

## THE 9PS TO PLACE

Exegete your community using the 9Ps. Then summarize the top 3 realities of your city.

### People

Who calls our community home –economic, ethnic, educational, and age demographics?

### Power

Who are the influential figures/ groups and who are the powerless/oppressed?

### Pride

What is the town slogan or the community most positively known for?

### Pain

What are the biggest challenges or problems in the community?

### Pennies

What influences the socio-economic realities of our community?

### Parties

What does our community celebrate, praise, and gather for?

### Past

What is the origin story or historical events of our community?

### Potential

What are the biggest opportunities?

### Poltergeist

What are the spiritual strongholds, climate, or idols of our community?

## Summary

**We will be deploying our Dream Disciples into a**

\_\_\_\_\_ , \_\_\_\_\_ ,

and \_\_\_\_\_ community

**THE 9PS TO PLACE**

**People**

Who calls our community home –economic, ethnic, educational, and age demographics?

- Zero-sum poverty mindset
- high un-employment
- significantly diverse for size of city (language/ethnic)
- families
- high blue-collar

**Power**

Who are the influential figures/ groups and who are the powerless/oppressed?

- the born & bred
- Hard for black community & refugees (14% of community)
- Scott Family (owns 1/2 the hospitality & entertainment in county)

**Pride**

What is the town slogan or the community most positively known for?

- Great place to raise kids, low cost of living
- Summer on the Lakefront/ beaches
- sports-cation for the region
- Small town vibe - with big city amenities

**Pain**

What are the biggest challenges or problems in the community?

- growing unemployment
- largest number of non-profits per capita
- distinct dividing lines
- over-resourced schools within an under-resourced community

**Pennies**

What influences the socio-economic realities of our community?

- summer tourism
- racetrack & casino
- regional healthcare
- rising un-employment, higher than national average
- financial dichotomy (the city vs. the commonwealth)

**Parties**

What does our community celebrate, praise, and gather for?

- summer concert series on the lake front
- Erie Pride Parade
- Small business Saturday

**Past**

What is the origin story or historical events of our community?

- legend of a native American curse that stopped railroad progress for multiple years.
- Proctor & Gamble test city "If it can make it in Erie...."

**Potential**

What are the biggest opportunities?

- apprenticeships & gap years
- re-investment of tourism dollars for city renovation
- leave behind industrial past and explore revitalized future (Like Pitts did)
- revitalization of dying churches

**Poltergeist**

What are the spiritual strongholds, climate, or idols of our community?

- religious veneer
  - bar & church every corner
- negative narratives:
- "It's ok to love Erie"
  - "the mistake on the lake"
  - "Dreary Erie"

**SUMMARY**

**We will be deploying our Dream Disciples into a**

\_\_\_\_\_ Ironically Insecure \_\_\_\_\_,

\_\_\_\_\_ Change Resistant \_\_\_\_\_,

**and \_\_\_\_\_ Historically Fractured \_\_\_\_\_ community.**