



Project Management Guide

Chapter Name Greensboro State Name North Carolina
Project Name Making Connections Networking Event: Economic Development in Greensboro

Area of Opportunity and Category:

Business

Inter-organization Collaboration Project

Project Manager's Name Victoria Ball Primary phone 843-609-7493
Email address veball92@gmail.com
Supervising Chapter Officer Derek Mobley Primary phone 336-410-1285
Email address president@jaycee.org

PURPOSE OF THE GUIDE:

Good advanced planning and record-keeping will assure success. Use this guide in planning and conducting the project by answering each of the following questions and updating information as the project progresses. Evaluate the impact of your project and provide recommendations for future Project Managers.

PLANNING

1. Primary Purpose (*How does this project align with the Jaycee Mission Statement, which is to provide development opportunities for young people to positive change?*)

This project allows Jaycee members and other young people to connect with local business and civic leaders as well as learn about economic development in their community. They can use this knowledge to find economic development areas that interest them and thus contribute to the economic goals of the community.

2. Project Overview

- a. Give a brief description of the proposed project and background information. (*Who, what, when, where and why?*)

The Greensboro Jaycees will partner with the local social networking group for young professionals called SynerG to host an economic development networking event with local officials at the Community Theater of Greensboro on April 27th, 2017. This event will raise awareness of local economic development projects and allow young people to learn and interact with those who are leading the projects. The format will allow young people to break into groups and visit "stations" to converse with local leaders for fixed time periods.

- b. How will this project benefit the individual member, the chapter and the community?

This project will allow individual members to benefit from networking with local officials and learning about economic development focus areas in Greensboro. The chapter will gain exposure by promoting this event, and the community will benefit by increasing the awareness of its younger citizens around important areas of economic development.

- c. List specific and measurable goals to be accomplished by this project. (*Example: Involve 25 Jaycees. Recruit 2 new members.*)

1. Involve 5 Jaycees.
2. Get 50 Young Professionals to Attend.
3. Locate five guest speakers in important areas of Economic Development.

4. Critical contacts

Project Manager

Name: Victoria Ball
Email: veball92@gmail.com
Phone 1: 843-609-7493
Phone 2: _____
Duties: Secure Event Space, Day of Logistics

Supervising Chapter Officer

Name: Derek Mobley
Email: derektmobley@jaycee.org
Phone 1: 336-410-1285
Phone 2: _____
Duties: Guest Speakers, Jaycee Volunteers

Chapter President

Name: Derek Mobley
Email: president@jaycee.org
Phone 1: 336-223-4752
Phone 2: _____
Duties: Jaycee Event Promotion

Committee Member – Title: SynerG Liaison
Name: Hillary Meredith
Email: hmeredith@actiongreensboro.org
Phone 1: 336-202-5196
Phone 2: _____
Duties: Guest Speakers, Food, Day of Logistics

Committee Member – Title: Event Coordinator
Name: Penwan Mobley
Email: kpenwan@gmail.com
Phone 1: 336-772-4688
Phone 2: _____
Duties: Day of Logistics

7. Describe the potential problems and solutions to successfully complete this project.

Potential Problem:

Space costs make the event unattractive from a budget perspective.

Potential Solution:

Get a local non-profit to donate their space.

Potential Problem:

Guest speakers cannot be found or cancel at the last minute.

Potential Solution:

Have backup speakers.

Potential Problem:

The event doesn't generate enough interest or ticket sales early on.

Potential Solution:

Monitor sales closely and potentially use prizes to generate interest.

EVALUATION:

8. List solutions and/or recommendations for future Project Managers. *(List here anything that you would do differently the next time this project is run. Would you make contacts earlier? Was manpower sufficient? Could this project be broadened or should it be more focused?)*

The Jaycees will schedule time to communicate with SynerG leaders at regular intervals instead of on an ad hoc basis. Manpower was sufficient, but a volunteer signup sheet ahead of time could reduce the uncertainty. This event could be repeated but the audience size should not be broadened, 50 attendees is enough in the group networking format to foment meaningful connections and conversations in a reasonable amount of time. The COMMUNITY THEATER OF GREENSBORO or CTG donated the event space downtown in March, which saved a great deal of time and money.

9. Results

Primary Purpose: Restate your primary purpose.

The primary purpose of this event was to give young adults and opportunity to network with local leaders and learn about economic development priorities in Greensboro.

Result: Concisely state the result of this project.

Seven guest speakers joined the networking event including sitting councilman Jamal Fox. Forty Young Professionals attended including five Jaycees who facilitated and participated in the event.

Goal 1: *Restate your goal.*

Involve 5 Jaycees.

Result: *State the result, in measurable numbers when possible (ie, you wanted 10 Jaycees to attend and 15 attended – 150% success).*

Five Jaycees facilitated and participated in this event: 100% success.

Goal 2: *Restate your goal.*

Get 50 Young Professionals to Attend.

Result: *State the result, in measurable numbers when possible (ie, you wanted 10 Jaycees to attend and 15 attended – 150% success).*

40 Young Professionals attended the event: 90% success.

Goal 3: *Restate your goal.*

Locate five guest speakers in important areas of Economic Development.

Result: *State the result, in measurable numbers when possible (ie, you wanted 10 Jaycees to attend and 15 attended – 150% success).*

Seven guest speakers attended including councilman Jamal Fox: 140% success.

Use this page to list additional Goals and Results, if any.

This event will serve as a catalyst for the Jaycees and SynerG to form a closer partnership. Using the connections SynerG has made with young adults as a social organization can allow the Jaycees to connect with individuals in our demographic who may be looking for greater civic involvement and development opportunities. The COMMUNITY THEATER OF GREENSBORO or CTG also played a large role in making the event a success by donating the event space. As a local non-profit with a long history that is also looking to engage young professionals, the Jaycees look forward to working with them on future initiatives as well.

- b. Project Summary *This is your “wow statement.” Use this area to explain why this project should (or should not) be run again. This is your time to brag! Be positive and descriptive.*

This project should be run on an annual or quarterly basis. The areas of concentration can be altered to areas that are still relevant to the Jaycee mission. The Jaycees can continue to partner with SynerG to raise awareness about our organization as well as inform young adults about other areas such as health and education. The COMMUNITY THEATER OF GREENSBORO or CTG was also instrumental in making the event affordable and in a good location.

- c. Describe the benefit of the project to the individual members, chapter, and the community.

Individual members were able to learn about economic development areas in Greensboro and to network with local officials. The chapter gained exposure to the public officials as well, and reached its target demographic of young adults. The community benefited by raising awareness of economic development opportunities in Greensboro.

Individual Impact: *Use this area to describe the benefit(s) of conducting this project for the individual chapter members or the benefit to yourself or another member.*

Conducting this project allow chapter members to practice basic event planning skills and correspondence with local officials. These are skills than can use in the future to plan their own events. They can also leverage the connections with local officials if they want to focus on one of the areas covered.

Chapter Impact: *Use this area to describe how conducting this project benefits your chapter.*
The Greensboro Jaycees strengthened their connection with another young adult group in Greensboro, and got positive publicity with local officials.

Community Impact: *Use this area to describe the way this project **creates positive change** in your community.*

Economic development projects and opportunities in the community are now better understood by young adults in Greensboro.

10. Appendices (*Attach your final financial statement and list of contacts. *Optional: Attach other documentation as appropriate.*)
 - a. Final financial statement
 - b. Contacts
 - c. Contracts and agreements *
 - d. Pictures *
 - e. Press releases, articles and media coverage *

Section 10
Making Connections Economic Development CPG Appendices

A) Final Financial Statement

Income

<u>Item</u>	Amount \$
Ticket Sales Eventbrite	\$151.44
Ticket Sales Day Of	\$25.00
Total Revenue	\$176.44

Expenses

<u>Item</u>	Amount \$
Zoe's Kitchen (Catering)	\$116.33
Deep Roots (Fruit)	\$24.00
Harris Teeter (Balloons)	\$7.62
CTG Drinks	\$111.00
Nametags/Supplies	\$10.00
Total Expenses	\$268.95
TOTAL INCOME	<i>-\$92.51</i>

B) Contacts

Community Theater of Greensboro: 336-333-7469
Zoe's Kitchen: 336-632-9080
Deep Roots: 336-292-9216
Action Greensboro: 336-379-0821

C) Contracts and Agreements

See Attachments

D) Pictures









E) Other Media



City of Greensboro's Economic Development
Thu, April 27, 2017, 5:30 PM – 8:00 PM EDT

Sales Ended

[DETAILS](#)

DESCRIPTION

Join synerG and the Jaycees for a valuable night of Making Connections at The Studio @ The CTG. Discover Greensboro's Economic Development Focus Strategy with keynote address by Greensboro's youngest ever elected City Councilman, Jamal Fox. Select special guests will discuss the Greensboro-Randolph Mega Site, PTIA Airport Industrial Development, Infill Development Areas, and the Joint School of Nano-science & Nano-engineering Area.

Tickets are \$5 and include programming, light snacks and one drink ticket.

Making Connections - City of Greensboro's Economic Development Focus Strategy
5:30-6pm- Networking
6-6:15pm- Brief introductions of special guest focus areas
6:15-7:05 - Speed networking with special guests
7:05-7:20 - Keynote with Councilman Jamal Fox
7:20-8pm— Additional Networking

Confirmed Special Guests:
David Ramsey, Executive Vice President Economic Development, Greensboro Chamber of Commerce
John R. Merrill, Executive Director, Gateway University Research Park
Sue Schwartz, Director of Planning & Community Development, City of Greensboro
James Carter, Economic Development Program Manager, Greensboro Chamber of Commerce
Kevin Baker, Executive Director, Piedmont Triad International Airport
Jim McArthur, Sr. Director Aerospace – Piedmont Triad Region

Special thanks to our sponsor - The Community Theatre of Greensboro

DATE AND TIME

Thu, April 27, 2017
5:30 PM – 8:00 PM EDT
[Add to Calendar](#)

LOCATION

The Studio @ The Community Theatre of Greensboro
520 South Elm St
Greensboro, NC 27401
[View Map](#)

FRIENDS ATTENDING


FRIENDS ATTENDING
None yet 



203 S. Church Street
 Greensboro, NC 27401
 Phone 336-379-0821

DATE: MAY 5, 2017

To: Derek Mobley
 Greensboro Jaycees

FOR: SYNERG & JAYCEES EVENT – CITY OF
 GREENSBORO ECONOMIC DEVELOPMENT FOCUS
 STRATEGY

DESCRIPTION	AMOUNT
Half of the total cost for the April 24 Making Connections event The City of Greensboro Economic Development Focus Strategy Total cost of event was \$93	\$46.50
TOTAL	\$46.50

Due Upon Receipt

Make all checks payable to Action Greensboro.
 If you have any questions concerning this invoice, contact Hillary Meredith, synerG Young Professionals Director.