
Economic Development Corporation (Type A)

DEPARTMENT: Economic Development
FROM: Alex Philips, Economic Development Director
MEETING: September 5, 2023

SUBJECT:

Consider approval of six speaking contracts for the 2024 Project U Leadership Conference in the total amount of \$93,000. (*Staff Presenter: Alex Philips, Director of Economic Development*)

SUMMARY:

On July 24, 2023, the 4A Economic Development Board and the City Council approved the budget and high level details for the 2024 Project U Leadership Conference. The budget approved will allow staff to pay speaking fees and travel accommodations for the following speakers:

Damon West

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

Jess Ekstrom

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

Stephen Mackey

- Development Coach
- Topic: Teams overcoming adversity

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

In the event headliner Jon Acuff is unavailable for booking, staff has identified a substitute that would also fit within the approved budget for the event:

Ryan Leak

- Transformational Speaker and Executive Coach
- Topic: Self Leadership

The total amount to book and provide travel for all proposed speakers (or Ryan Leaks in lieu of Jon Acuff) will not exceed \$93,000.00

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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