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AN ECONOMIC MINUTE

BY

Harold K. Brown

I have a dream too, that someday the southeast community will truly be a land of work and play. A place where jobs will be plentifull and abundant night life will be available for recreation. Right now we have neither. Why is that? Why is it that San Diego's symbol of the Black and ethnic community, southeast, does not have those things? Here are some reasons. Southeast is not considered an attractive community to invest in. It is not considered by many to be safe. My dream is that southeast San Diego will be an economicly active community, thriving with jobs, plantiful shopping centers with all the convenient services offered by other community shopping centers. My dream is to see the unemployment rate in southeast be the same as it is for the city of San Diego. And that people who live outside the area will come there to shop and take advantage of the recreation opportunities. Do you have a dream for southeast San Diego? Or have all your dreams been killed? Let's dream of a better life and let's make that dream come true. This is Hal Brown bringing . . .

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Remember the Black Pride era of the 1960's and '70's? Remember the slogan Black is Beautiful and the raised clenched fist? They were good times, times to remember. The rhetoric of that era was soothing to the soul, and the clenched fist was our hope for power. The years that followed were painful as we watched the rhetoric and clenched fist symbol fade into oblivion. Our hope for power and full freedom faded with them. Why did that happen? A quick observation of how a group of disadvantaged people obtain power and freedom will show that it is not done with slogans and symbols. It takes organization and development of their economic resources. For Black Americans it means effective use of the 200 billion dollars ~~they~~ We earn each year. We have to stop wasting that 200 billion — spending it where it does little or no good in helping us to rise up as a people. We must spend it where it helps us economically. Where it help us to get more jobs, better jobs. We must spend wisely, save more and invest where it brings us economic power. This is Hal Brown bringing...

AN ECONOMIC MINUTE
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What? I don't believe it. Listen to this. A bulletin just came over the wire. The U.S. Grant Hotel in downtown San Diego which was in bankruptcy was just bought by an investment group of Black San Diegans. This investment partnership is headed by a local minister who organized a group of businessmen what a breakthrough! Now we can begin to develop economically. Now all the banquets, luncheons, dances, conferences and other uses that we have for a hotel, we can take our business to a Black owned hotel. Wow, this is great. This is historic. Black pride is back. Black San Diegans alone must spend over a million dollars each year at the hotels in San Diego. Add that to all the Black organizations from out of town who have conferences every year. And add that to the normal business of a hotel and we have a solid economic vehicle that can help develop southeast San Diego. That's great. I don't believe it. Now we are ready for the next super bowl in in San Diego — and the America's cup. We finally have one business enterprise that can participate in the mainstream economy of San Diego. Wait a minute. Here's another bulletin. What? that wasn't San Diego it was San Pablo? Oh no! Well, maybe San Diego is next.

An Economic Minute
By
Harold K. Brown

A city that sits back and fails to take advantage of its economic opportunities is doomed to die. The same thing applies to a disadvantaged group of people.

Here we sit in southeast San Diego with many acres of land to develop, land owned by the city and can be bought or leased at very low rates. But can we find any Blacks to come up with the capital to develop those acres. The answer is no. All that land - all that development - all those jobs - all that income - all that buying power - going to waste. Missed opportunities. Gateway East, Gateway West, will all be gone, developed by non-Blacks. If there's a Gateway North and South, they will be gone too. Where is our ingenuity? Where is our determination? Where is our fight? Where is our capital? We need capital? I'll tell you where it is. It's in our cars, our homes, our clothes, our expensive tastes and wastes. Let's build black capital. Let's control our lives and stop letting others control us. We can only do it through creating our own capital and taking advantage of the many economic opportunities. Will you help? This is Hal Brown bringing you an Economic Minute.

AN ECONOMIC MINUTE

We talk a lot about the southeast San Diego community. What is a community? Or more importantly, what should a community be? One charasteristic of a community, according to Webster's dictionary, is: a body of persons having a history or social, economic and political interests in common. This describes southeast San Diego. The southeast community certainly has these things in common. Our political interests are vague and relatively unknown. As for our economic interests, they are almost completely individualistic and are not expressed in terms of a community. The body of people should have a common economic interest, one that benefits the individual and the group. These interests must be developed by the community and implemented by the community. How do we do that? The southeast community must develop a new kind of leadership. It must develop economic leaders in addition to its political, religious and social leaders. That kind of growth and maturity will send a strong message to the rest of San Diego. This is Hal Brown...

AN ECONOMIC MINUTE

BY
Harold K. Brown

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In the 1960's we fought for the opportunity to obtain ~~jobs~~ employment and housing without regard to our racial background. We won those battles. I said battles. The war is not over yet. But the battles today must take on a different form. We must develop economic strength. How we do that is to develop a strong economy within southeast San Diego by strengthening the present businesses and business organizations. Jobs must be generated within southeast. Businesses in southeast do not generate enough jobs. Jobs and income are essential to the economic development of southeast. The community of southeast should demand that when our tax dollars are used for the economic development of southeast that those dollars be spent with the intent of creating jobs to be filled premarily by southeast residents or ethnic persons. When jobs and income are generated, housing, restaurants, cleaners, barber shops and other businesses will follow. Jobs and income can create power. I suspect that those who know this, consciously and subconsciously avoid that subject.

This is Hal Brown bringing you an Econ. min

AN ECONOMIC MINUTE

BY

Harold K. Brown

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Hello:

This is Hal Brown on Black Economic Development.

What Black Economic Development really means is Blacks using economic forces to further develop themselves and their communities. To develop ourselves and our Black community we need to begin by controling the dollars we earn and make those dollars work for us. Black Americans spend 200 billion dollars each year and control almost none of it. Think about that. Blacks in San Diego spend approximately 185 million dollars each year on a variety of goods & services. How can we control those dollars? First, each of us should examine where we spend our dollars. Then we should select one item where we can convert those dollars to being spent in southeast San Diego. The goal is to spend as many dollars as you can in the community you are trying to develop. Let's make the southeast community really green - with dollars.

THIS HAS BEEN Hal Brown with AN ECONOMIC MINUTE.

AN ECONOMIC MINUTE

by Harold K. Brown

Hello, this is Hal Brown bringing you 60 seconds of economic development. No matter who is at fault, the Gateway marketplace has become a lemon. If we are smart we will take that lemon and make some lemonaide.

The Gateway marketplace should be converted to a Price Club. The Price Club will generate tax revenue that can be put back into Southeast San Diego for further economic development. If the tax revenue is used to form a company that can get federal dollars to put capital into southeast San Diego, then we will have taken a lemon and made some good lemonaide

Southeast San Diego desperately needs capital to expand minority owned companies and to develop new ones. We have an opportunity to put million of dollars to work in the economic development of Southeast San Diego. That's a lot of lemonaide.

Sixty Seconds Of Economics

BY
Harold K. Brown

Hello, This is Hal Brown bringing you 60 seconds of economics.

Respect comes from economic power. Example: The Arab countries gained respect because of their production and sale of oil to the rest of the world. The United States has respect because of its economic strength.

It is time for Black people to develop economic power. How? By putting our money together to buy land; by putting our money together to build strong businesses that produce valuable goods & services; by using those businesses to generate jobs and income; and by spending our money to purchase those goods and services from those businesses.

One hundred Blacks putting together $1,000 creates $100,000. Do that ten times and we create a million dollars to start a company that can get up to four million more to invest in minority owned companies. With that kind of development we are building power and respect. I'm ready, are you?

This Has Been

An Economic Minute
BY
Harold K. Brown

Hello, this is Hal Brown bringing you an Economic Minute.

One way to economicly develop southeast San Diego is to develop the minority owned businesses in southeast San Diego. In 1981 the Southeast Economic Development Corporation conducted a study that showed there were 380 active businesses in southeast San Diego. Those businesses employed 3,700 people. That's less than ten jobs per company. Eighty four of those companies had annual sales under $25,000, while two thirds of those companies had annual sales under $500,000. Hardly considered a large company.

The bottom line is that the businesses in southeast San Diego are small and only hire a few people - most of them from outside the southeast community. So what southeast San Diego needs is businesses that hire a lot of people and hire two thirds of them from southeast. Jobs are what are needed. Jobs produce the income that will support the businesses of southeast. Income is the fuel that makes the economic engine run.

1,400 or 38% of them being from southeast San Diego. 62% from outside southeast San Diego.

An Economic Minute

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This is Hal Brown bringing you an Economic Minute.

How are Black owned businesses in the United States doing? They are doing better each year. But in order to see how we are doing in the general U.S. economy, let's compare Black owned businesses with the top 500 businesses in the U.S. In 1987, according to Black Enterprise Magazine, the top 100 Black businesses in the U.S. had total sales of 4.1 billion. Of the top 500 industrial companies in the U.S. as listed by Fortune Magazine in 1987, the total sales of the top 100 Black companies would be listed 109th on Fortune's list. That means that if we took the top 100 Black businesses in the nation and rolled them into one company, there would still be 108 industrial companies with larger annual sales.

While Black businesses are improving their annual sales picture each year, you can see that there is a long way to go. As we continue to think more about economic development and how we can use economic strength to develop our communities, we will see Black businesses becoming stronger and stronger.

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This is Hal Brown bringing you an Economic Minute.

I mentioned in a previous Economic Minute the importance of jobs in the economic development of southeast San Diego. Lets be sure that we understand that any job that generates income for the employee is important in economic development. So the job doesn't have to be one that falls under the heading of being a business. ~~Therefore~~ There are many jobs in the southeast community that generate income and are not in the category of a business, such as the Neighborhood House, Urban League, and hospitals. Neighborhood House's 375-400 employees is a good example of why it is important to have strong organizations as well as strong companies in southeast. They produce a lot of jobs which produce a lot of income. Income that can be used to make the southeast community stronger.