



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 1<sup>st</sup> 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

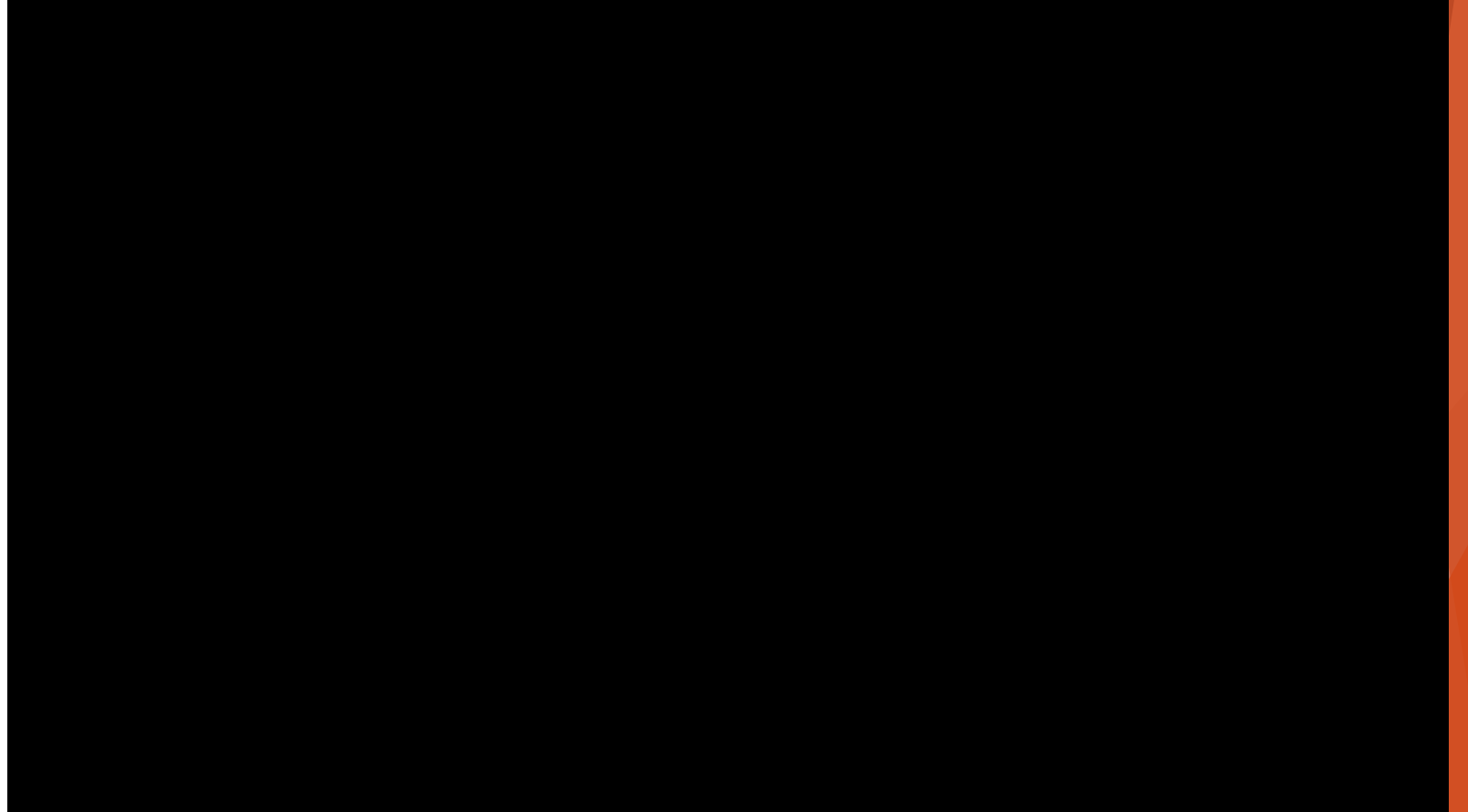
- **Project U 2020**
  - Due to COVID, first in-person event was held virtually over six weeks
  - 72 attendees
- **Project U 2022**
  - Held in-person at First Baptist Burleson
  - 328 attendees



# 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\*

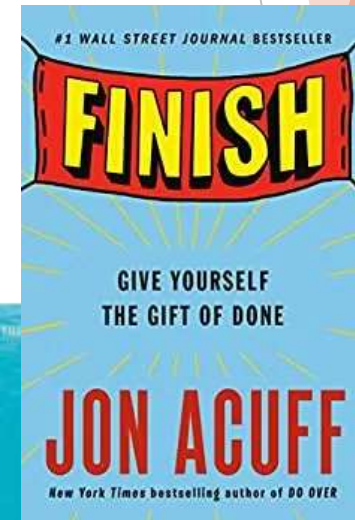
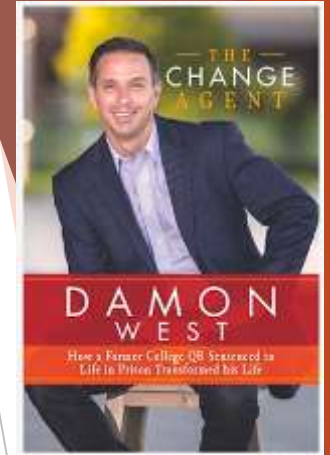
- NYT Bestselling Author, Top 100 Leadership Speaker
- Topic: How the best teams overcome overthinking



# 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 Council 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