

SAN MARCOS AREA CHAMBER

INTERCITY LEADERSHIP EXPEDITION



LOUISVILLE & LEXINGTON, KY - 2024



Presenting Sponsor

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UNIVERSITY[®]

Message from the Board Chair



Justin Payne
2024 Board Chair
San Marcos Area
Chamber of Commerce

On behalf of the entire Chamber of Commerce Board of Directors, I extend a warm welcome to each of you as we embark on this transformative journey together. As Chairman, I am honored to lead such a distinguished group of individuals dedicated to the prosperity of our community.

This trip presents an unparalleled opportunity for us to connect, collaborate, and inspire one another as we navigate the challenges and opportunities facing our organizations and this region.

I am confident that our collective efforts will pave the way for a brighter future, and I look forward to the valuable insights and experiences we will share in the days ahead.

Warm regards,

Justin Payne

Justin Payne

Welcome from the President



Page Michel
President & CEO
San Marcos Area
Chamber of Commerce

I am thrilled to welcome you to this pivotal InterCity Leadership Expedition to Louisville and Lexington, Kentucky. This four-day conference represents a significant investment in the future of our community. Your commitment of time and resources underscores your dedication to advancing our shared goals and strengthening the bonds between education, government and businesses.

Your presence here not only demonstrates your leadership but also reaffirms your belief in the power of collaboration to drive positive change. Together, we will forge new connections, exchange ideas, and work towards a more prosperous future for all.

Thank you for your unwavering support and belief in our collective vision.

With appreciation,

Page Michel

Page Michel

April 9-12, 2024 - Louisville & Lexington, Kentucky

Planning Committee

Justin Payne, Vice President Frost Bank
Chamber Chairman of the Board

Page Michel, President & CEO
San Marcos Area Chamber

Mike Kamerlander, President & CEO
Greater San Marcos Partnership

Keely Hennig, VP Business Development
Corridor Title Company

Ted Groholske, Manager of Workforce
Development
Greater San Marcos Partnership

Harold Strong, Executive Director
STAR Park
Texas State University

CJ Odam, Director CTE & Federal Programs
San Marcos CISD

Expedition Highlights

The High School Academies Model

TOYOTA Manufacturing plant tour

FAME Apprenticeship program

Talent Pipeline Management

Regional Alliance Building

Lexington For Everyone housing development initiative

Downtown Lexington Partnership

VisitLEX Tourism

University of Kentucky

Coldstream Research Campus

Town & Gown Relations

Greater Louisville Inc.

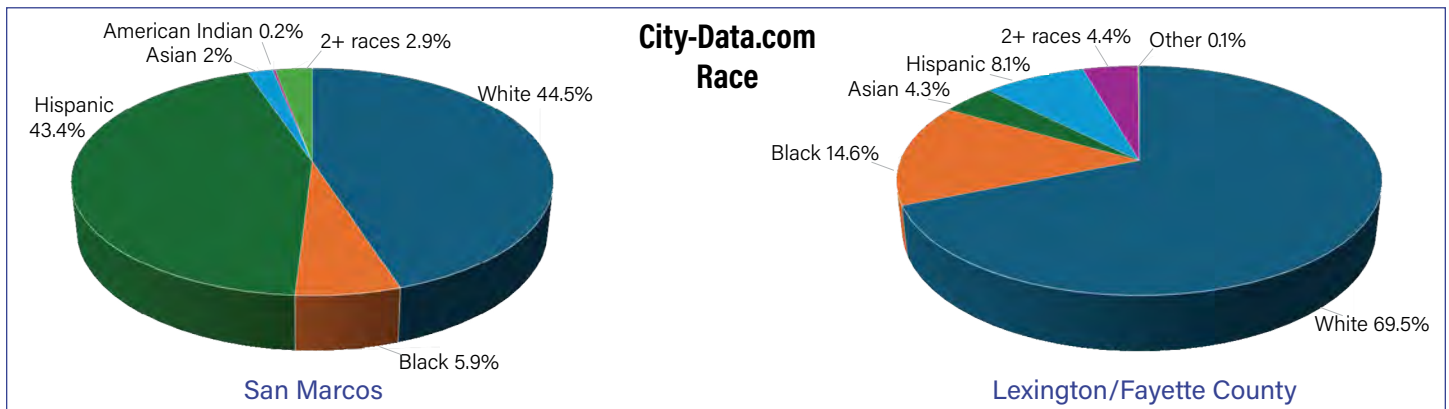
Regionalism and Workforce Development

Keeneland Race Track tour

Churchill Downs/Kentucky Derby Museum

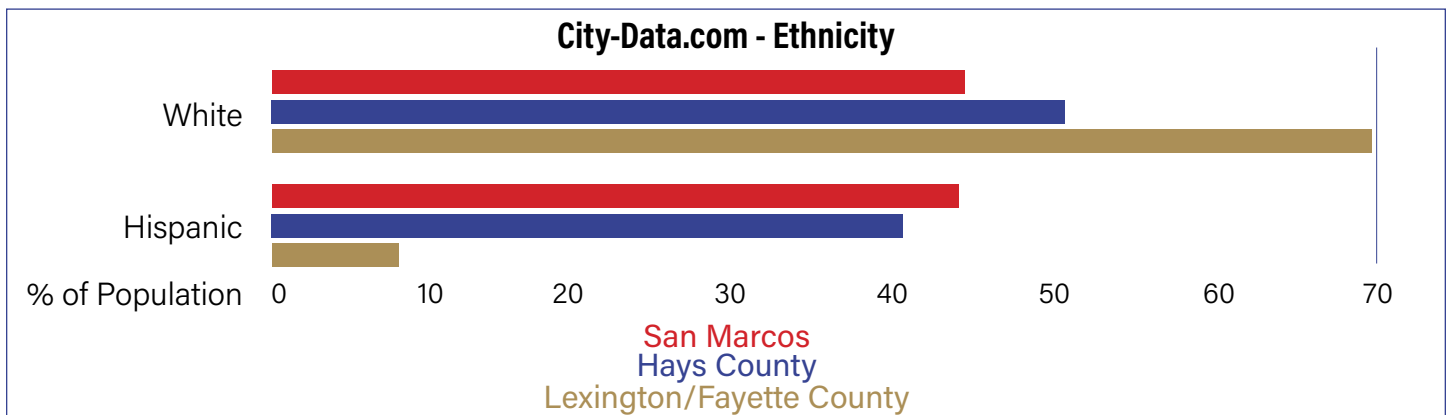
By the Numbers

	San Marcos	Hays County	Lockhart	Caldwell County
Population Estimates (2022)	70,301	280,486	14,985	49,859
Median household income	\$47,394	\$79,990	\$68,270	\$66,779
Persons in poverty	27.7%	9.9%	12.7%	14.5%
High school graduate	90.5%	90.9%	93%	93.6%
Bachelor's degree or higher	35.7%	40.4%	16.5%	10.7%
Owner-occupied housing unit rate	67.4%	66.1%	63.7%	70.8%
Median value of owner-occupied housing units	\$340,000	\$360,000	\$306,990	\$294,990
Median gross rent (January 2024)	\$1,777	\$1,626	\$1,850	\$1,597
Labor Force (January 2024)	34,753	125,476	6,400	20,788
Unemployment rate (January 2024)	3.1%	3.4%	3.4%	3.7%



By the Numbers

	Travis County	Austin	Louisville Jefferson County	Lexington Fayette County
Population Estimates (2022)	1,334,961	974,447	1,285,426	321,793
Median household income	\$92,731	\$86,556	\$66,296	\$66,087
Persons in poverty	11.2%	12.5%	15.2%	14.9%
High school graduate	90.8%	91.1%	91.3%	92.2%
Bachelor's degree or higher	53.7%	56.5%	36.1%	46.3%
Owner-occupied housing unit rate	63.5%	63.5%	69%	54%
Median value of owner- occupied housing units	\$368,000	\$381,400	\$245,700	\$242,400
Median gross rent (January 2024)	\$1,753	\$2,167	\$1,051	\$977
Labor Force (January 2024)	749,477	581,618	647,560	174,177
Unemployment rate (January 2024)	3.4%	3.3%	4.1%	3.7%



Attendee Info & What to Expect

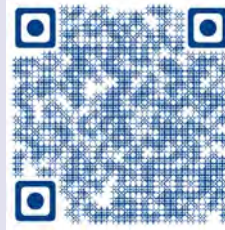
Group Flight Info



Hotel Accommodations

21c Museum Hotel Lexington is a world renowned 88-room boutique hotel, contemporary art museum, & cultural center.

167 West Main Street
Lexington, KY 40507
859-899-6800



Dress Code & Outerwear

Everyone is welcome to dress comfortably on departure day: Tuesday, April 9. Wednesday - Friday, Business Casual is appropriate. However, Thursday afternoon's visit to Keeneland Race Park, in the Clubhouse men must wear a jacket & tie, and no denim or tennis shoes permitted. See page 11 for more details. It's always a good idea to pack an umbrella and/or raincoat in the Spring! Average April temps in Lexington range from 45 to 66. Please remember to bring your custom-printed InterCity nametag to wear at all sessions and events!

Meals & Refreshments

All meals shown on the agenda are included in the InterCity registration fee. Vegan/vegetarian meals will be provided for those who requested them. You will be on your own for food/beverage if you go to the Thursday Night Live event in the plaza next to the hotel before the group dinner at 7 pm.

Key Contacts

If you have questions or concerns that come up during the trip and/or you need assistance, contact Page Michel at 979-203-0622 or Marisol Gomez Mendoza at 737-400-7534. You are encouraged to save these numbers to your phone during this conference.

Networking

These InterCity leadership conferences are known for their networking opportunities. You will strengthen current relationships and build new ones. Remember to bring plenty of business cards and/or have your digital business card ready. It will be a valuable time for connecting and collaborating.

Learning & Inspiration

Each city has its own unique culture, opportunities, challenges and insights. The itinerary has been carefully curated to provide valuable learning opportunities that are relevant for our region. You're welcome to ask questions at all sessions to maximize the experience. **Write down notes and ideas.** Be prepared to share them at our debriefing session (date to be announced) and in follow-up activities back home.

Stay Connected

Follow updates, alerts, and key agenda reminders from the Chamber team on the Guidebook app. Download the app to access the guide on your device.

To access the guide, use the passphrase: **ky2024**



Famous Sips & Eats of the Bluegrass State

95% of all bourbon comes from the Bluegrass State of Kentucky. The connection between the state and the spirit is undeniable. But why is Kentucky the bourbon capital of the world? The short answer—the water in Kentucky is hard, meaning it has a high pH and a high proportion of minerals, including calcium and magnesium. These elements are optimal for distilling. The yeast in bourbon adores those minerals. They aid the fermentation process and create distinctive, crisp Kentucky bourbon.

Kentucky bourbon is one of the four ingredients in a traditional **Mint Julep**. Bourbon & simple syrup are muddled with fresh mint & served over crushed ice. The glass matters, too: a traditional silver Julep cup is best, though if you can't have that, a Derby glass is just as good.



Made famous in the 1920s by Chef Fred Schmidt at Louisville's Brown Hotel for hungry hoofers at the hotel's nightly dinner dances, **the hot brown** is hearty enough for a famished farmhand. Now the state's signature sandwich, the original featured a stack of turkey and bacon topped with Mornay sauce on bread, all run under the broiler. Variations today include ham, pimiento, parmesan cheese and sliced tomatoes.



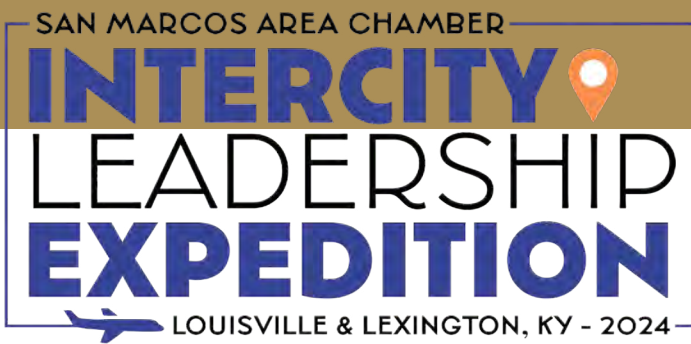
Beer cheese is a creamy, spicy dip made with, well, beer and cheese. There are conflicting stories about beer cheese's origins. It appears to have first been served in the 1940s at a restaurant in Clark County, Kentucky known as Johnny Allman's. It's definitely a spicy dip with variations of cheese, beer, garlic, mustard, horseradish, cayenne or jalapeno peppers, black pepper, Tobasco, and worcestershire.



Burgoo is a Southern stew that for some reason is more popular in Kentucky than anywhere else. A few places in Kentucky claim to be the Burgoo capital of the world, and as far as we know, no one is disputing that claim. Burgoo's got a weird name to match its historically weird ingredients: it's supposed to be made with pretty much whatever you've got lying around. Generally, a burgoo contains three types of meat, corn, okra, and lima beans.

Derby-Pie, created in 1950 by George Kern at the Melrose Inn in Prospect, is a chocolate-walnut pie with a pastry dough crust to die for. Kern's Kitchen owns the trademark on this slice of goodness. It's on the menu at fine eateries in Louisville and any of Kentucky's State Resort Parks' restaurants.





Agenda • April 9-10, 2024



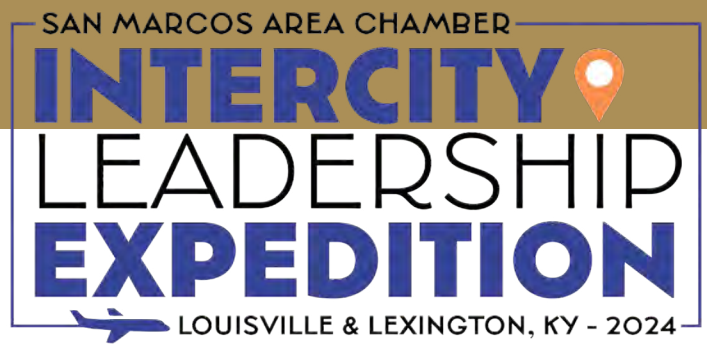
Tuesday, April 9, 2024 - Travel Day

- 7:00 am All passengers arrive at [Austin-Bergstrom International Airport](#)
- 8:55 am Flight departs from Austin, TX (layover in Houston)
- 4:40 pm Flight arrives in Louisville, KY
- 5:30 pm Motorcoach travel to dinner: [Merle's Whiskey Kitchen](#) on historic Whiskey Row
- 8:30 pm Arrive at [21c Museum Hotel, Lexington](#)

Wednesday, April 10, 2024

- 8-8:30 am Breakfast at 21c Museum Hotel
- 8:35 am Board bus & depart for Frederick Douglass High School
- 8:55 am [Overview of the Academies Model](#)
- Dr. James McMillian, Chief of High Schools and Amanda Wickersham, CTE Director
- 9:30-10:45 am [Tour of The Academies at FDHS with Student Amabassadors](#)
- 10:45-11:25 am [Kentucky FAME Apprenticeship Program](#) - presentation at FDHS
- Carter Hall, Toyota Motor Manufacturing Kentucky
- 11:30 am Board bus, depart
- Noon-1:00 pm Lunch and Tour of production brewery - [Country Boy Brewery, Georgetown, KY](#)
- 1:30-2:45 pm [Toyota Manufacturing Plant, Georgetown, KY - tram tours](#)
- 2:50 pm Board bus, or walk to hotel
- 3:20 pm Arrive at [COMMERCE LEXINGTON®](#)
- 3:30 pm [Talent Pipeline Management](#)
- Laurie Mays and Sara Tracy, Kentucky Chamber Foundation
- 4:15 pm [Housing, Lexington for Everyone](#)
- Andi Johnson, Carla Blanton, Darryl Neher
- 5:00 pm Board bus, depart
- 5:30 pm Walk/bus to dinner venue
- 6:00 pm [Kentucky Bourbon Trail](#) reception at [The Mane on Main](#)
Guided Bourbon Tasting - [Tom Knittel, Distilled Living](#)
- 7:00 pm Dinner at The Mane on Main - sponsored by GSMP

Agenda • April 11, 2024



Thursday, April 11, 2024

- 8:15 am Breakfast with presentations - Main Gallery at 21c Museum Hotel
- 8:30 am [Downtown Development](#)
- Allen McDaniel, Executive Director/CEO, Downtown Lexington Partnership
- 9:00 am [Tourism, Industry](#)
- Mary Quinn Ramer, President VisitLEX
- 9:30 am [Regional Alliance & Competitiveness](#)
- Gina Greathouse, Andi Johnson, Betsy Dexter, Commerce Lexington
- 10:45 am *Break, travel time*
- 11:30 am [University of Kentucky - Coldstream Research Campus](#) guided driving tour
- George Ward, Associate Vice President for Economic Development and Real Estate
- 12:15 pm Lunch with presentations - [The Club at Spindletop, University of Kentucky](#)
- [Town & Gown Relations](#) - Tom Harris, Vice President for University Relations
- 1:30 pm Depart, return to hotel
- 2-4:00 pm [Keeneland](#) - Clubhouse tickets, tour and presentation by a *Bet-ologist*
- 4:30 pm Return to hotel
- 5-6:30 pm [Central Bank's Thursday Night Live](#) (*on the plaza next to hotel*)
- 7:00 pm Dinner and drinks - Sponsored by the SM Chamber, 21c Museum Hotel



Friday, April 12, 2024

- 8:15 am Breakfast & Group Debriefing Session - 21c Museum Hotel
- 9:15 am Check out of hotel, depart
- 10:30 am Regionalism & Workforce Development
- Clark Welch, Vice President of Economic Development, Greater Louisville, Inc.
- Noon Churchill Downs/Kentucky Derby Museum - movie, tour, lunch
- 2:45 pm Depart
- 3:15 pm Arrive at Louisville Airport
- 5:30 pm Return flight to Austin (layover in Orlando)
- 10:35 pm Land in Austin



Off to the Races!

Keeneland Race Track

As part of our conference experience, attendees will have the exclusive opportunity to enjoy the iconic grounds and Clubhouse. Delight in the excitement of live racing action while enjoying the luxury amenities of the Clubhouse. Engage in an introductory session with a knowledgeable Bet-ologist, where you'll learn the ins and outs of placing a wager. Whether you're a seasoned racing enthusiast or a novice eager to experience the thrill of the track, this unforgettable experience at Keeneland promises to be a highlight of our time in Lexington.

Dress Code in the Clubhouse:

Gentlemen: Suits or sport coats, dress slacks, shirt with collar and tie, dress shoes and socks. **Ladies:** Clothing of comparable formality to gentlemen, such as skirts, dresses, tailored pantsuits or dress slacks. **Not Permitted:** Denim (regardless of color), slacks that are designed to resemble jeans, shorts, athletic shoes, athletic wear, or revealing attire.

Kentucky Derby Museum

On the last day of our expedition, we will visit the world-famous Churchill Downs in Louisville. You'll get to see the track where every Kentucky Derby winner has raced from Aristides to Secretariat, and walk through the Grandstands where thousands roar with excitement on race day. We will be there just three weeks before the 150th Derby! Our experience will include "The Greatest Race" movie, a guided track tour, and time in the Derby Museum Store where you can find one-of-a-kind souvenirs and gifts for your favorite horse-lovers. We will also enjoy a group lunch in the Derby Cafe featuring Kentucky Hot Brown casserole, Derby Pie bars, and mini Mint Juleps!



Attendees

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Lexington for Everyone
Board Member
Housing, Lexington for Everyone

Betsy Dexter

Commerce Lexington
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Regional Alliance & Competitiveness

Gina Greathouse

Commerce Lexington
Executive Vice President, Economic Development
Regional Alliance & Competitiveness

Carter Hall

Bluegrass Community Technical College and
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Daniel "DH" Harrison

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Production Brewery Tour

Tom Harris

University of Kentucky
Vice President for University Relations
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Andi Johnson

Commerce Lexington
*Chief Policy Officer & Director of Regional
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Regional Alliance & Competitiveness

Tom Knittel

Distilled Living
Founder of Distilled Living & Bourbon Industry Insider
Guided Bourbon Tasting

Marci Krueger

VisitLEX
VP Sales & Services
Tourism Initiatives

Laurie Mays

Kentucky Chamber of Commerce
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Clark Welch

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Amanda Wickersham

Kentucky Department of Education
Career & Technical Education (CTE) Director
Overview of the Academies Model

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Notes



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