History and Authenticity

Economic Advisory Commission





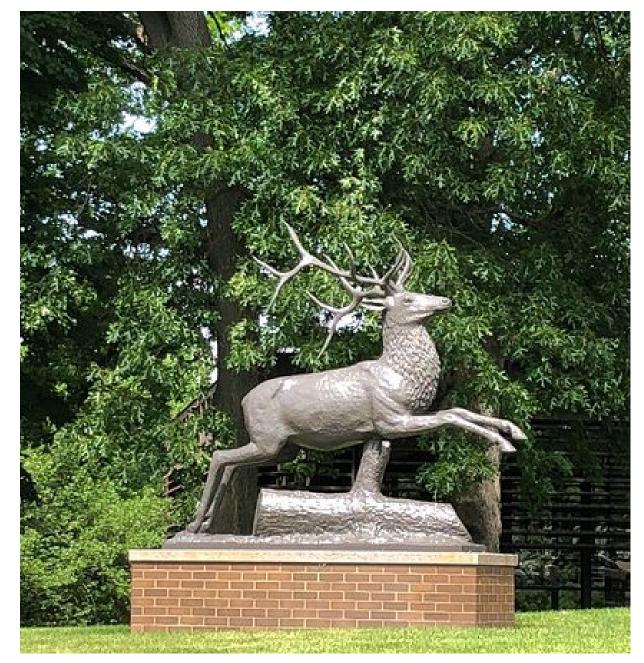


Your Story can Change

"If you don't tell your story, others will for you."











Gary, Indiana ome of Michael Jackson We Negetyinges Can Say Goodbye J

Home Of The World-Famous Jackson 5 → 2300 Jackson Street

GUM SPRINGS

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Gum Springt. an African-American community, originated here on a 214-acre farm bought in 1833 by West Ford ica. 1785-1863), a freed man, skilled carponter, and manager of the Mount Verson estate. The freedman's school begun here in 1867 at Bethlehem Baptist Church encouraged black settlement. In 1890 the Rev. Samuel K. Taylor, William Betfletd, Lovelace Brown, Hamilton Gray, Robert D. King, Henry Randall, and Nathan Webb formed the Joint Stock Company of Gum Springs and sold lots. Gum Springs has remained a vigorous black community.

Directional of Actual Managing, 1981











Developing community-based strategies

Market Data Inputs

Which strategies are a good fit?

- Key Components for Review
 Existing Business Mix
 Community Assets and Anchors
- •Trade Area Analysis
- •Sales Leakage
- Psychographics
- Demographics

