



**Date of Council Meeting:** January 7, 2013

**TOWN OF LEESBURG  
TOWN COUNCIL WORKSESSION**

**Subject:** Youth Career Expo

**Staff Contacts:** Marantha Edwards, Director Economic Development

**Recommendation:** That the Town Council direct staff to coordinate among impacted departments to hold a Youth Career Expo in March of 2013.

**Background:** It has been recommended that staff coordinate among impacted departments to hold a Youth Career Expo in March of 2013. Dates under consideration are Saturday March 2<sup>nd</sup>, 9<sup>th</sup> or 16<sup>th</sup>. This item is designed to outline the resources necessary to hold such an event in the Town of Leesburg.

Many students and young adults seek summer jobs and potential full time careers in Leesburg each year. The desired goal of a Youth Career Expo is to educate students about the amazing diversity of the career opportunities in our town and the skills they'll need to secure those jobs. It is an opportunity to bring together the business community and their future workforce; be it seasonal work or long term career opportunities. As a premier partnership between youth and the businesses community, we hope to bring together approximately 100 businesses in a trade show style event that will ultimately match businesses to employees. The diversity in the Leesburg business community includes the following industries; healthcare, recreation, retail, restaurant, construction, the arts, banking and landscaping.

A working outline includes the following department coordination of resources;

**Economic Development**

- Creates and contacts a list of 250 businesses as potential participants
- Market and promote the event
- Print program
- Secure volunteers
- Coordinate with Loudoun County School Business Partnership Council, Workforce and Loudoun Small Business Development Center for possible skills sessions
- Follow up with thank you notes and inquires if hiring offers were made

**Leesburg Executive Airport**

- Coordinate with ProJet on the hangar space that has been donated for the event
- Parking
- Signage

**Department of Parks and Recreation**

- Provide assistance in event logistics – room set up and breakdown

Department of Public Works

Parking assistance

Deliver set and pickup tables, chairs and necessary equipment

Executive Department

Communications

Beginning in January Economic Development, Airport, Parks and Recreation and Public Works staff will coordinate next steps for a March 2013 event.