

---

# STATE OF THE PEOPLE POWER TOUR

## CASE STUDY 2

### State of the People Power Tour – Detroit

#### Financial Strategy & Wealth Building for Community Leaders

#### Organization Overview

The **State of the People Power Tour** is a national initiative that travels to cities across the United States to empower communities through leadership development, civic engagement, and economic empowerment.

The Detroit event was hosted in partnership with **Force Detroit** at **Wayne County Community College**.

---

#### Challenge

Many individuals within communities seeking economic empowerment face challenges related to:

- financial planning
- wealth building
- investment awareness
- entrepreneurship development

The event aimed to provide practical insights that could help participants better navigate these challenges.

---



## Program Delivered

Brandon Biddles participated as a **featured panel speaker**, contributing expertise on financial education and wealth building strategies.

Topics discussed included:

- budgeting and financial planning
- managing debt and financial obligations
- investing basics
- building multiple income streams

The discussion emphasized **long-term strategy, financial discipline, and community empowerment**.

---

## Audience

Approximately **250 attendees**

Participants included:

- young professionals
  - entrepreneurs
  - community leaders
  - individuals seeking financial knowledge and economic empowerment
- 

## Impact & Engagement

The session generated **high audience engagement**, with attendees asking thoughtful questions about:

- community economic development
- financial collaboration within communities
- building sustainable wealth strategies

Event organizers noted the session provided a **strong combination of insight, relatability, and practical guidance**.

---



## Event Feedback

Event host feedback included:

*"Brandon brought the perfect mix of energy, knowledge, and relatability."*

Participants remained engaged throughout the discussion and expressed continued interest in financial empowerment topics.

---

## Why It Matters

Community-level financial education helps strengthen economic opportunity and financial awareness.

Events like this create spaces where participants can explore:

- wealth building strategies
- financial independence
- collaborative economic development.



