
City Council Regular Meeting

DEPARTMENT: Economic Development
FROM: Alex Philips, Economic Development Director
MEETING: July 22, 2024

SUBJECT:

Consider approval of a minute order ratifying the 4A Economic Development Corporation Board's action approving speaking contracts for the 2025 Project U Leadership Conference. *(Staff Contact: Alex Philips, Director of Economic Development)*

SUMMARY:

This is the 5th year for Project U and the event continues to grow and create value in our businesses and community. Staff has invested quite a bit of time and effort vetting the speakers each year to make sure we are bringing dynamic speakers into the community that will make an impact. This year is no different and staff believes that this lineup will do just that. The budget approved will allow staff to pay speaking fees and travel accommodations for the following speakers:

Leigh-Katherine Bonner

- Storyteller & Forbes Magazine 30 under 30
- Topic: Leadership through the Eyes of a Beekeeper

Amanda Box

- Founder and CEO, Box Communication
- Topic: Communication through Change

Danny Goldberg

- Development Coach
- Topic: Infinite ROI of Leading with Care

Greg Offner

- Author, Workforce Strategist and Sneaker Aficionado
- Topic: Tip a Jar Culture, improve workforce retention & increase engagement

Jon Acuff *Headliner*

- NYT Bestselling Author, Top 100 Leadership Speaker
- Topic: How the best teams overcome overthinking

The total amount to book and provide travel for all proposed speakers will not exceed \$97,250.00

OPTIONS:

- 1) Approve as presented
- 2) Approve with changes
- 3) Deny

RECOMMENDATION:

Approve as presented

PRIOR ACTION/INPUT (Council, Boards, Citizens):

List date and description of any prior action related to the subject

FISCAL IMPACT:

Explain fiscal impact if any

STAFF CONTACT:

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