From: Stuart Williams
To: bbethune@cityofmyrtlebeach.com
Subject: [External]Our Communities After 2020
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Our Cities & Communities Are Fighting for Survival

Dear Mayor Bethune,

Many of our cities and communities are in a fight for their survival. COVID19 and recent civil unrest

have pushed many of them to the brink of collapse, highlighting the fact that we must all work to make the places we live more resilient and inclusive. Accordingly, there may not have been a more important time during the past 50 years for American leaders to come together to find a better way forward. If you have any doubt about our work or who we are simply click "About Us" before reading any further.

Today, at noon EST, In Place Impact is holding a free webinar that is an hour long case study of Impact Economics, which is a new form of inclusive, community-based capitalism that through two 5-year real world pilots has been proven to help:

- City, municipal, and state governments create communities that are socially, environmentally, and economically sustainable for all residents and, to help businesses expand while hiring people from their marginalized community segments
- Empower ALL community residents to participate in and personally benefit from the creation of a sustainable future
- Corporations increase revenues, profits, brand equity values, and employee and customer retention rates while driving positive impact on their employees, communities, and the natural environments that surround them
- Educational institutions embed and expand Impact Studies via the award-winning ImpactX class and syllabus
- Students to design for-profit innovations purposed to solve community-based social, environmental, and economic problems
- Impact entrepreneurs build "in-place" innovations purposed to Make a Profit While Making a Difference
- Impact investors find and fund community born Impact Innovations
- Not-for-profits with their financial and human asset requirements
- Marginalized community segments increase economic vibrancy within them, thereby starting the eradication of the effects of poverty

Impact Economics is not some "pie in the sky" idea as it has been tested and grounded in reality.

To find out more about this free webinar, and to register, simply click the button below. If you can't attend today there will be others, and we would also encourage you to run this exercise in your community "Impact Economics and Inclusion and Resiliency".

We are here to help in a time of crisis.

God speed everyone.

Stuart Williams
Founder & Chairman
In Place Impact

Cities and Communities

After 2020

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