

elevatE L X

TOGETHER WE RISE

A CULTURAL, CIVIC &
CREATIVE CENTER FOR LEXINGTON



www.elevateartsky.com

Elevate Arts is a 501(c)(3) nonprofit organization. Tax ID: 39-3028440





Welcome, and thank you for sharing in this journey.

Elevate Arts KY is proud to share a new and important chapter for Lexington, Elevate LEX, a Civic and Community Arts Center where creativity, learning, and all people come together under one roof. It is not just a building, it is a vision, and a future for our city — a place designed to serve artists, students, families, and community members for generations to come.

This project reflects a simple and compelling belief: Lexington needs and deserves a central home where the community gathers, where artists can rehearse and perform, where students gain hands-on skills, and where innovation and the arts stand side by side.

Elevate LEX is the legacy project our city has been waiting for. It will serve Lexington for the next century and beyond. THIS IS A LEGACY INVESTMENT IN LEXINGTON'S FUTURE, AND WE ARE SO EXCITED FOR YOU TO JOIN US ON THIS JOURNEY.

With heartfelt thanks,

Gregory Turay
Founder and Executive Director



Elevate LEX will support nonprofits, expand STEAM and workforce opportunities, and strengthen the civic and cultural life of our city. It will include:

- Professional-grade theater and rehearsal halls for our region's artists
- Hands-on studios where the next generation learns STEAM and creative career skills
- Galleries, performance spaces, and gathering areas open and affordable to everyone
- A central, dignified home that finally puts the arts where they belong—at the heart of civic life



WHAT WE ARE BUILDING

Elevate LEX will bring together:

- A mid-size public performance theatre
- Rehearsal studios for artists & arts organizations
- Creative workspaces for instruction, training, and innovation
- A civic hall for gatherings, events, and community use
- A rooftop venue for public and private functions

For the first time in Lexington, performance, education, workforce development, and civic life will be under one roof.

WHY LEXINGTON NEEDS THIS

Lexington is expanding — culturally, economically, and demographically — yet our city lacks:

- A dedicated professional performance and rehearsal center
- Workforce training labs in AV, lighting, film, and stage technology
- Accessible creative spaces for students and emerging artists
- A central civic hall
- A shared home for Lexington's artistic organizations

STEAM & WORKFORCE NEED

Lexington students need hands-on experiences that integrate science, technology, engineering, the arts & mathematics.

Elevate LEX will offer real-world pathways in:

- Digital media & editing
- Audio/video engineering
- Lighting & stagecraft
- Culinary arts & hospitality
- Creative entrepreneurship

A city invests in its future when it invests in creativity and technology.

THE VISION

Elevate LEX will be:

- A home for Lexington's artists
- A place where students discover new skills
- A public gathering space for community and civic life
- A hub for STEAM-integrated workforce development
- A catalyst for downtown and regional growth
- A campus where imagination and opportunity meet

This project is designed for Lexington — and for the next generation.

THE CAMPUS (High-Level)

The proposed Elevate LEX campus includes:

- Performance Theatre (approx. 500–700 seats)
- Rehearsal Studios (for music, theatre, dance, and creative practice)
- Workforce Labs: AV, lighting, digital media, film, stagecraft, culinary arts
- Flexible Civic & Community Hall
- Café & Catering Support
- Offices, classrooms, and meeting rooms
- Rooftop venue and gathering terrace

Final size and square footage will be refined during design development.

Renderings placed on this page.



WHERE WE ARE NOW

UNDER CONTRACT

Elevate Arts KY is officially under contract for a 2.38-acre site at Midland Avenue & Short Street — the future home of Elevate LEX.

Phase I is underway, including:

- Environmental & geotechnical studies
- Site surveys & engineering
- Architectural concept development
- Early permitting & pre-construction planning
- Legal, zoning, and compliance work

This essential groundwork positions Elevate LEX to unlock matching funds, state incentives, and federal tools such as the New Markets Tax Credit program.

PHASE I: WHAT IT ACCOMPLISHES

GOAL: \$3M–\$5M

This ensures the campus belongs to the community and moves Elevate LEX into the design and development pipeline.

+ \$2 Million — Early Soft Costs

These funds cover:

- Architectural, engineering & design development
- Civil, mechanical, and structural planning
- Environmental & geotechnical testing
- Site preparation
- Legal, zoning & compliance
- NMTC structuring
- Requirements for state matching and tourism incentives

Phase I dollars are multiplier dollars.

They unlock state support, federal financing, and major philanthropic investment.



MOMENTUM & IMPACT

EARLY MOMENTUM

Elevate LEX has already secured nearly \$1.5 million in early commitments, demonstrating strong belief in the project and accelerating Phase I progress.

IMPACT AREAS

Cultural

A home for Lexington's creative community.

Workforce & STEAM

Hands-on training in:

- AV engineering
- Lighting & rigging
- Digital media
- Film editing & production
- Culinary arts
- Stagecraft & design

Economic

Job creation, tourism activity, and downtown revitalization.

Community

A central place for gathering, learning, and experiencing the arts.

THE OPPORTUNITY

**Elevate LEX is a celebration of vision —
and an invitation to help shape Lexington's future.**

For those who feel inspired, this is an opportunity to participate in the early and foundational phase of a project that will serve our city for generations.

Early leadership gifts help secure the land, advance design development, and unlock state incentives, federal tools, and major philanthropic investment. These commitments lay the groundwork for everything that follows.

Your support at this stage strengthens the foundation of what Elevate LEX will become — a true civic home for creativity, community, learning, and opportunity.

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ARTIST
RENDERING





LEVELS OF GIVING

\$1,000,000+

PLATINUM SUMMIT

Champions at this level help shape the campus itself. Platinum Summit investors make possible the major spaces that define the Elevate LEX project — the theatre, the rehearsal wing, the lobby, the rooftop venue, and signature community spaces. This level reflects true civic leadership and legacy naming opportunities.

\$500,000+

GOLD PEAK

Gold Peak partners enable the core structural components of Elevate LEX — major studios, workforce development labs, shared-use spaces, and essential infrastructure that amplifies the center's reach. This level aligns with prominent programmatic or space naming.

\$250,000+

SILVER STAGE

Silver Stage supporters invest in vibrant creative environments: rehearsal halls, artist suites, education rooms, and community spaces that serve thousands each year. Naming opportunities at this level highlight your commitment to Lexington's creative future.

\$100,000+

BRONZE ASCENT

Bronze Ascent donors strengthen the foundation of the build, funding key rooms, rehearsal studios, and launch-phase program areas. This level supports room naming and critical early-stage capital needs.

\$50,000+

FRIENDS OF ELEVATE

Friends of Elevate contribute to the essential building blocks—finishing touches, equipment, fixtures, and early operational readiness that brings the campus to life. Every gift leaves a lasting imprint on this community landmark.



ELEVATE LEX — PHASE I COMMITMENT CARD

- | | | | |
|--|-----------------|--|--------------------|
| ☐ \$1,000,000+ | PLATINUM SUMMIT | ☐ \$100,000+ | BRONZE ASCENT |
| ☐ \$500,000+ | GOLD PEAK | ☐ \$50,000+ | FRIENDS OF ELEVATE |
| ☐ \$250,000+ | SILVER STAGE | | |

Major naming opportunities begin at the Gold and Platinum levels.

NAME OF BUSINESS/ORGANIZATION

MAILING ADDRESS:

CONTACT NAME:

PHONE NUMBER:

EMAIL:

WEBSITE ADDRESS:

TOGETHER, WE RISE.

Let's build something lasting—for the artists of today and the voices of tomorrow. To pledge your support, contact Gregory Turay at gregory@elevateartsky.com or visit elevateartsky.com.