



## **JOSH HOLLIDAY**

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Lansing 5:01

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Josh Holliday is the President of Lansing 5:01, an initiative to attract and retain college interns and young professionals in the Lansing region. As a member of the founding board, Josh has led the organization through its strategic growth and development of programs and strategies.

In addition to this role with Lansing 5:01, Josh works as the Tri-County Development & Placemaking Manager for Lansing Economic Area Partnership (LEAP) where he joined the team in December 2016. He works closely with LEAP members as well as the private and public sector throughout Clinton, Eaton and Ingham counties, providing economic development assistance specifically to the tri-county area. Prior to LEAP, he served as the Program Manager for the Arts Council of Greater Lansing, coordinating, marketing and implementing arts based initiatives to enhance a community's vitality. Additionally, he planned the annual Creative Placemaking Summit, which brought residents and community leaders together to discuss art and Placemaking.

Josh has worked with several arts and entertainment venues, focusing on marketing, and with a keen interest in brand management and interactive media. From local organizations such as Wharton Center for Performing Arts, the MSU Athletic Department and the Lansing Lugnuts Minor League Baseball Team, to national organizations like Grand Ole Opry, known as 'The Show That Made Country Music Famous,' in Nashville, Tennessee, Josh helped these unique organizations cultivate and attain their desired objectives. He holds a bachelor's degree in Advertising from Michigan State University.