



**2020 RENAISSANCE –
A Strategic Plan for a Greater
Lexington**

RECOMMENDATIONS

OVERVIEW OF RECOMMENDATIONS

Listed below are the recommendations from the Lexington Strategic Planning Committee for the 2020 *Renaissance Plan – A Strategic Plan for a Greater Lexington Community*.

While all of these recommendations are considered important, the Committee identified both **Business/Job Development** and **Public Relations/Branding/Marketing as priorities**. *Business/Job Development* was clearly the first priority from all sources gathered. The remaining recommendations are listed in alphabetical order.

Business / Job Development

1. Strongly endorse and support the goals of the Lexington Business Development Consortium whose purpose is to create and support a dynamic, cooperative business environment which enhances the business prosperity of Lexington:
 - **Business Recruitment:** Identify, approach, and recruit retail and restaurant franchise businesses appropriate for Lexington;
 - **Entrepreneur Development:** Identify, attract, and support entrepreneurs in opening new businesses.
 - **Existing Business Support:** Determine and meet the needs of existing businesses for retention and expansion;
 - **Marketing & Promotions:** Promote Lexington as an entrepreneurial and business-friendly environment;
 - **Business Infrastructure:** Develop and provide site, financial, and technical product and resources to support business growth in Lexington.
2. Support Davidson County Economic Development Commission (DCEDC) for industrial development and recruitment efforts.

Public Relations / Branding / Marketing

1. Based on the data gathered, the City needs to improve its relationships and communications with the citizens. The City also needs to promote Lexington to the outside world.
2. Hire a Public Relations/Branding/Marketing professional to market the City; tell its story and ultimately foster economic development:
 - Develop a City Marketing Advisory Committee;
 - Develop, implement, and manage a marketing plan for the City;
 - Focus on image building;
 - Coordinate all avenues of communication including the City's website;
 - Work closely with the City's partner agencies and Lexington City Schools;
 - Use outside public relations/marketing firm as needed.
3. Educate the citizens about what is available to them related to City Utilities and other City Services, i.e., utility audits, rebates for energy efficient appliances.

Arts / Entertainment

1. Foster an environment conducive to organizing community events.
2. Create an Arts / Cultural / Entertainment sub district within the Depot District including the Civic Center, a state of the art amphitheater, a Lexington heritage museum, and other arts and cultural venues.
3. Continue to support and promote the Edward C. Smith Civic Center:
 - Support Civic Center activities in City marketing and public relations efforts;
 - Encourage the broader use of the Civic Center to generate revenues;
 - Assist the Civic Center in securing grants for façade renovations, building improvements, and technology upgrades.
4. Continue to support multi-cultural events and festivals.
5. Encourage public art projects:
 - Paint the water towers to reflect Lexington's heritage (i.e., pig, BBQ sandwich);
 - Murals and sculptures;
 - Sponsor a call for concept design.

Depot District

1. Strongly endorse the Depot District project. This is one of Lexington's most important projects and its completion will be a key ingredient for a successful future in our community and region.
2. Implement multimodal transportation station area plan:
 - Support efforts to obtain State, Federal and other funding to restore passenger rail service to Lexington and Davidson County.
3. Continue to take actions to let the citizens know that plans for the area are moving forward.

Education / Schools

1. In collaboration with the Lexington City Schools (LCS), the City should promote and market the successes of the school system to bolster economic development and the overall quality of life in Lexington.
 - Include relevant information about the LCS on the City website;
 - Create and provide literature (brochures, etc.) on the LCS to relevant organizations, i.e., Tourism Office, Uptown Lexington, realtors.
2. Encourage various educational opportunities for City residents of all ages.

Health / Wellness

1. Create a Healthy Living Initiative within the City:
 - Develop and promote Bikeways, Greenways and Sidewalks;
 - Explore partnerships with Davidson County, hospital, and other organizations.
2. Encourage and support the recruitment and retention of high quality healthcare professionals for local medical services.
3. Encourage and support the efforts of local medical facilities to improve the quality of medical services available to Lexington citizens.
4. Support local farm-to-table food program (networking local growers with local restaurants, grocery stores and citizens).

Hispanic Population

Establish a committee to engage the Hispanic population and address their primary concerns:

- Partner with the Human Relations Commission, churches, the Lexington City School system and other City groups;
- Explore successful outreach efforts in other communities;
- Ensure that City government has a bilingual point of contact.

Neighborhood Stabilization / Community Design

1. Develop an Area Improvement Program for neighborhoods, major corridors and entry ways to Lexington to:
 - Address blighted and dilapidated properties;
 - Include a streetscape/beautification plan.
2. Support home ownership and quality affordable housing:
 - Encourage renter education.
3. Develop a Commercial Maintenance / Aesthetics Code.
4. Continue to be active in historic preservation.
5. Support Tourism in implementing the Wayfinding Initiative (community directional signage).

Population Growth

1. Expand population to 25,000 or more to attract businesses and companies to the Lexington area.
2. Encourage a complete count on Census reporting.
3. Utilize the marketing advisory committee to develop a campaign to attract new residents (See Public Relations/Branding/Marketing):
 - Market to out of state retirees;
 - Explore ways to attract and keep young people in Lexington;
 - Promote Lexington as a family friendly community.

Recreation / Community Centers

1. Initiate a strategic planning process for recreation / community centers to bring all the stakeholders to the table to reach consensus for a strategic plan:
 - Build in revenue generating factor;
 - Have a facility that integrates the ideas of interested groups such as HOPE, City Recreation & Parks, YMCA, and Lexington City Schools;
 - Evaluate existing spaces for possible inclusion in the master plan;
 - Consider the linkage of transportation to the recreational facility;
 - Focus on integration & collaboration of groups. City serves as facilitator for groups to come together to create synergy;
 - Include intergenerational activities.
2. Assist in implementing the *recreation / community centers strategic plan* (See #1 above) possibly through a public-private partnership.

Transportation

Support a comprehensive local public transportation network:

- Local bus circulator;
- Regional bus;
- Passenger rail;
- Pedestrian facilities;
- Bikeways.