



July 20, 2022

Judge Executive Kris Knochelmann
Kenton County Fiscal Court
1840 Simon Kenton Way
Covington, KY 41011

Dear Judge Executive Knochelmann:

Northern Kentucky Tri-ED is pleased to invite Kenton County to invest in the **Build & Elevate NKY** campaign. This campaign addresses challenges facing Northern Kentucky with bold new solutions focused on ensuring our community's prosperity and economic vitality. Together we will do this by transforming our company into a true private/public partnership and implementing the following four comprehensive strategies.

1. Data-Informed Community Decision-Making
2. Activate the Northern Kentucky Port Authority
3. Deliver Customized Workforce Solutions
4. Targeted Business Attraction

Three years ago, our Board of Directors started Northern Kentucky on an exciting new path. They disrupted a historically successful economic development agency with the goal of creating a dynamic new economic leader. We are now ready, with a new company, a fresh vision, and a compelling mission.

However, we cannot do this work without you. We need your partnership crafting and finalizing the path that will lead to the economic transformation of Northern Kentucky to 2026 and beyond! On behalf of Tri-ED's Board of Directors and our Campaign Cabinet, we are asking you to consider an investment of **\$100,000** annually in this campaign over a five-year period, **\$500,000** total.

A prosperous Northern Kentucky of the future requires that we look beyond today to the world around the corner. It requires addressing new challenges with new solutions. Thank you in advance, we are excited to establish a strong partnership with you to lead Northern Kentucky forward.

Here We Go!

Lee A. Crume
President & CEO