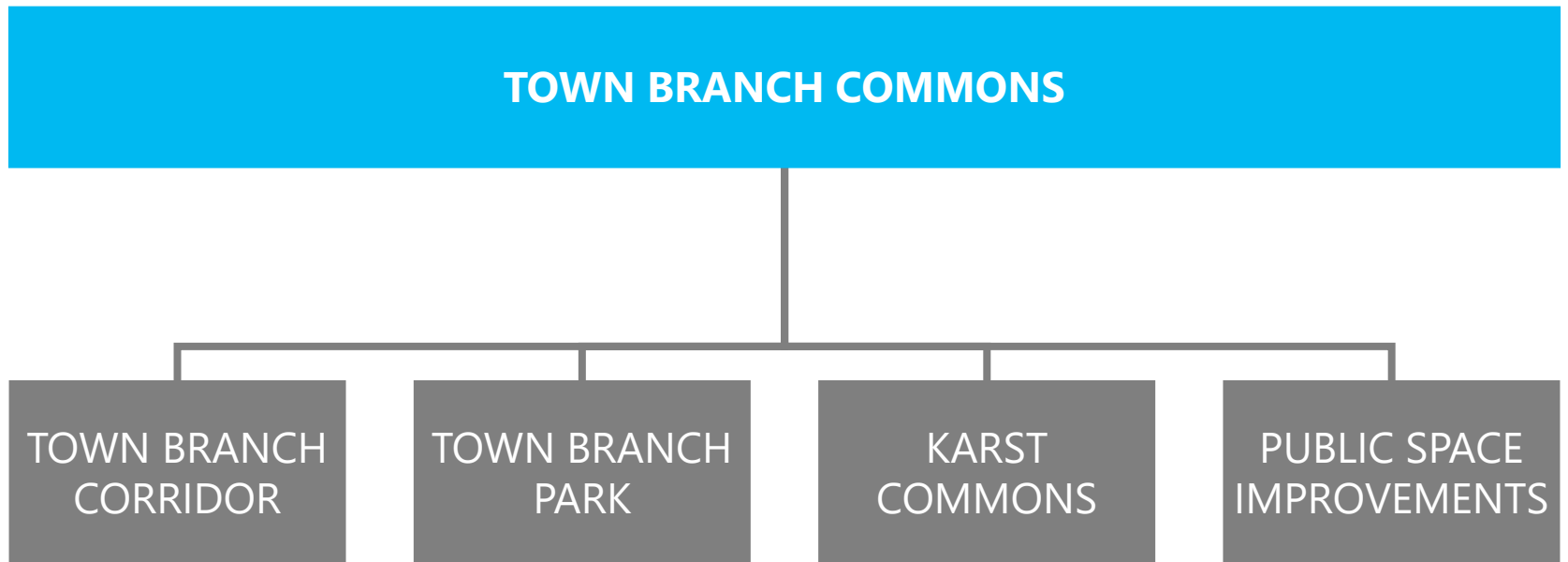


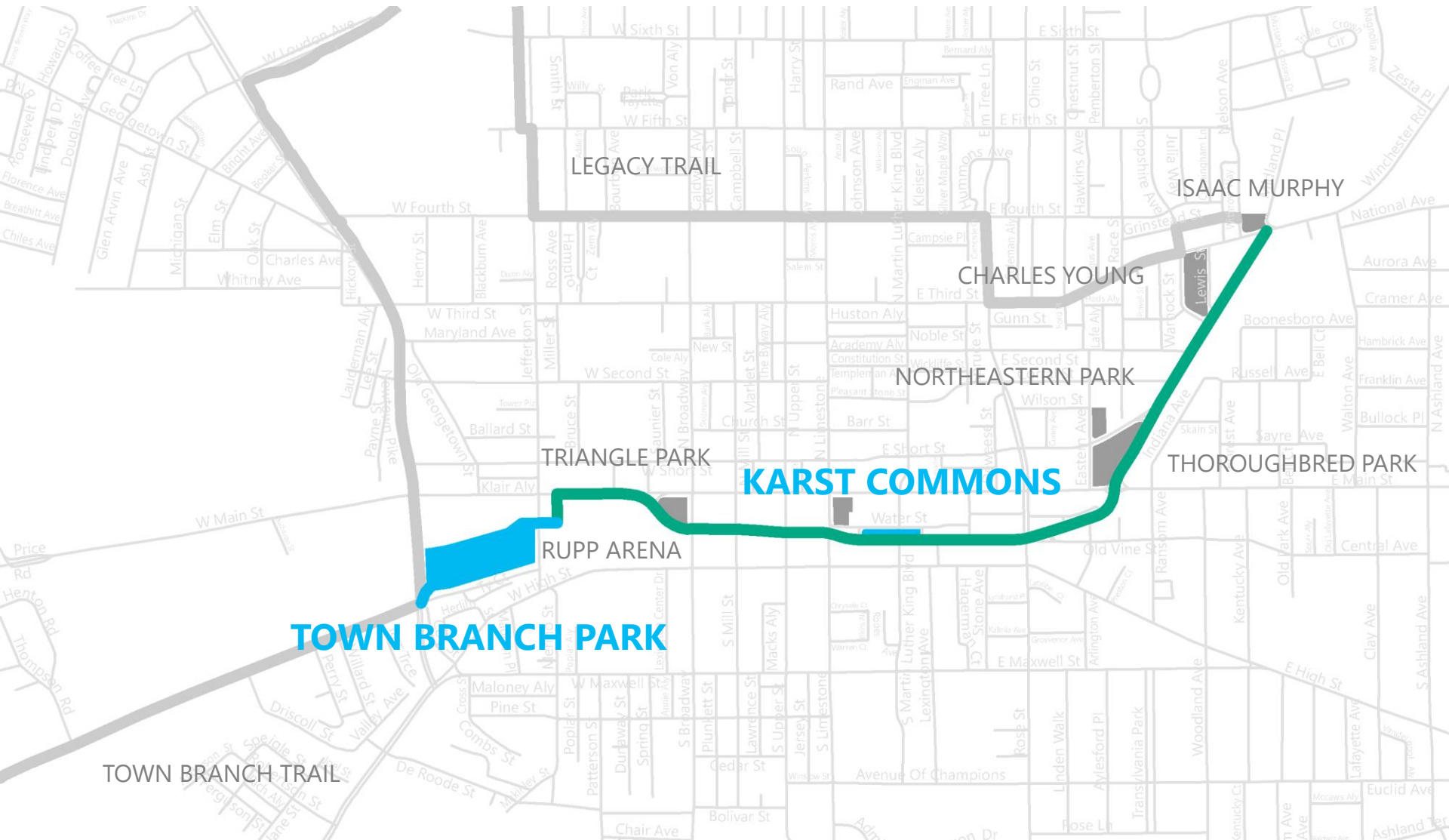
TOWN BRANCH COMMONS FUNDRAISING REPORT

OCTOBER 18, 2016

TOWN BRANCH COMMONS



TOWN BRANCH COMMONS



LEGACY TRAIL

ISAAC MURPHY

CHARLES YOUNG

NORTHEASTERN PARK

TRIANGLE PARK

KARST COMMONS

THOROUGHBRED PARK

RUPP ARENA

TOWN BRANCH PARK

TOWN BRANCH TRAIL

TOWN BRANCH PARK

World class space for all users

Connections to Town Branch Trail, Town Branch Commons, and Legacy Trail

Restored and extended Town Branch stream channel



FUNDRAISING STUDY

68 personal interviews conducted from May-August 2016; all interviewed asked same set of questions and were assured confidentiality

Assessment revealed an opportunity to raise \$31 million in private philanthropy to build and support the TBC Park (applying 40% rule to the \$12,311,00 potential gifts directly identified from participants)

Project has a favorable perception in the community and majority interviewed indicated they would be financially supportive

Majority thought the timing of the project is "good" (79%) and that the economic outlook for Central Kentucky is "good" to "excellent" (75%)

WHAT DO YOU THINK ABOUT TOWN BRANCH COMMONS?

"It's a transformational opportunity."

"It is an integral part of the new dynamics of urban living. You can't have an exciting downtown without green space."

"It's vital. The most important Project the City is contemplating."

"It has every opportunity to be transformational for the City. It's one of those 100-year projects."

"Helps to unite Transy, BCTC, UK to downtown."

"This project can transform downtown and philanthropy in Lexington."

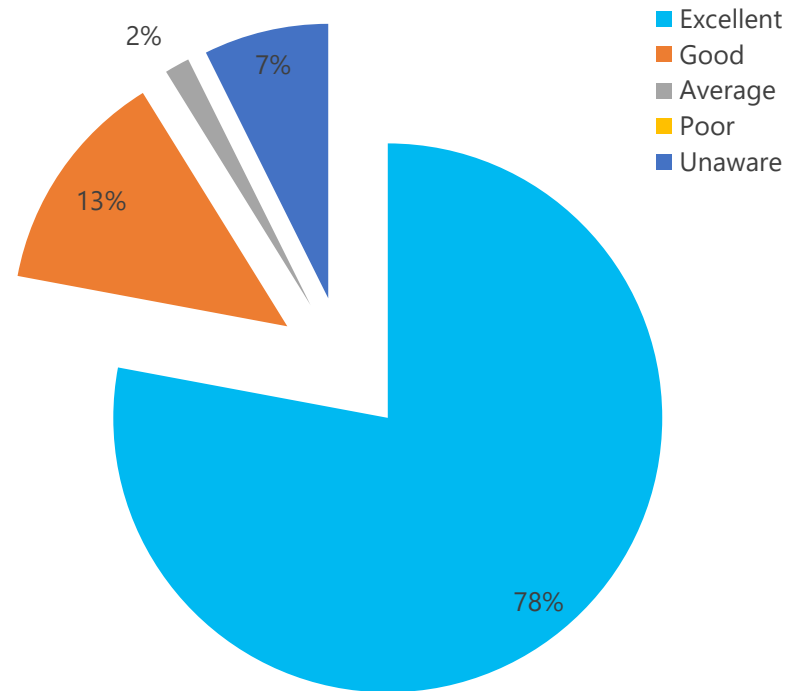
HOW WOULD YOU RATE THE IMPACT OF THIS PROJECT ON LEXINGTON?

"Game-changer"

"Very positive - not sure how anyone would say neutral or negative."

"Just the infrastructure wouldn't do it; any green space would have substantial impact."

"If done right and on a proper scale, it would be excellent."



DO YOU APPROVE OF A PUBLIC-PRIVATE PARTNERSHIP TO BUILD TOWN BRANCH COMMONS?

"Yes. It has to be."

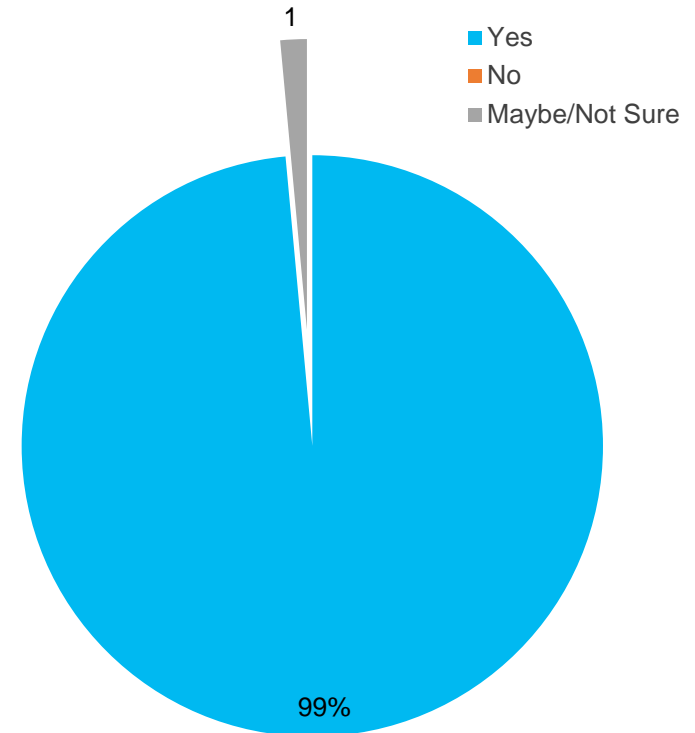
"Yes. No choice."

"Only way it will happen."

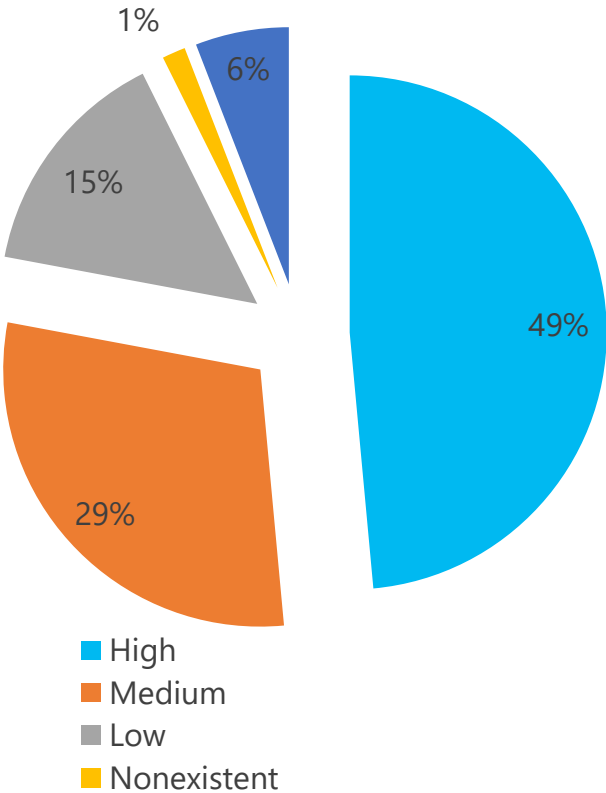
"It's needed. It's a chance to create something unique. This could pull the City together."

"Provided an independent nonprofit takes responsibility for running it. Ongoing administration and upkeep important."

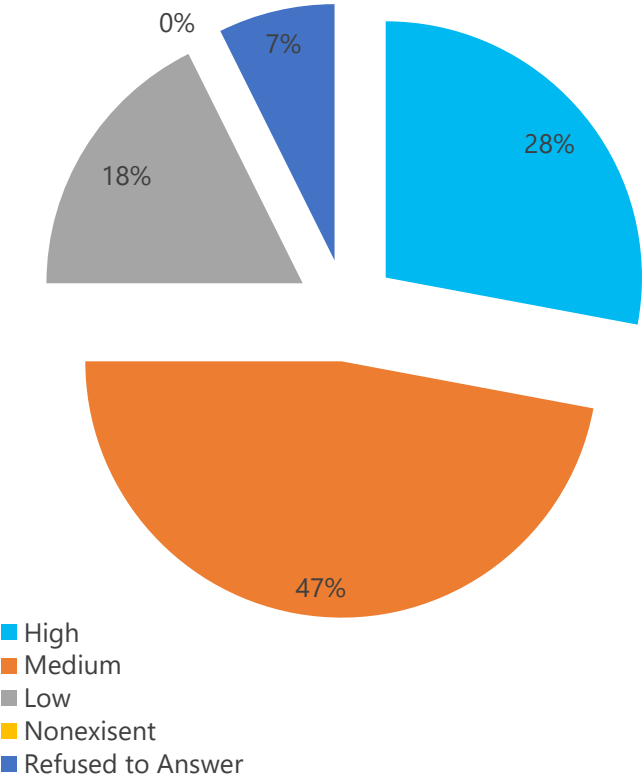
"Only way to get things done anymore. Have to have investment from both sides."



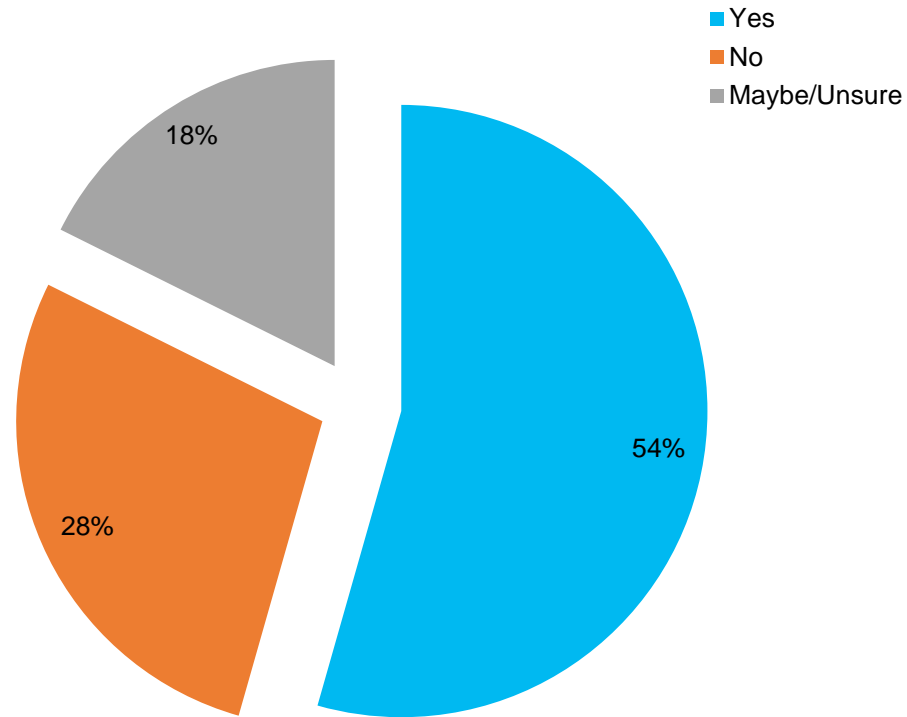
WHAT IS THE LIKELIHOOD THAT YOU WOULD MAKE A GIFT TO THE CAMPAIGN?



WHAT IS THE PRIORITY OF THIS CAMPAIGN IN RELATION TO YOUR PHILANTHROPIC GOALS?



WOULD YOU CONSIDER TAKING A VOLUNTEER LEADERSHIP ROLE IN THIS PROJECT?



RECOMMENDATIONS

Proceed with Campaign

TREK Advancement recommends Blue Grass Community Foundation pursue a fundraising campaign with a proposed goal of \$31 million.

This effort must be paced with firm milestones (i.e. participation and dollar goals) at each phase of the campaign.

CAMPAIGN PHASES

PLANNING PHASE (CURRENTLY UNDERWAY)

Milestone: Complete the following steps:

- Finalize campaign plan, budget and timeline
- Establish Advisory Board to Town Branch Park Fund
- Create prospect portfolios
- Update campaign case for support
- Determine gift acceptance guidelines
- Work with LFUCG and design team to establish naming levels
- Begin key leadership solicitations

CAMPAIGN PHASES

PHASE 1 – ADVISORY BOARD SOLICITATION

Milestone: 100% Participation

- Cultivate and solicit all members of the newly appointed Advisory Board
- Consider strategy for soliciting other affiliated boards
- Begin cultivation for non-board prospects in the Top 50
- Communicate and celebrate success
- Work with LFUCG, AECOM and SCAPE to finalize schematic design of Park

CAMPAIGN PHASES

PHASE 2 – QUIET PHASE LEADERSHIP GIFTS

Milestone Goal: Raise 60% of Goal (\$18,600,000)

- Cultivate and solicit the remaining top prospects and qualify a total of 566 individual and entity prospects (e.g. top individuals, families, foundations and corporations)
- Celebrate successes (make a lot of noise in the quiet phase!)
- Complete Design Engineering for Park

CAMPAIGN PHASES

PHASE 3 – PUBLIC PHASE

Milestone Goal: Raise remaining 40% of Goal (\$12,400,000)

- Complete marketing and PR strategy including campaign collateral
- Cultivate and solicit high capacity but lower affinity prospects
- Implement grassroots level campaign strategy
- Celebrate successes
- Begin build of Town Branch Park!

ANTICIPATED FUNDRAISING TIMELINE

THROUGH END OF 2016/EARLY 2017

- Finalize campaign plan, budget and timeline
- Recruit and train advisory board
- Create prospect portfolios
- Revise case for support based on Study
- Determine gift acceptance guidelines
- Work with LFUCG and design team to establish naming levels/donor recognition
- Establish donor stewardship protocols
- Begin key leadership solicitations

ANTICIPATED FUNDRAISING TIMELINE

2017

- Secure 100% financial participation from Advisory Board
- Begin cultivation for non-Board prospects in top 50 from Study

2018

- Cultivate and solicit top prospects and qualify a total of 566 individual and entity prospects

2019

- Continue to cultivate and top prospects and qualify a total of 566 individual and entity prospects
- Reach milestone fundraising goal: 60% of campaign total (\$18.6M)

ANTICIPATED FUNDRAISING TIMELINE

2020

- Launch public phase of campaign
- Compete marketing and PR strategy including campaign collateral
- Cultivate and solicit high capacity but lower affinity prospects
- Implement grassroots level campaign strategy

2021

- Reach milestone fundraising goal: remaining 40% of campaign total (\$12,400,00) to compete campaign!

An aerial photograph of Town Branch Park, showing a large green field with a soccer field, a playground with a wooden structure, and a winding path. The park is surrounded by trees with autumn foliage in shades of yellow, orange, and red. People are seen walking on the paths and playing on the field.

TOWN BRANCH PARK

Approximately \$31M for construction, initial operating, and endowment.

Nonprofit to fund and administer construction and ongoing operations.

QUESTIONS?