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**Economic Development Corporation (Type A)**

**DEPARTMENT:** Economic Development

**FROM:** Alex Philips, Economic Development Director

**MEETING:** July 22, 2024

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**SUBJECT:**

Consider approval of speaking contracts for the 2025 Project U Leadership Conference. *(Staff Presenter: Alex Philips, Director of Economic Development)*

**SUMMARY:**

This is the 5<sup>th</sup> 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

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