

# Need help solving a unique economic development challenge facing your community?

Looking for a strategic plan that does more than just sit on a shelf, and actually helps you achieve your goals?

Ready to breathe new life in an area of the community long overdue for revitalization?

Have a visionary project in mind, but not sure where to start?

## **The Academy's Local Economic Advisory Program can help!**

The Local Economic Advisory Program (LEAP), The Academy's on-site technical assistance program, helps cities, counties, and other communities across California achieve their economic development objectives.

### **In just 1 or 2 days, we can help you:**

- Create a strategy to attract new businesses to your community;
- Reach out to a segment of your community that feels neglected;
- Assess industrial or commercial areas;
- Develop marketing strategies;
- Design creative project financing;
- And much more...

**Contact us today for more information on how we can help your community address its most pressing needs!**

### **Northern California communities should contact:**

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## **How LEAP Works**

LEAP is a 1- or 2-day event fully customized to meet your specific economic development needs. Prior to the event, our team collaborates with you to clearly define the specific strategic, policy, or program issue to be addressed. We then handpick your LEAP team of four seasoned economic development experts with the knowledge and experience needed to meaningfully address the issue.

The day of the event is fast-paced. The LEAP team arrives in your community to tour the relevant site or area, ask questions, lead focus groups, conduct individual interviews, and review existing plans and other relevant materials. The LEAP team then sequesters itself to prepare an oral presentation to elected officials, staff, and business leaders, outlining near-term recommendations and action steps. After the event, community leaders are also provided a report that details the team's methodology, follow-up research, and refined recommendations.

**The strength of LEAP lies in the wealth of expertise found in The Academy's partners and CALED members.**

**For only \$5,050 for a 1-day event or \$6,260 for a 2-day event, your LEAP team could include:**

- Real estate developers
- City managers
- Brownfield redevelopment specialists
- Finance consultants
- Marketing experts
- And others, depending on your unique needs!