

**JA BizTown** serves 5th grade classrooms with a series of in-class lessons that culminate in a day-long visit to a fully interactive, simulated town. In the classroom, students learn important concepts in financial literacy, community economics, work readiness and business management.

At **JA BizTown**, the students will discover the real-life opportunities available in the free enterprise system, as they become business operators, taxpayers and consumers for the day in one of the **JA BizTown** businesses: Chick-fil-A, Forcht Bank, iHeart Media, Keeneland, Kentucky Coal Association, KentuckyOne Health, Kentucky Society of CPAs, Kentucky Utilities, LEX 18, Lexington Herald-Leader, Scanlon Family Philanthropy Center, Toyota, UK HealthCare, University of Kentucky and UPS.

The **JA BizTown** curriculum is designed to correlate to Kentucky's Core Content as well as focusing on 21st Century Job Skills.

**A Typical Day at  
JA BizTown:**

9:00 a.m.  
Student Arrival & Orientation

9:20- 9:40  
Business Launch:  
Volunteer introduction,  
Business Loan and Direct  
Deposit discussion

9:40- 9:50  
Personal Finance: Finance  
discussion and Check writing

9:50-10:05  
Professional Development:  
Job training

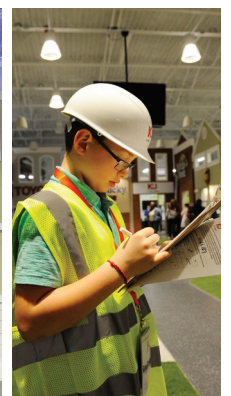
10:05- 10:35  
Staff Meeting & Banking  
Discussion of Marketing  
Plans and Employees  
deposit paychecks

10:35-12:55  
Breaks & Shopping:  
Employees shop and take  
lunch breaks in groups

12:55- 1:15  
Clean Up & Final Staff Meeting

1:15 p.m.  
Closing Town Meeting

*A day at JA BizTown is always  
preceded by a curriculum of lessons  
taught by the classroom teacher.*



**To learn more about JA BizTown®, call JA of the Bluegrass at 859.219.2423,  
email Ron Wigglesworth at ron@jalexington.org, or visit www.jalexington.org.**