt-in subscriber list by at least 15% to market Downtown and highlight Downtown businesses and events.



# BUILD STRONG PARTNERSHIPS

## ATTRACT RESOURCES AND MOBLIZE BUSINESS

**Develop strong, effective partnerships with collaborating organizations by aligning missions and priorities and leveraging resources to create a vibrant Downtown.**

**Goal:** Develop strong, effective partnerships with collaborating organizations by aligning missions and priorities and leveraging resources to create a vibrant Downtown.

**Goal:** Retain and recruit DLP members and obtain in-kind services to support DLP programs and services.

## PARTNERS AND COLLABORATING ORGANIZATIONS



## PARTNERSHIP ACHIEVEMENTS

### DLMD

DLP managed DLMD programs in support of DLMD's goals:

**Maintain a clean, safe environment that helps attract new businesses, development and residences; increases street level occupancy and improves urban design:**

- Supported DLMD Ambassador program that logged 11,297 hours of patrols and collected 16,456 pounds of trash.

**Provide financial support for art, economic development and business support programs:**

- Developed and managed DLMD art, property improvement and lighting committees.

**Enhanced communications and promote DLMD programs and services:**

- Created and published joint Annual Report and State of Downtown Report and hosted joint Annual Meeting and State of Downtown programs.
- Developed and managed marketing committee.
- Executed the following social media posts and communications with property owners:
  - Relunched quarterly DLMD newsletter sent to DLMD property owners.
  - Designed, printed and distributed informational cards to Downtown Ambassadors to distribute to local businesses and business owners.
  - Posted regularly on DLMD Facebook page with the aim of informing followers of the DLMD's mission and recent activity in the management district. (Shared posts across DLP social channels to increase reach).
- Assisted with processing invoices.

### Lexington Fayette Urban County Government (LFUCG)

- Participated in public forums and business meetings to address weekend security issues.
- Provided letter to LFUCG Council urging council to take action to address homelessness.
- Obtained \$12,000 economic stimulus grant and signed agreement at Commerce Lexington.
- Received in-kind services for TNL (July and August), and Luminate Lexington programming.
- Attended City's Infill Development committee.

## IN-KIND SUPPORT

Building strong partnerships have leveraged nearly \$2.1 million dollars of in-kind support and services to support events and marketing

- **2017:** \$531,859
- **2018:** \$568,889
- **2019:** \$566,089
- **2020:** \$217,147
- **2021:** \$267,213

In-kind supporters include: City of Lexington, Cumulus Media, LM Communications, WLEX18, WKYT, and The Lane Report..

### Collaborating Organizations:

- Participated in LexPARK virtual board meetings and provided DLP and downtown updates.
- Worked with VisitLEX to update downtown wayfinding system.
- Partnered with UK Collage of Communication students to add additional programming, marketing, and entries to Lexington's Christmas Parade.
- Triangle Parking programming and café management.
- Commerce Lex DLP membership and board participation.
- Hired five college interns providing more than 300 hours of support for DLP events and marketing.

## MEMBERSHIP ACHIEVEMENTS

- Obtained \$212,950 in memberships with a renewal rate of 83%.
- Recognized Stakeholder members with five ads in The Lane Report, Leader members with one ad in The Lane Report and all DLP members on website and with social media posts.
- Implemented DowntownLEX Together presented by Central Bank and Shop & Celebrate presented by Central Bank customer rewards program with 50+ participating restaurants, bars shops and hotels.

## 2022 PLANS

- Increase membership revenue to \$230,000+ by retaining 85% of 2021 members and recruiting 30+ new members.
- Renew DLP/DLMD management MOU.
- Renew programming MOU with Triangle Park Foundation and increase programming.
- Execute programming agreement with 2022 Breeders' Cup Festival.
- Obtain in-kind services in support of the DLP mission, marketing efforts and its events.
- Pursue opportunities to partner with other economic development and tourism organizations.
- Provide concierge training for DLMD and LexPark ambassadors.



# BUILD STRONG PARTNERSHIPS

## 2021 DLP MEMBERS

### STAKEHOLDER



### LEADER



### ADVISOR

ZIC Museum Hotel  
Blue & Co.  
Bluegrass Sotheby's International Realty  
Clark's Pump N Shop  
Clay Ingels Company, LLC  
Dean Dorton

E.W. Scripps Company  
Frost Brown Todd  
Garmer & Prather  
Greer Companies  
High Knoll Wealth Advisors, LLC  
J. Smith Lanier

KEMI  
Kentucky League of Cities, Inc.  
Kentucky Utilities Company  
Koller Warner Construction  
Langley Properties  
Lexington Center Corporation

Lexington Clinic  
Lord Ack Sargent  
Lynn Imaging  
Messer Construction  
Old National Bancorp  
PrintLEX

Sawyer-Elder Construction  
Stites and Harbison  
Sturgill, Turner, Baker & Moloney, PLLC  
University of Kentucky Credit Union

### MERCHANT

Barney Miller's  
Basello  
Be MediaSpa  
Bella Rose  
Cycle You  
Dinsmore & Shohl LLP  
EDP  
Ethereal Brewing Company

Express Valet  
Fowler Bell  
GirlsGirlsGirls Burrito's  
Goodfellas Pizzeria  
Graze Woodlands  
Greshan Smith  
Harvey's Bar  
Henry Clays Public House

High on Art and Coffee  
Holiday LLC, dba Creaux  
Horse and Jockey Pub  
Kentucky Growers Insurance  
Kring, Ray, Farley & Riddle, PSC  
Lexington Insurance Agency  
Lola Hospitality LLC dba Centro  
Lussi Brown Coffee

Melia Realty Group  
Milward Funeral Directors, Inc.  
No Boundaries Case Management Services  
Savane Silver  
Sav's Grill  
School Sushi  
Soundbar  
Tate Hill Jacobs Architects, Inc.

Tilted Kiit  
Tony's Steak & Seafood  
Town Branch Park  
Victorian Square, LLC

### PATRON

A Cup of Common Wealth  
Athens Theatre Company  
Blue Grass Trust for Historic Preservation, Inc.  
Bicycle Face  
Blow Dry Bar on Main  
Bluegrass Community Foundation  
Bluegrass Greensource, Inc.  
Bluegrass Kettle Masters Inc.  
Bluegrass Valuation Group  
Camden Skidmore  
Castleton Lyons

Commerce Lexington  
Don Slaughter  
Failite Irish Import Shop  
Fayette Alliance Foundation  
Fayette County Farm Bureau  
First Presbyterian Church  
First United Methodist Church  
Goodwill Industries of KY  
Gray Construction, Inc.  
Insight Risk Management  
Jewish Federation of the Bluegrass

Kentucky Mansions Preservation Foundation  
Lamar Advertising  
Lex Theatre Company  
LexArts, Inc.  
Lexington Montessori School  
Lexington Public Library  
Lyric Theatre & Cultural Arts, Inc.  
Mind Over Body  
Minnehomma  
NAI Isaac  
Old School Coffee

Padgett Construction, Inc.  
Parkboy Properties, LLC  
Payroll Solutions  
Rolling Red Phoenix, LLC  
Rotary Club of Lexington  
Sayre School  
Shrout Tate Wilson Engineers, PLLC  
St. Peter & Paul School  
State Farm - Hensley Agency  
Stephen Kelly  
The Living Arts & Science Center

UK Markey Cancer Foundation  
Urban League of LFC, Inc.  
Walther, Gay, & Mack PLC  
Webb, Hoskins, Brown & Thompson, PSC  
World's Apart  
Xooker, LLC

# MANAGE DLP

## MANAGE THE ORGANIZATION

Proactively pursue the DLP Mission by building an organization with adequate resources, technology, professional staff and engaged leadership, board members, stakeholders and volunteers.

**Goal:** Develop a passionate staff and engaged board of directors that supports implementation DLP programs through financial support and participation on DLP committees.

**Goal:** Manage finances to provide maximum support to DLP's mission and contributing to DLP's long term financial health or sustainability.

## 2021 ACHIEVEMENTS

### DLP Board Management

- Revised bylaws to accommodate up to 45 board members and council representation.
- Recruited 37 new voting board members and four ex-officio board members.
- Approved 2021 DLP budget and organizational work plan.
- Convened monthly Executive Committee and DLP Board meetings in-person and via Zoom.

- Recruited board members and other downtown stakeholders to participate in DLP working committees and convened the committees:
  - Real Estate
  - Marketing
  - Events
  - Membership and Sponsorship

### Financial and Office Management

- Managed budget and ended year with a \$66,000 net income and year-end cash balance of \$308,000.
- Obtained forgiveness of \$83,100 of 2020 PPP loan and submitted \$82,700 application for 2021 PPP loan which was also forgiven.
- Managed R. Hall, Besten and Dieruf, PLLC bookkeeping services.
- Reconciled all bank accounts and produced monthly financial statements and entered all financial items into QuickBooks.
- Processed bi-monthly payroll through Payroll Solutions.
- Finalized 2021 Budget and received approval from DLP Board.
- Completed Charitable Gaming Annual Report for DLP Foundation.
- Prepared 1099's and filed 990's in conjunction with Blue & Co., LLC.
- Submitted Kentucky League of Cities (KLC) Quarterly Filing and United States Liability Insurance Group (USLI) Annual Report.

### Organizational and Staff Management

- Developed and distributed 2021 DLP Work Plan.
- Began developing 2022 DLP Work Plan.
- Hosted weekly staff meetings.
- Conducted annual performance reviews and made compensation adjustments.

#### DLP Staff

Terry Sweeney  
President & CEO



Laura Farnsworth  
Vice President,  
Development & Events



Harrison Stiles  
Marketing & Membership  
Manager



## 2022 PLANS

- Move DLP offices to new location that is better located and more cost efficient.
- Grow and manage DLP Board of Directors attracting a total of 45 board members with strong, diverse leadership and sufficient financial resources to help DLP and downtown thrive.
- Manage staff and finances to maximize DLP's impact.
- Grow DLP reserves to provide for six months of operations.
- Explore hosting organizational/downtown planning process to help build common vision among our board and partners.



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Management

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