

Now is Our Time for 1NKY – What's Next?

Northern Kentucky Regional Alliance partners to transform NKY Community

Picture a healthy, vibrant community through a growth-oriented regional economy, driven by educational excellence, social mobility, and a united view of the future.

Fast-forward to a community that drives strategic change through action. That recognizes the need for transformation. That demands results.

You've landed in Northern Kentucky (NKY) – and in the middle of the Northern Kentucky Regional Alliance. A passionate group of Presidents and CEOs of regional companies who intend to accelerate progress both economically and socially of this place we love, for the people we love. Now and for future generations.

The group started two years ago, and helped fund many successful initiatives. The Regional Alliance formally incorporated in 2017 and has since participated in the success of several education, job growth, health and community vibrancy projects.

But tactics must align with strategy and the Regional Alliance looks to drive even more regional change in partnership with the

community, our growth organizations, and our governmental entities.

The group led the 1NKY Summit Series beginning in July, with outreach through NKY's eight regional growth organizations inclusive of the Regional Alliance – the Northern Kentucky Chamber of Commerce, Northern Kentucky Tri-ED, Horizon Community Funds, The Catalytic Fund, Southbank, meetNKY and Area Development District. Outreach continues with input for initiative suggestions requested through Judge Executive and Mayor sessions in Boone, Campbell and Kenton Counties as well as other stakeholder groups.

"We are at the beginning of a new era of quality growth in Northern Kentucky, which we will cause and shape as a community," said Kay Geiger, Northern Kentucky Regional Alliance Board Chair and Regional President, Greater Cincinnati/Northern Kentucky PNC Financial Services Group, Inc. "It is an exciting time for NKY, and we have immediate opportunities to impact our community for generations to come."



The vision for 1 NKY headquarters.

Outcomes from the 1NKY Summit Series indicate an interest in moving several initiatives forward over the next 12-18 months. A comprehensive business intelligence unit through Northern Kentucky University; Workforce focus; Site Readiness and further work on the 1NKY brand are initiatives that received heavy interest.

These initiatives don't replace existing efforts or missions of NKY's growth organizations. Instead, it binds them through a common cause. "We're looking to move NKY forward through tangible measurable goals and a finite timetable," said Garren Colvin, incoming Northern Kentucky Regional Alliance Chairman and President/CEO of St. Elizabeth Healthcare. "It's time to take on bold, transformative efforts for our community."

Current Initiatives underway by the Regional Alliance include:

• **1NKY Frankfort** - Scheduled to open in January 2020, 418 Capital Avenue offers a branded location where sponsoring organizations and businesses can convene, strategize, advocate and provide collective impact. Within walking distance of the Capital, the facility offers an opportunity to provide a consistent presence and unified voice on important issues. Led by Regional Alliance member compa-

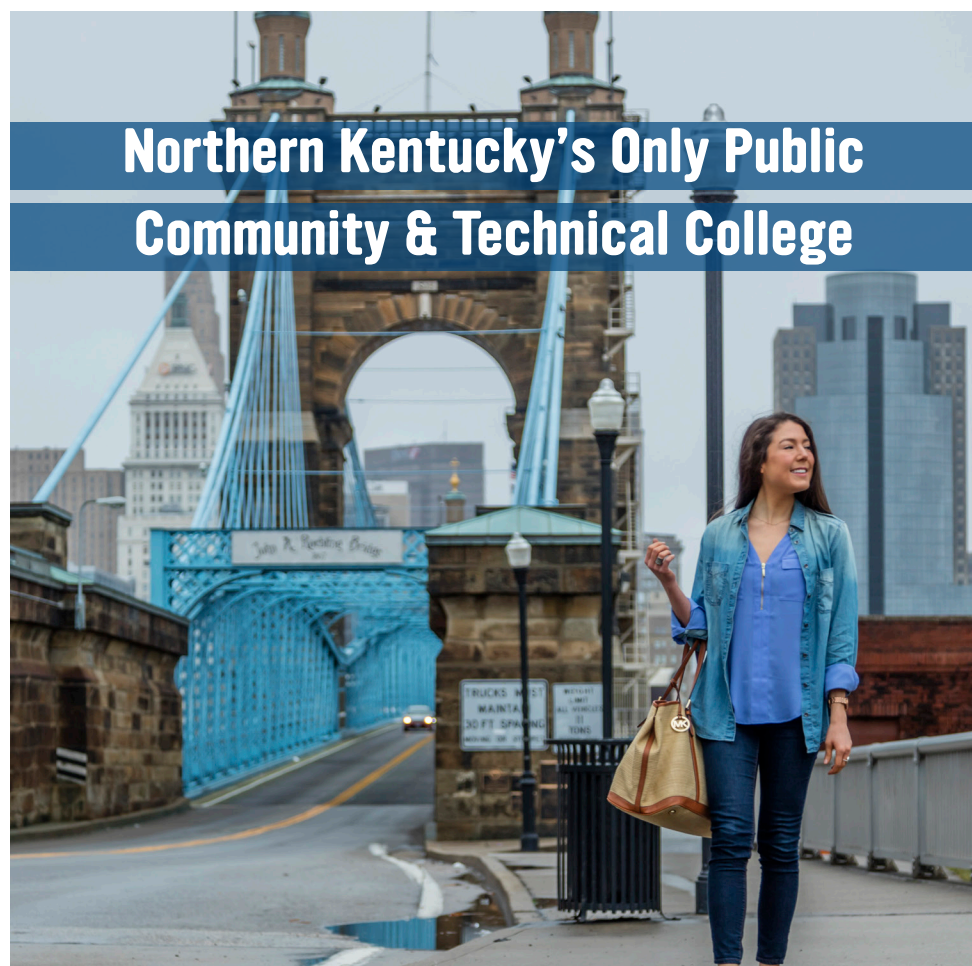
ny St. Elizabeth Healthcare, this initiative promises to strategically position our community with legislators for the long term. Sponsorship levels are available to corporate, non-profit and other organizations affiliated with NKY. Sponsorship benefits include access to meeting and office space, the ability to host private events, recognition, and more.

• **1NKY Headquarters** – Plans are being explored for a signature building designed to align NKY's regional growth organizations under one roof. The Regional Alliance is working with member company Corporex and growth organization, the Catalytic Fund, to develop this concept. Multiple growth organizations with specialized skills will deliver comprehensive economic development, business support and place enhancement services to businesses, local government and the community. As part of this effort, a shared service plan is also being explored.

• **BUILD grant** – The Regional Alliance serves as the backbone organization in partnership with St. Elizabeth, Northern Kentucky District, Three Rivers Health Departments, Interact for Health and BUILD Health Challenge. This two-year, data-driven effort to change lives by reducing smoking rates through innovative tobacco

"We must reach for new ideas and partnerships as NKY looks toward our next 50 years. This time of growth for our community is accelerating as a result of the momentum in place. There is growing impatience for excellence, vibrancy and a unified voice in our business environment, school systems and community. And we are perfectly positioned as a community to make this happen."

-- Bill Butler, NKy Regional Alliance Board member and Chairman, Corporex Companies



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Scheduled to open in 2020, the house to be constructed at 418 Capital Avenue in Frankfort would serve as a branded location for 1NKY's state-level legislative activities.



Northern Kentucky's STEAM-based IGNITE Institute opened its doors to students for the 2019-2010 school year in August.

cessation programs are targeted to Covington and Gallatin County.

• **IGNITE** - NKY's new STEAM-based (science, technology, engineering, arts and mathematics) regional high school opened its doors in August with an enrollment of 1000 students. Through a partnership between business and education organizations who collaborated on workforce solutions, the Regional Alliance answered the call for early support of this concept and its operational needs. NKY now has a transformative new educational model that holds great value for future workforce needs.

• **Riverfront Commons** is underway through the persistent efforts of Southbank and the river cities of Ludlow, Covington, Newport, Bellevue, Dayton and Ft. Thomas. Eleven and a half miles of uninterrupted walking, running and biking trail, and an open park space system, will link the river cities to the City of Cincinnati and other local trail systems. It's the keystone of a transformative riverfront corridor that promotes regional economic development and quality of life. The Regional Alliance

committed to driving financial and community support for the match grant needed for Phase 1 infrastructure grant through the Army Corp of Engineers.

• **GROW NKY** is the evolving comprehensive workforce strategy established by the Northern Kentucky Chamber of Commerce in partnership with many in the workforce arena. This approach is intended to grow our talent pipeline, allowing for a strong economy and success in attracting expanding business. The Regional Alliance has substantially supported this innovative effort through strategic and operational direction and assistance.

"As you can see, our initiatives are meant to drive regional progress for Northern Kentucky in partnership with key growth organizations and leaders," said Tim Schroeder, Northern Kentucky Regional Alliance Treasurer and Chief Executive Officer of CTI Clinical Trial & Consulting Services. "We're working to unify community leaders and resources for substantial results."

- NKY Regional Alliance

Meet the Northern Kentucky Regional Alliance

The Northern Kentucky Regional Alliance was formed in 2017 through a coalition of regional executives who recognized the need for change. The group focuses on regional impact through initiatives related to community vibrancy, job growth, health and education. The 1NKY concept developed by this group, works to align the regional community, business leaders and growth organizations on shared strategies.

Northern Kentucky Regional Alliance Board Members

- **Kay Geiger** - Chair - Regional President, PNC Greater Cincinnati and NKY
- **Garren Colvin** - Incoming Chair; President & CEO, St. Elizabeth Healthcare
- **Robert A. Heil** - Secretary; President & CEO, KLH Engineers, PSC
- **Tim Schroeder** - Treasurer; CEO, CTI Clinical Trial & Consulting Services
- **William P. Butler** - Chairman & CEO, Corporex Companies, LLC
- **Kevin Canafax** - Vice President Public Affairs, Fidelity Investments
- **David Drees** - President & CEO, Drees Homes
- **Greg Fischer** - Chairman, Fischer Homes
- **Andrew Hawking** - Market President, BB&T
- **Paul Hemmer Jr.** - President, Paul Hemmer Company
- **Ellen Katz** - President/CEO, Greater Cincinnati Foundation
- **Candace McGraw** - CEO, Cincinnati/NKY International Airport (CVG)
- **Matt Smith** - Attorney-at-law, Ziegler & Schneider, P.S.C
- **Amy Spiller** - President, Duke Energy Ohio and Kentucky
- **Steve Macke** - Florence, KY Site President/Managing Director, Citi
- **Dr. Ashish Vaidya** - President, Northern Kentucky University
- **Paul Verst** - President/CEO, Verst Logistics

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1NKY Summit Series Offers focus on Priority Initiatives

The 1NKY Summit Series offers an opportunity to generate initiative ideas from key leaders, organizations, and now, YOU!

We worked through Northern Kentucky's Regional Growth Organizations; Boone, Campbell and Kenton Judges Executives, Mayors, and other key Stakeholder groups, to identify potential transformative initiatives that move NKY forward. Refer to this link for the starting initiatives: <http://nkregionalalliance.com/summit-series/>.

We're interested in hearing your thoughts on the types of initiatives that move NKY forward. Please take a few minutes to complete this short survey link: <https://www.surveymonkey.com/r/Y7PQXGJ>

Here are a few ideas that have made the short list to date:

NKY Economic and Business In-

telligence Unit – this comprehensive data center, ideally located at Northern Kentucky University as part of the Center for Economic Analysis and Development (CEAD), would use various data sets to identify community needs and opportunities for growth/solutions. Through this team of professionals, both public and private sectors would have access to real-time data, predictive analytics, and the ability to generate critical data-driven decisions.

1NKY Brand Development becomes especially important as our community matures on the business and community fronts. The development and implementation of a brand for NKY offers consistency and elevation of place, as the community is marketed for economic and growth opportunities in concert with our proximity to Cincinnati.

Elevate and Accelerate Workforce De-

velopment results through the support of seamless processes that educate and prepare the future of our region's workforce. We'll continue to focus on the big picture of opportunities for every child in NKY by utilizing key resources to coordinate efforts.

Site Readiness in the suburban and urban areas of NKY to attract large scale office and industrial projects to NKY. These focused efforts would benefit from the further capitalization of an equity fund created to further accelerate urban redevelopment.

- Karen Finan

"NKY's growth organizations are working together to create strength and efficiencies for our community. Transformative strategies aligned with bold initiatives will win the day. The energy is here; its time to move NKY forward."

-- Karen Finan, President & CEO, Northern Kentucky Regional Alliance

