

LEADERSHIP JOHNSON COUNTY ECONOMIC DEVELOPMENT DAY

GRANTEE

**LEADERSHIP
JOHNSON COUNTY**

INVESTMENT

\$2,500

Project Overview:

The MIBOR ECDC invested \$2,500 to assist Leadership Johnson County in teaching the 41-person 2023 class about economic development in Johnson County. Class participants will attend an Economic Development Program Day that simulates the real-life process of a company seeking an area in Johnson County to locate their business/facility. Class members are given a community to represent and tasked with researching and “selling” their community to a company representative. Later the group works on retaining the business for years to come.

Throughout the Economic Development Program Day, participants discover the amenities and factors that businesses look for in a community and why businesses choose to locate to specific areas. Positives as well as negative drawbacks are identified in various locations. As they study the disadvantages, class members are challenged to find ways to offset or even remedy the drawbacks. Completion of a community project is a key component and requirement of the leadership program. Many of the community project ideas start from drawbacks that are identified during the Economic Development Program Day. Many projects, in their completion, add much toward making Johnson County a better place to live, work and play.

As these future leaders go out into the community, they will be equipped with leadership skills and awareness of available resources to tackle challenges and opportunities. This will empower them to advocate for changes that will make the county an even greater place!

- + Improves Quality of Life
- + Improves Community Livability
- + Promotes Cultural Opportunities
- + Increases Community Engagement and Participation
- + Foster Distinctive, Attractive Communities with a Strong Sense of Place
- + Strengthen and Direct Development Towards Existing Communities
- + Encourages Community and Stakeholder Collaboration in Development Decisions
- + Encourages Approaches that are Community-Driven, Comprehensive, and Collaborative
- + Creates Civic Engagement
- + Encourages Collaboration Among Organizations, Agencies, Citizens and Local Government
- + Provides Education and Training in Economic and Community Development