

Exhibit A

About Blue Grass Community Foundation

Established in 1967, Blue Grass Community Foundation, an independent, 501(c)(3) nonprofit organization, is Kentucky's oldest community foundation, whose mission is to grow charitable giving and support activist philanthropy. With \$84 million in charitable assets, 69% of which are permanently endowed, and 500 charitable funds, the Community Foundation aspires to build a better Lexington and region by harnessing the collective impact of philanthropic investments through innovative grant making and strategic community leadership.

The Community Foundation has a staff of dedicated professionals, including 3 attorneys, 2 CPAs and specialist in fund development, donor stewardship, board governance, nonprofit management, communication and community engagement. Blue Grass Community Foundation is nationally certified by Council of Foundations.

Town Branch Commons

In FY 2016, Blue Grass Community Foundation ("BGCF") was asked by LFUCG to begin work towards two specific goals related to Town Branch Commons ("TBC"), as outlined in the Strategic Master Plan prepared by Dan Jones/21st Century Parks: (1) pursue private funding for the portion of the project related to the proposed parkland to be developed in the Manchester Street Parking Lot and for improvements to existing parks along the TBC corridor; (2) incubate an organization to operate and maintain future TBC, and specifically, the proposed parkland to be developed in the Manchester Street Parking Lot.

A Fund has been created at the Foundation to accept private donations (the "Fund"). The Fund is a component of Blue Grass Community Foundation and is overseen by a board of advisors and governed by the Blue Grass Community Foundation Board of Directors. It is anticipated that throughout FY17 and throughout the major gift portion of the fundraising efforts, the Fund will stay nested under BGCF's 501(c)(3) umbrella to allow its board of advisors to utilize BGCF's expertise and staff. The Fund will ultimately be replaced by a not-for-profit or similar entity.

FY17 Activities

- Continue to staff the Town Branch Commons Task Force to develop a detailed and more specific Development Agreement in furtherance of the Project (includes representatives from Town Branch Commons Fund Board of Advisors, Lexington Center Corporation, LFUCG, the DDA, VisitLEX, and the Downtown Management District), as referred to in the MOU dated August 2016
- Develop a fundraising plan, budget and timeline based on the results of the Fundraising Opportunity Assessment Report (which is attached hereto and incorporated herein by reference as if fully state) for philanthropic leadership of Town Branch Commons
- Identify philanthropic role models and recruit Board of Advisors members through intentional prospect qualification and management

- Capture 100% giving participation for all Board of Advisor members
- Develop Board of Advisor benchmarks to include peer solicitation and other fund development goals
- Train and manage Board of Advisors
- Conduct regular donor prospect review and strategy meetings, focusing attention of high affinity prospects
- Facilitate one-on-one meetings with Board of Advisors members to begin cultivation of non-Board prospects in the top 50 donor
- Generate gift proposals and complete administration of gifts
- Build a system for on-going stewardship of all donors, involving communications, events and personal attention
- Create a platform to recognize significant philanthropic gifts (i.e. giving society and naming opportunities)
- Serve as a liaison between LFUCG and Board of Advisors
- Develop website and on-going campaign communication needs and campaign materials
- Participate in the development of design standards for the Project and schematic design of Town Branch Park
- Assist LFUCG, as needed, in the design and execution of the trail portion of the Project, as defined in the MOU dated August 2016.

NOTE: Many of the deliverables identified above will begin, but will not conclude, in FY17

Estimated Expenditure of Funds:

Total Fee FY17: \$180,000, which includes the following:

BGCF Staff - \$85,000

Allison Lankford (approximately 16 hrs./wk.)

Lisa Adkins (approximately 2 hrs./wk.)

Other BGCF Staff (advancement and legal, finance, stewardship - as needed)

Administrative/Overhead - \$7,200

Outside Fundraising Consultant - \$65,000

Learning and Training Opportunities - \$12,800

Design/Collateral/Website - \$10,000