



Leadership Conference

Where did the Idea come from?

- **Consultant Connect**

- Provides an avenue between site consultants and EDC
- Provide conferences, webinars, podcasts for Economic Development professionals
- Educational seminars for Economic Development professionals
- Leadership summits and conferences (Next & Thrive)

- **Economix Conference**

- Site Selector Conference with Leadership Aspect
- This conference moves around each year
- Designed for Economic Developer professionals
- Held annually

- **Catalyst University**

- Kalamazoo, MI
- 3500 Attendees
- Leadership Conference for the region as well as invited guests from across the country
- Designed to spark fresh ideas to empower your best and energize your community



Tupelo, MS

Ignite Leadership Conference

- Started in 2018
- Hosted by the Community Development Foundation
- Started with 650 attendees 1st Year
- Hosted at local church
- Has sold out every year since (Capacity is 700)

Mission

- One day leadership summit inspiring attendees to lead and create desired change within their organizations and communities with renewed passion and drive

Vision

- To engage and develop dynamic and effective leaders in the community who are committed to a prosperous future and powered by purpose



Mission

The City of Burleson Economic Development Corporation created this event to promote the City of Burleson as having a dynamic and innovative business environment. The Conference provides valuable resources for attendees to enhance their current skill set, collaborate with like-minded professionals and become better leaders within their community

Project U is a full-day leadership conference, featuring nationally recognized leaders, authors and business professionals



Why?

Providing leadership development opportunities can improve morale, loyalty and organizational growth

No cost effective tools in the DFW market for small businesses to attend for leadership development

80% of new projects across the State come from expanding businesses in their home community

We want to give all businesses in our community a cost effective tool that they can deepen their roots in Burleson by growing their workforce and business

As Burleson Works filled a gap for businesses in our community this will do the same as companies are looking for ways to grow their existing workforce

Project U At a Glance

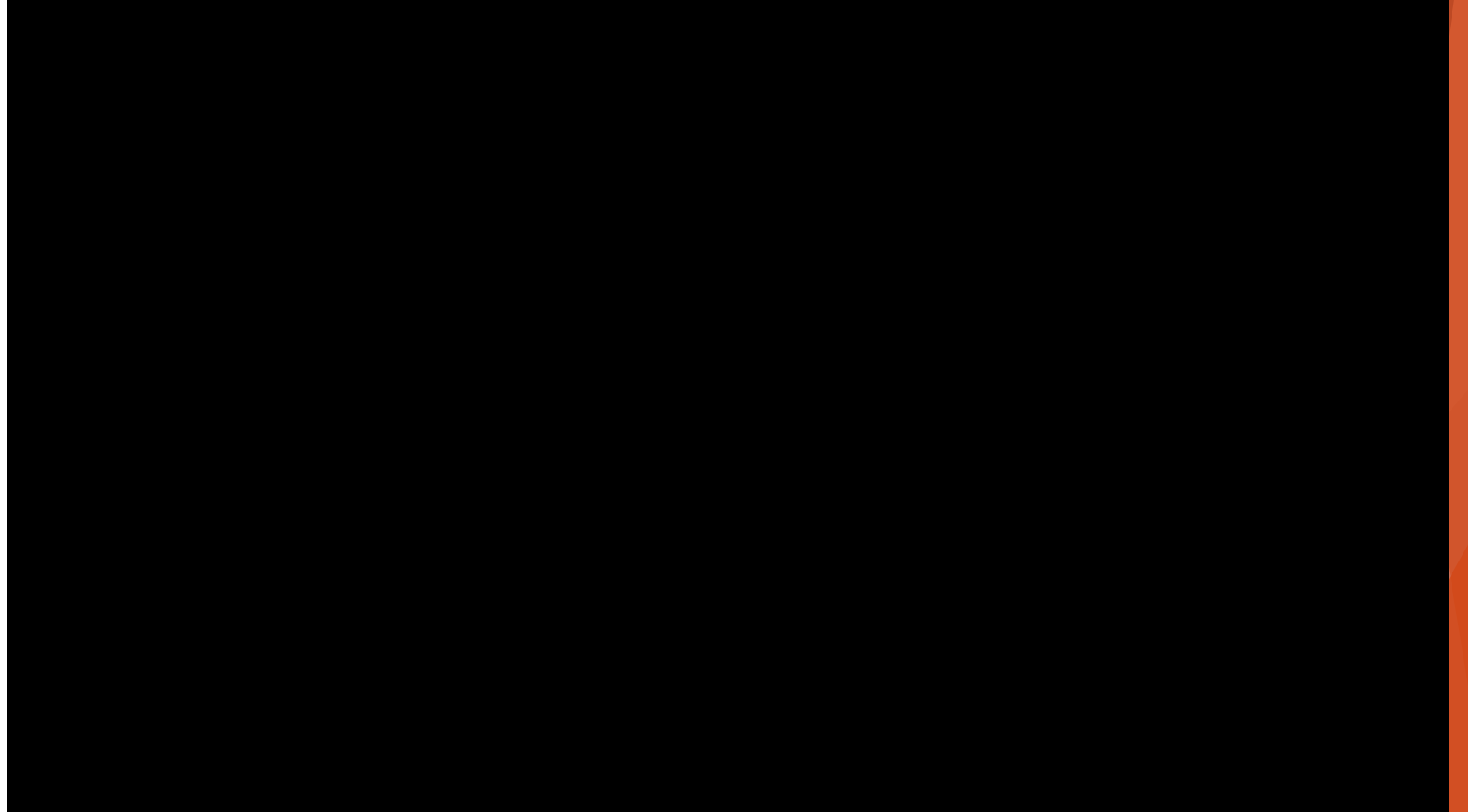
- **Project U 2020**
 - Due to COVID, first in-person event was held virtually over six weeks
 - 72 attendees
- **Project U 2022**
 - Held in-person at First Baptist Burleson
 - 328 attendees



Project U At a Glance

Project U 2023

- Held in-person at Pathway Church
- 372 attendees
- 23 tables of 8 sold
- Attendees traveled from:
 - Mansfield
 - Wichita Falls
 - Waco
 - Wylie



Event Budget

2023 Actual

Sponsor Revenue	\$48,000.00
Ticket Revenue	\$32,651.58
4A Budget	\$30,000.00
*Only \$6,498.68 spent from 4A Budget	
Expenses	\$87,150.26
*Speakers	\$43,050.00

2024 Proposed

Sponsor Revenue	\$50,000.00
Ticket Revenue	\$33,000.00
4A Budget	\$40,000.00
Expenses	\$123,000.00
*Speakers	\$81,250.00

We are asking to increase the 4A budget \$10,000 to allow staff to raise the bar of the event with well rounded speakers



2024 Speaker Lineup & Costs

Damon West

- Motivational Speaker, “Change Agent”
- Topic: Keeping a positive mindset

Jess Ekstrom

- Founder and CEO, Headbands for Hope
- Topic: Optimism and activating purpose

Dr. Ed Nichols

- Superintendent, Madison City Schools, AL
- Topic: Emergenetics personality study

Carlos Whittaker

- Motivational Speaker, “Hope Dealer”
- Topic: How to Human, best version of yourself

Jon Acuff *Headliner*

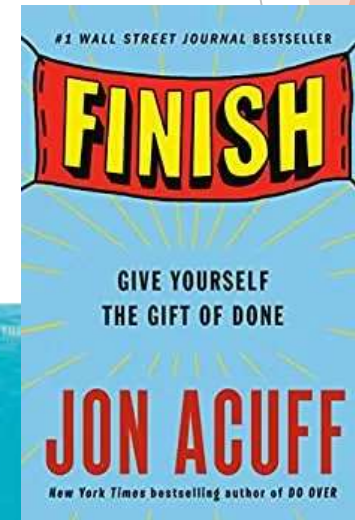
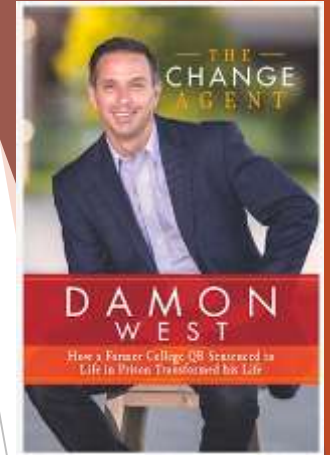
- NYT Bestselling Author, Top 100 Leadership Speaker
- Topic: How the best teams overcome overthinking



Speaker Bookstore

The EDC plans to add a bookstore to this year's event:

- Attendees can purchase books from all speakers
- During breaks attendees can meet speakers and have books signed
- Local group to assist with running bookstore
- Additional sponsorship opportunity to support event



Takeaways

- Collaboration amongst the attendees
- Best Practices when it comes to owning, growing or creating a business
- Motivating the business community
- Inspiring up and coming leaders in our community to take the next step
- Holding an event that all businesses can be apart of when it comes to cost
- Opportunities for the EDC to help businesses in our community
- Unique and effective way to promote the City for the purposes of developing new and expanded business enterprises

Requested Board Action

- Board approval will allow staff time to book speakers, make plans for changes and pay deposits & travel accommodations
- Approve changes and budget to Project U Leadership Conference as presented
- Modify changes and budget to Project U Leadership Conference with changes
- Deny changes and budget to Project U Leadership Conference