

## **LEADERSHIP LEXINGTON PROJECT INFORMATION**

### **What are the criteria for a Leadership Lexington Project?**

- Project must benefit the Lexington community and may not be partisan or sectarian in nature.
- Projects may involve creative problem-solving of a difficult issue or the launch of a new initiative.
- Projects are not just "bodies"-they are not activities simply requiring a given number of volunteers to show up and perform service. For example, staffing a booth at the Rolex would not qualify as a project, however, creating a new tool for volunteer recruitment and then using that tool to staff a booth would qualify.
- Any costs of the project must be resolved by the class members involved.
- Class members must be able to complete the project within the Leadership Lexington class timeline.
- Class members must be able to do most of the work on the project outside regular working hours, since they are limited in time they can take away from their employment.

### **What are the benefits of Project to Leadership Lexington Class Members?**

- Practice and apply community leadership skills in a small-group experience
- Work with community leaders
- Practice working in a team of diverse members to improve the community
- Gain an in-depth understanding of a community organization and/or community need
- Make a difference in the community through a service experience

## Some Leadership Lexington projects have been:



- **Business and Education Network (BEN)**- designed to encourage a greater and continued involvement of the business community in a variety of educational activities. BEN is an online portal that connects you to volunteer opportunities within the Fayette County Public Schools. Commerce Lexington and Fayette County Schools are working together to make BEN the site for business volunteers to find out what opportunities or what needs the Fayette County Public Schools have. Visit [www.benlexington.com](http://www.benlexington.com) for more information.

- The 03-04 Leadership class found tremendous value in their experience and decided to develop the same opportunity for sophomore and junior high school students in Fayette County. **The Leadership Lexington Youth Program** allows students to interact with community leaders, talk about issues, careers, business and post-secondary institutions. Throughout the program, students participate in interactive exercises providing real life hands on experience. The program motivates the students to think seriously about the role they'd like to play and the difference they can make in the Lexington community.

- A three-fold project: **Isaac Murphy Memorial Art Garden**- collaborated with community to convert an underused, half-acre plot of land into a garden area to honor award-winning jockey. Incorporation of **Artspower** as a Kentucky non-profit corporate with tax-exempt status. And the development of a resource guide "**Blueprint for Community Advancement**" which will assist future community partnerships in collaboration.

- The 2007-08 Leadership Lexington class coordinated the creation and installation of a **14-piece Mural Project**. Artists and Youth Create Community Together joined the class members with Hugh O'Brian Youth Leadership (HOBY) students. The mural concept was created as the service project for HOBY students' 2008 Leadership Seminar. Leadership Lexington raised funds and gathered materials. The main goal was to make a public art project that offered HOBY students the opportunity to create art and realize its impact on a community. The class also crafted a "Green" ordinance that was passed. The ordinance requested that events involving over 300 people held on publicly owned land are required to coordinate with the DWM to arrange containers for recyclable waste.

## **2009-2010 Leadership Lexington Projects**

### **Project 1: Family Resource Fair**

Commerce Lexington's Leadership Lexington program will host a Family Resource Fair titled the "Live, Work, and Be Healthy Family Resource Fair" on Saturday, May 15, from 10am-2pm at the Fayette County Cooperative Extension Service, 1140 Red Mile Place. The purpose is to promote resources available in Fayette and surrounding counties for housing, jobs, and health issues...the 3 biggest areas of concern for our underserved families in the Lexington area. Organizers are working in concert with vendors throughout the Central Kentucky region to provide a wide range of services in the areas of education, finance, health and wellness, and the arts. In addition, there will be food, music, and children's activities available on site. More than 300 people are expected to attend this free event, made possible by our generous corporate sponsors, Kentucky American Water, Fifth Third Bank, and Central Bank. For more information, please contact Ms. Kim Livesay at [klivesay@hopectr.org](mailto:klivesay@hopectr.org).

### **Project 2: Lexington Public Art Catalog Unique Selling Proposition**

Leadership Lexington Class of 2010, in cooperation with LexArts, through its Call to Artists will generate a portfolio of multiple, specific public art proposals by accomplished artists. This initiative will result in up to 5 specific public art proposals for downtown Lexington, with selected artists and their proposals having been vetted by arts professionals, civic leaders and other representatives of the Lexington community.

#### **Compelling Benefits & Supporting Points**

- According to the recent Destination 2040 community survey, art tourism and public art attractions are a high priority for Lexington. In order to make the city conducive to quality entertainment, tourism, and investment, Lexington needs the city's downtown center to be interesting and dynamic. Public art is a critical ingredient in transforming Lexington's downtown landscape into a more desirable destination.
- This initiative would be driven by public input and develop support from the Lexington community as follows:
  - Call to artists through a request for qualifications (RFQ) for public art. Responses to RFQs would require examples of existing public art of responding artists' works. RFQs would be reviewed and approved by a local jury of artists and community leaders and exhibited and publicized at local events seeking broader public input.
  - Following public input, the jury would select the RFQ finalists and issue to them request for proposals (RFP). \$2,000 cash stipends (including available travel stipend) would be provided to the selected artists to fund detailed proposals.
  - Final proposals would be submitted for approval and, following approval, collected and published as a portfolio of available public art pieces ready for implementation upon funding.

- Through this initiative, when funds for public art become available, Lexington will be ready to implement the best proposals (individual budgets could range from \$50,000 - \$150,000) from the artists whom the community most admires. This will set a precedent for how the community engages public input and support for public art. Once multiple works have been funded and installed, a similar process could be repeated.

### **Value Proposition**

This cost-efficient initiative (estimated between \$10,000 – 15,000) will result in:

1. A well-vetted program for public art in Lexington,
2. The creation of a pool of interested artists,
3. Public review and input,
4. A select group of finalists, and
5. A portfolio of specific art proposals for downtown ready for implementation.

***Project 3 and Project 4 information coming.***

## 2008-09 Class Projects:

### **Leadership Lexington Group Project - Legacy Trail**

Members: *Liz Bennett, Victoria Carling, Holly James, Katie Eiserman, Brad Oakley, Tim West, Traci Moore, Andrew Moore, Nicole Roca, Lee Rosenthal, Katie Rowan, Matt Hovekamp*

The Legacy Trail is a multi use infrastructure that will begin at the Isaac Murphy Memorial Art Garden and culminate at the Kentucky Horse Park. The current goal is to have the full stretch completed by the beginning of the World Equestrian Games in 2010.

The goal of our group, as discussed with Steve Austin (Director of the Legacy Center), is to adopt a 100 foot portion of the trail and add improvements to be the template for other sponsors to follow. We will be the first group to do this, so we will also help determine where problems and opportunities might arise for future groups and organizations that adopt portions of the trail.

Asphalt is being laid in June and it is the only part of the trail that has been funded, so our part is to help find sponsors and labor for making this 100 ft stretch the example for the rest of the trail. This would include; displaying local artist's work, benches, landscaping, lights and whatever we can do to inspire others to make this trail a great example of what Kentucky has to offer for the 2010 games. We intend to start work on our selected area as soon as feasibly possible, and would be finished by the end of the year (2009). We look forward to leaving a lasting mark on something that will be used by the entire community and its guests for years to come.

---

### **10,000 Hours Show in partnership with The United Way of the Bluegrass**

Members: *Colleen Ebbitt, Erik Carlson, Mandy Schott, Julie Good and Carl Gilford*

#### **Results**

*What do we want to accomplish?* To organize and launch the United Way's branded "10,000 Hours Show" in the Lexington/Fayette County community. The 10,000 Hours Show is a year-round, student-run volunteer recruitment and recognition program on college and university campuses that culminates annually in a free concert just for volunteers.

*What is the goal, assignment, scope or mission?* The 10,000 Hour Show strives to involve and recognize college students and young professionals in service, to the end of helping address community needs, and to help young people grow as current and future leaders. It is a student-led outreach effort to recruit and recognize young volunteers who serve local nonprofits. Student and other young adult volunteers that complete a locally determined commitment of at least 10 hours to a nonprofit organization advancing the common good receive a free ticket to the concert. Additionally, 10,000 Hours Show offers a core student leadership team unique experiences in community leadership. The goals of the project are:

- Advance the common good on campus and in the community
- Help students and young adults develop leadership skills
- Connect young people to the community and the United Way movement

*What specific tasks are we agreeing to?* The five of us are agreeing to be a part of the Management Team from inception, Fall '08, to launch, Spring '10. As members of the Management Team we are the overall policy setting and oversight team responsible for creating a shared vision and making sure the vision is realized.

*What is the deadline? Is the deadline reasonable?* The deadline to hold the concert is Spring 2010. Yes, the deadline is reasonable as we are currently on track with their recommended timeline from inception to launch.

## **Resources**

*What will we need to achieve the results?* Full cooperation with all entities involved and funding from local sponsors will be essential.

*Time, money, people, location, tools:*

1) Time: The 10,000 Hours Show has been efficiently organized to ensure enough resources are allocated appropriately.

2) Money: We will proactively solicit sponsorships from local corporations/businesses, accept private donations and apply for relevant grants.

3) People: As mentioned this is a student-led and student-run project with the support of the Management Team and UWBG. We have begun to identify local leaders in the college communities, nonprofits and business that have an interest in supporting this initiative.

4) Place: The venue of the concert is still TBD but the Management Team is setting up a time to meet with Alan Stein of Applebee's Park to explore the opportunity to utilize those facilities.

5) Tools: Our key tool will be the online system run by United Way, [www.volunteersolutions.org/uwbg/volunteer](http://www.volunteersolutions.org/uwbg/volunteer). This software will allow us to create a searchable online system including database of volunteer opportunities, registration and management of volunteers, and a simple process for hours verification.

*Can we get the resources needed to achieve the result?* Yes, we have been assured the resources necessary through the support of UWBG.

## **Guidelines**

*What are the rules, procedures, limits and guidelines?* The rules, procedures limits and guidelines are explicitly communicated in the official "Imagine Your 10,000 Hours" Guidebook provided to us by the United Way. We have already begun using the guidebook and will continue to follow its recommendations.

*Where can we get in trouble?* Managing various groups of people and lack of funding.

*What can't we do?* Practice exclusion

*Where do we go for help?* We will rely upon UWBG to assist us with any problems, issues, challenges that may arise throughout the process.

*Where are the out of bounds?*

*What are the roles of people working together?* We are in the process of identifying subcommittees and volunteers to chair those committees.

*Are there certain methods we need to use?*

*How will we deal with misunderstandings?* Communicate and always operate with a clear understanding of the goals of the project.

## **Accountability**

*How will we measure progress and success?* The United Way provides a useful guidebook that was created based on previous 10,000 Hours Show. This will help us achieve the milestones necessary to deliver an effective and successful program.

*How will we keep each other informed? How often?* We will keep each other informed through email and periodic meetings. Once an official Management Team has been finalized we will follow the recommended meeting schedule outlined in the guidebook.

*What are the milestones? What is expected at each milestone?*

There are 3 major milestones to the project:

- 1) Imagine 10,000 Hours: Find project Champions, form a Management Team, write an Our 10,000 Hours proposal, submit proposal to the United Way
- 2) Build 10,000 Hours: Implement the Imagine Vision, recruit student staff, raise money, build infrastructure and prepare for public launch
- 3) Launch and Lead 10,000 Hours: Recruit/recognize volunteers and attend the show!

*How will we handle a failure to keep an agreement?* Address it and fix it.

## **Consequences**

*What is in it for me? (answer for all people involved)*

This is an opportunity to help inspire the community to get involved in helping local nonprofit organizations and to be the vehicle for citizens to make a better Lexington.

*Why are we doing this?* We want to inspire "physical philanthropy" in our community to increase volunteerism in Lexington and bridge the gap between the city and the local universities. Additionally, we want to provide college students and young professionals the opportunity to become more involved in their community through leadership roles, giving them an opportunity to become invested and increase retention.

*Audience:* 7th grade middle school students

*When:* Fall 2008 or Spring 2009

*Where:* All FCPS Middle Schools

*How:* 6 week course, 45 minutes weekly, taught by JA/ Volunteers --VIA 7th grade Social Studies or Business Education classes

*Why:*

- To implement financial literacy education in Fayette County schools by utilizing the support of Junior Achievement and volunteers in the business community
- To fulfill the educational goals of KERA and Vision 20/20
- To teach financial literacy skills to students at a formative age
- To better prepare our students to thrive in a global economy

<u>Week</u>	<u>Concepts</u>	<u>Core Content</u>
1	Getting Started The Basics Understanding Money Consumerism/ Wants & Needs	PL-07-3.1.1
2	Factors in Consumer Decision-making -advertising techniques -peer pressure -status	PL-07-3.1.2
3	Basic Budgeting Cash Flow Planning Goal Setting	PL-07-3.2.1
4	Debit/Credit Banking Services Checking/Savings Accts	PL-07-3.2.1
5	Investments-Stocks, Bonds, Mutual Funds, Other Investments	PL-07-3.2.1
6	Long Range Financial Goals College, Career Planning Wrap Up/Review	PL-07-4.1.4