

## About Bluegrass Tomorrow



The Bluegrass Tomorrow Board of Directors approved new branding for the organization and has also updated its Vision & Mission Statements last year.

The intent is to express to regional leaders and citizens that Bluegrass Tomorrow is an exciting **Quality of Life Organization** which promotes expanded regional cooperation toward a strong sense of place and high quality of life throughout our 18-county Bluegrass/Central Kentucky Region. From bike, hike, horseback trail building, to major programs aimed at students and their college and career awareness, to *Conversations with the Region* on important issues, we define vision, action and collaboration.

### **Bluegrass Tomorrow Vision Statement:**

**Bluegrass Tomorrow** envisions the Central Kentucky (Bluegrass) Region as a place where our best agricultural land remains secure and productive, and development occurs deliberately, responsibly, and with environmental sensitivity; it is a place where we celebrate and preserve our unique agricultural resources and heritage; where we enjoy a strong sense of place through constructive, connected governance; and where education is deemed the key to all success and is promoted as such.

### **Bluegrass Tomorrow Mission Statement:**

**Bluegrass Tomorrow** is in the “Quality of Life” business. Our mission is to connect, unify, and motivate the current and future stakeholders of the Bluegrass Region to preserve, protect, and promote those activities in Central Kentucky that positively affect the Quality of Life enjoyed, desired, and deserved by the citizens and their communities. These include, but are not limited to, our shared natural and cultural heritage, as they relate to land use, transportation, education, sustainability and recreation, all based on and contributing to a diverse and thriving economy.

***Bluegrass Tomorrow is an independent 501 (c)(3) non-profit organization*** governed by a geographically, technically, and culturally diverse Board of Directors and Executive Committee. Fifty percent of the Board is from outside Fayette County.

***We believe that quality of life and economic development are inextricably linked.*** We monitor Quality of Life issues and activities across the region promoting what seems best for the greater good. Because we are an independent non-profit led by key regional leaders, we are nimble and able to change directions quickly as circumstances dictate to address emerging issues and opportunities that are important to region.

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✚ *We are organized in two divisions and we **Connect the Region*** through a variety of strategic programs and projects such as:

1. The **Bluegrass Forever Green Alliance** promotes and enhances conservation, preservation and sustainability activities through an umbrella of initiatives that move us toward environmental sustainability, protects our precious bluegrass soils, and promotes our equine and agricultural industries.

-Our popular ***Conversations with the Region*** summits, conferences, and networking events focus regional issues, opportunities, and development of strategies to address: Water, Energy, Greenways/Trails, Transportation, Waste, Food & Agriculture and Land Use Planning, Health & Wellness and other quality of life issues.

-The **Bluegrass Trails Alliance**, provides leadership, coordination, and support for planning and developing hundreds of miles of greenways and bike, hike, horseback, water, and pedestrian trails connectivity in the region in cooperation with the National Park Service Rivers, Trails Conservation Assistance Program, over 1,830 miles of existing and new trails have been planned.

2. **Bluegrass Higher Education Consortium** focuses on Education and Human Capital Development through collaboration between 12 Central Kentucky universities for the purpose of exploring regional opportunities that move the Bluegrass Region forward educationally and economically.

-Our annual ***IF (IdeaFestival) Youth Days & Career Maker Faire*** events serve thousands of middle and high-school students on college and career awareness each year;

- and our ***Bluegrass Academic Leadership Academy***, including an alumni leadership day at the General Assembly, has trained over 150 faculty members in three years to-date thus adding to the cadre of new academic leaders available to the region.

- Our current Conversation with the Region on Education seeks to change the narrative on Education in the Commonwealth and to unify education leadership: Presidents, Superintendents, Principals et. al.

