



REGIONAL XLR8

Act today. Empower tomorrow.

2020 will go down in history as one of the most challenging years our country and the state of Texas have experienced in more than a century.

Community leaders have been left to address many challenges with little direct aid or coordinated planning from federal or state sources. Yet, during these challenging times, there are opportunities for the well-prepared to identify and leverage for future success. Let’s use this critical period to **rethink recovery, take strategic action, and build resilience**. With challenges come new, and sometimes unexpected, opportunities.

To help communities respond to 2020 opportunities, **IC² Institute is offering Regional XLR8**- a new type of “accelerator” for economic development. In the XLR8 program, communities will explore regional collaboration, identify opportunities for growth fitting regional assets, develop a plan to turn “opportunity into reality,” and empower a local team to make the future happen today. Regional XLR8 builds on IC²’s +40 years of “thinking and doing,” where best entrepreneurial practices are applied to regional economic development. In XLR8, community leaders will be able to **develop new programs, rapidly measure outcomes, and refine for maximum impact**.

Regional XLR8 Program Details

Free of charge to community leaders, but it requires commitment, hard work, and continued execution.

Sept 15th to Oct 20th

Tuesday afternoons

Session A: 3:30 - 4:15 PM

Or

Session B: 4:30 - 5:45PM

6 sessions total

IC² invites you, the community leaders, to join Regional XLR8 this fall.

Program Overview

- Community leaders across Texas are invited. Minimum of two participants per community to attend as a team.
- Innovative training materials will be made available:
 - Online video training materials prepared by IC² for each session
 - Online team learning and application sessions provided in real-time
 - Off-line activities required for each community team to evaluate, plan, and launch a growth initiative.
- Formation of a growing Peer-to-Peer Network. Community leaders will be grouped into teams with other communities to build relationships, expand ideas, and assist with applications.

During the summer of 2020, the IC² Institute at The University of Texas at Austin engaged more than **80 communities** across Texas in its **Regional Recovery Initiative** to understand how this year’s challenges are affecting smaller cities and communities. Based on our analyses, we see unprecedented potential for economic development through well-timed and fitted actions taken this year to position communities for success as the global economy rebounds.

IC² has worked with community leaders for the past 43 years, in and around Texas plus globally in 43 countries. We have helped to create more than \$4.5 billion in economic impact through growing communities by starting, maturing and scaling innovative businesses and strategies.

2020 MOUNTING CHALLENGES

- COVID-19 pandemic
- Economic crisis with massive unemployment
- Healthcare crisis
- Energy industry contraction
- Educational K-12 and higher education in flux
- Local community funding at risk
- Decreased sales with decreased corporate, and property tax revenue
- Small businesses at risk
- Civil unrest
- Political tension
- Divisive election season
- Travel and mobility constraints
- Public uncertainty and anxiety over duration and impact

2020 EMERGING OPPORTUNITIES

- Changing nature of the “workplace”
- Redistribution of young talent
- Emerging travel and mobility trends
- Reconsideration of domestic manufacturing, supply chain, and logistics
- Urban density becoming a disadvantage

What is your community’s response to the challenges and opportunities of 2020?

What actions can your community take today that will multiply its economic and quality of life success in the future?

We invite you to take part in this intensive “re-think” program, join the growing network of community leaders across Texas, and help build a more resilient community and region.

>> Reserve your spot before Sept 8th

RSVP here