

The Xurrency Report



**Volume I: The New Currency: How Cultural Initiatives Are Reshaping
Communities and Brands** Presented by Social Xurrency

Introduction: Why **Cultural** **Impact** Matters

In a world where communities are increasingly demanding authenticity and accountability, **cultural impact** has emerged as a transformative force for change. At Social Xurrency, we define **cultural impact** as the intentional and transformative influence of initiatives that empower communities, elevate brands, and drive systemic change. It is about leveraging the power of culture through art, entertainment, community, and strategic partnerships to:



This report explores the profound value of cultural impact, showcasing how intentional initiatives can reshape communities, elevate brands, and inspire global change. Through real-world examples, historical parallels, and data-driven insights, we demonstrate how investing in culture is not just a moral imperative but a strategic necessity for long-term success.

- **Build trust and authenticity** between communities and institutions
- **Create equitable opportunities** for underserved populations
- **Foster innovation and economic growth** by engaging diverse voices and industries
- **Strengthen global connections** through cross-cultural collaboration
- **Inspire meaningful action** that leaves a lasting legacy

For **cities**, cultural impact is a pathway to fostering inclusive growth, civic engagement, and global relevance. For **corporations**, it is a strategic advantage that builds trust, drives revenue, and fulfills a moral responsibility to the communities that fuel their success.





This report will highlight some of the projects developed and implemented by **Social Xurrency** on behalf of our clients and conclude with a case study on the **February 28 Economic Blackout**, a pivotal moment in corporate accountability.

The Power of Cultural Impact: **Key Benefits**



For Local Governments: Building Resilient, Inclusive Communities

Creates Space for the Current Generation of Leaders:

- Empowering the current generation of leaders—those already excelling in industries like tech, entertainment, sports, and law—ensures that cities remain dynamic, innovative, and responsive to evolving community needs. These leaders are not just the future; they are the now, and their involvement is critical to shaping the future of their cities.

Drives Economic Growth and Global Influence:

- Cultural initiatives attract tourism, talent, and investment, positioning cities as hubs of innovation and creativity. For example, **New York City's investment in cultural industries** generates **\$110 billion** annually and supports **500,000 jobs**, making it a cornerstone of the city's economy (NYC Department of Cultural Affairs, 2023).

Statistic: Cities that invest in programs supporting young leaders see a **20% increase** in civic participation and a **15% boost in local economic activity** (National League of Cities, 2023).



Statistic: Cities that invest in cultural programs see an average **12% increase** in tourism revenue and a **7% boost in local GDP** (UNESCO, 2021).

For Local Governments: Building Resilient, Inclusive Communities

Promotes Equity and Social Cohesion:

- By addressing systemic inequities, cities can create more inclusive environments where all residents thrive.

Statistic: Inclusive cities report a **30% higher sense of community** belonging among residents (Brookings Institution, 2023).



For Corporations: Building Trust and Driving Growth

Strengthens Consumer Loyalty and Trust:

- Authentic engagement with communities builds emotional connections that transcend traditional marketing.

Enhances Brand Reputation and Legacy:

- Companies that prioritize cultural impact are seen as leaders in social responsibility.

Boosts Revenue and Market Share:

- Consumers increasingly prefer brands that reflect their values, making cultural impact a key driver of financial success.

Statistic: 64% of consumers say they are more likely to trust brands that actively support social causes (Edelman Trust Barometer, 2023).

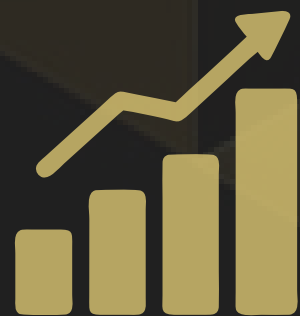
Statistic: 73% of consumers are more likely to recommend brands that align with their values (Cone Communications, 2022).

Statistic: Purpose-driven brands grow **2.5 times faster** than their competitors (Harvard Business Review, 2023).

For Corporations: Building Trust and Driving Growth

Fulfills a Moral Obligation to Communities:

- Even if companies have moved away from formal DEI programs, they still have a moral obligation to impact the communities they operate in—especially since these communities drive their revenue. Investing in these communities is not just the right thing to do; it's a strategic necessity for long-term success.



Statistic: Companies with strong DEI programs are **35% more likely to outperform** their competitors financially (McKinsey & Company, 2023).





Social Xurrency in Action: Transforming Communities, Elevating Brands

The following initiatives were designed and executed by Social Xurrency on behalf of our clients to drive cultural impact, empower communities, and build trust between corporations, cities, and the people they serve.

Featured projects



Young Atlanta
Leaders



6LACK Holiday
Giveback



Tee Grizzley Prison
Impact Tour



Davido Outstanding
Citizen Award

Young Atlanta Leaders (YAL): Shaping the Future with Today's Leaders

Overview:

The **Young Atlanta Leaders (YAL)** program, presented by **The People United**, is a groundbreaking initiative designed to empower the current generation of leaders who are already excelling and driving innovation across industries like community, tech, entertainment, sports, law, and more. YAL represents a shift away from relying on the same established figures and instead creates space for the new generation of leaders who are shaping the present and future of their communities.

One of YAL's most significant contributions has been its work to address the **community's challenges and concerns** surrounding the **Atlanta Public Training Facility**. YAL conducted a deep dive into the development and use of the facility, engaging directly with the community to understand their perspectives. They identified key areas where the city's approach fell short and provided actionable recommendations to the mayor on how to rebuild trust, improve transparency, and create a more inclusive and equitable development process.



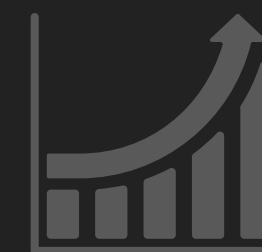
Young Atlanta Leaders (YAL): Shaping the Future with Today's Leaders



Impact:

YAL's work is a powerful example of why local governments must stop relying on the same voices and instead involve the new generation of leaders who are already making an impact. These leaders are not just the future—they are the now. They are creating jobs, marketing the city on a global stage, attracting major events, conferences, and festivals, and serving their communities in innovative ways. Yet, too often, they are excluded from the decision-making processes that shape their cities.

By involving these leaders, YAL is ensuring that Atlanta's development reflects the needs and aspirations of the generation that is currently leading the way. their recommendations will not only improve the Atlanta Public Training Facility project but also set a precedent for how cities can engage with the leaders of today to create more transparent, inclusive, and impactful initiatives.



Statistic: Cities that actively engage young leaders in decision-making processes see a **30% increase** in new business creation and a **25% rise in community-driven innovation** (World Economic Forum, 2023).

Young Atlanta Leaders (YAL): Shaping the Future with Today's Leaders

Key Recommendations for Local Governments:

- **Involve the Leaders of Today:**

Stop relying on the same established figures and create space for the new generation of leaders who are already excelling in industries like community, tech, entertainment, sports, law and more. These leaders are shaping the present and future—let them shape their communities too.

- **Update Programs to Attract and Empower Young Leaders:**

Many city economic development programs for small businesses and communities were created years ago and no longer meet the needs of today's generation. Updating these programs to be more accessible and relevant is not just about inclusivity—it's a marketing opportunity. By attracting more young leaders, cities can position themselves as hubs for business and innovation. These leaders are experts at leveraging social media and modern marketing strategies, which can bring global attention to the city and attract even more businesses, talent, and investment.

- **Recognize and Amplify Their Contributions:**

The new generation of leaders are already creating jobs, marketing the city globally, and attracting major events and festivals. Local governments must recognize their contributions and involve them in shaping the future.

- **Foster Public-Private Partnerships:**

Collaborate with organizations like The People United and corporations to scale programs that support this generation's leadership and innovation.

- **Leverage Their Success for City Marketing:**

The ROI of amplifying local success stories is clear: cities that tie their names to their high-performing leaders see measurable gains in talent retention, startup density, and international visibility. It's a low-cost, high-impact strategy to compete in an economy where place branding matters as much as tax incentives.

- **Market the City on a Global Platform:**

Use the success of programs like YAL to position the city as a hub of innovation and inclusivity, attracting global attention and investment.

6LACK's Holiday Giveback: Empowering Fathers During an Economic Crisis

Overview:

6LACK's Holiday Giveback is an intentional and targeted impact initiative where the 6LACK fulfills the Christmas wishlists of children on behalf of their fathers, specifically targeting fathers in need during an economic crisis. With KIA as the primary corporate sponsor, the program provided essential gifts and holiday joy to families, fostering goodwill and strengthening community bonds.

Impact:

This initiative goes beyond traditional philanthropy by addressing the emotional, financial, and mental health challenges faced by fathers during difficult times. By purchasing gifts for children on behalf of their fathers, 6LACK not only brings joy to families but also empowers fathers to provide for their kids, boosting their confidence and mental well-being. This act of support helps alleviate the stress and anxiety that often accompany financial hardship, creating a ripple effect of positivity within the community.



6LACK's Holiday Giveback: Empowering Fathers During an Economic Crisis

Key Recommendations for Brands:

- **Build Community Trust and Loyalty:**

Support initiatives like 6LACK's Holiday Giveback to engage with communities on a deeper level, building emotional connections and long-term loyalty.

- **Enhance Brand Reputation and Public Image:**

Participate in community-based initiatives to showcase your commitment to social responsibility and enhance your brand's reputation.

- **Drive Consumer Engagement and Advocacy:**

Partner with impactful programs to foster increased consumer engagement, as people are more likely to become advocates for brands that demonstrate authentic care for their communities.

- **Achieve DEI Goals Through Targeted CSR:**

Use targeted CSR initiatives to address systemic inequities and promote inclusive growth, even in the absence of formal DEI programs. Focus on underserved communities to make a tangible impact while achieving DEI objectives.

- **Increase Revenue and Market Share:**

Align with cultural initiatives to attract loyal consumers who prefer to buy from brands that reflect their values, boosting both sales and market share.

- **Strengthen Employee Engagement and Retention:**

Engage in meaningful community initiatives to attract top talent and retain employees who are proud of the company's social contributions

Tee Grizzley's Prison Impact Tour: Redefining Celebrity Influence

Overview:

Well-known artist, **Tee Grizzley** launched the Beyond Bars: Prison Impact Tour visiting juvenile detention centers to share his personal story, provide meals, make donations, and engage with inmates in an effort to fight recidivism and help incarcerated youth.

Impact:

Grizzley's prison tour is an example of how celebrities can impact communities beyond entertainment. By sharing personal stories and supporting incarcerated youth, entertainers contribute to the rehabilitation process and inspire future generations to make positive life choices.



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Social Xurrency in Action: Transforming Communities, Elevating Brands

Tee Grizzley's Prison Impact Tour: Redefining Celebrity Influence

Key Recommendations for Brands:

- **Embrace Innovative CSR Through Cultural Impact:**

Use cultural impact initiatives, like Tee Grizzley's Prison Impact Tour, as a model for innovative CSR. These programs go beyond traditional philanthropy, creating deeper connections with communities and driving meaningful change.

- **Support Celebrities Tackling Critical Societal Issues:**

Partner with entertainers and influencers who are addressing pressing community challenges, such as youth incarceration, wealth disparities, education, and mental health.

- **Be Creative in Your Community Impact:**

Move beyond traditional philanthropy and explore innovative ways to support initiatives that align with your brand values and resonate with your audience.

- **Amplify Authentic Stories of Change:**

Use your platform to share the stories of individuals and communities impacted by these initiatives, building empathy and awareness among your consumers.

- **Collaborate for Greater Impact:**

Work with celebrities, nonprofits, and community organizations to co-create programs that address systemic issues and drive meaningful change.



Davido: Outstanding Citizen Award and Global Ambassadorship

Overview:

The State of Georgia presented Nigerian artist **Davido**, who was born in Atlanta, Georgia with the **Outstanding Citizen Award**, recognizing his contributions as an accomplished global artist. He was also honored with two resolutions from the Georgia House and Senate, which formally recognized his influence in promoting tourism and cultural exchange between Georgia and Africa.

Impact:

Davido's recognition underscores the global influence of cultural figures. As a cultural ambassador, his impact extends beyond Georgia, driving tourism and economic opportunity from Africa to the State. Given that Georgia is home to over **200,000** African immigrants, Davido's role as an ambassador helps solidify connections between the U.S. and Africa, fostering cultural exchange and increasing tourism to the State.



- **SOCIAL XURRENCY**

Davido: Outstanding Citizen Award and Global Ambassadorship

Key Recommendations for Local Government:

- **Build Authentic, Mutually Beneficial Relationships:**
Develop genuine partnerships with cultural figures and leaders, ensuring that the relationship is not one-sided but mutually beneficial. Support their projects and initiatives with the same level of commitment as recruiting Fortune 500 companies to your city or state.
- **Engage and Celebrate Local Talent:**
Identify and celebrate the success stories of artists, entrepreneurs, and leaders who are making an impact locally and globally.
- **Leverage Talent for Global Ambassadorship:**
Partner with cultural figures like Davido to promote your City or State as a hub of diversity, innovation, and opportunity.

Social Xurrency in Action: Transforming Communities, Elevating Brands

- **Invest in Cultural Exchange Programs:**
Create initiatives that foster cross-cultural collaboration, driving tourism, investment, and economic growth.
- **Amplify Success Stories:**
Use platforms like social media, local media, and international events to showcase the achievements of your community's talent, attracting global attention and investment.



Case Study

The February 28 Economic Blackout

A Wake-Up Call for Corporations



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Overview

The **February 28 Economic Blackout** was a pivotal moment in corporate accountability, showcasing the power of consumer activism. In response to widespread cuts in Diversity, Equity, and Inclusion (DEI) programs, Black consumers organized a coordinated boycott on February 28, 2025. This movement underscored the growing expectation for corporations to engage in authentic cultural impact initiatives and demonstrated the financial consequences of neglecting these responsibilities.

Impact on Businesses

The Blackout had a tangible financial impact on corporations, particularly those heavily reliant on Black consumer spending. Industries such as retail, entertainment, and food services experienced significant losses in revenue and market share.

- On February 28, 2025, during the Economic Blackout, Target saw a significant decrease in online traffic, with visitors to its site dropping from **5.2 million** to **4.7 million**. App user traffic experienced an even bigger decline, down **14%, from 4.2 million to 3.5 million**. This drop in digital engagement highlights the economic influence of consumers who are holding companies accountable for their corporate practices. (Yahoo Finance, 2025)

Case Study: The February 28 Economic Blackout – A Wake-Up Call for Corporations



Historical Parallel: **Then** and Now

Then: The Great Depression

During the Great Depression of the 1930s, unemployment soared to nearly 25%, and consumer spending plummeted. Businesses struggled to survive as demand for goods and services dried up. In response, cities and corporations implemented community investment programs to stimulate economic recovery.

For example:

- **Public Works Programs:** Initiatives like the Works Progress Administration (WPA) created millions of jobs, injecting money into local economies and encouraging spending.
- **Corporate-Led Initiatives:** Companies invested in community development projects, such as building infrastructure, supporting small businesses, and funding education programs, to restore economic stability.

These efforts not only helped revive the economy but also demonstrated the importance of investing in communities to drive long-term growth.

Historical Parallel: Then and **Now**

Now: Economic Challenges in the 2020s

Today, we face similar economic challenges, including:

- **Rising Unemployment:** While not as severe as during the Great Depression, unemployment rates have fluctuated significantly due to economic disruptions, such as the COVID-19 pandemic and automation-driven job losses.
- **Economic Inequality:** Wealth gaps have widened, disproportionately affecting marginalized communities and reducing their spending power.
- **Consumer Activism:** Movements like the February 28 Economic Blackout highlight the growing influence of consumers in holding corporations accountable for their social and economic impact.

In this context, the February 28 Economic Blackout serves as a modern-day reminder of the lessons learned during the Great Depression: **investing in communities is not just a moral imperative but an economic necessity.** By addressing systemic inequities and empowering underserved populations, corporations can stimulate economic activity, rebuild consumer trust, and drive long-term growth.

Implications for Local Governments

In times of economic uncertainty, cities must be more intentional in creating innovative programs and resources that address the immediate and long-term needs of their communities.

- **Accessible and Relevant Programs:** Many existing programs were designed years ago and no longer meet the needs of today's diverse and dynamic communities. Local governments must update these programs to ensure they are accessible, relevant, and inclusive to all industries and generations.
- **Inclusive of All Industries:** Programs should not only focus on traditional industries but also embrace emerging sectors like tech, entertainment, and creative arts, which are driving economic growth and innovation.
- **Engaging the Current Generation:** Cities must involve the current generation of leaders—those already excelling in their fields—in shaping policies and programs. These leaders bring fresh perspectives and innovative solutions that can address today's challenges effectively.

Key Recommendations for Local Governments

To address the challenges highlighted by the February 28 Economic Blackout, local governments should consider the following strategies:

1. **Create Innovative Programs:** Develop programs that address the specific needs of communities, such as job training, small business support, and affordable housing initiatives.
2. **Ensure Accessibility and Relevance:** Re-evaluate and update current programs and its eligibility requirements to make them more accessible and relevant to the needs of today's diverse populations.
3. **Engage the Current Generation:** Involve young leaders and innovators in decision-making processes to ensure programs reflect the aspirations and challenges of the current generation.
4. **Foster Public-Private Partnerships:** Collaborate with corporations, nonprofits, and community organizations to scale impact and drive sustainable change.
5. **Promote Inclusivity:** Ensure programs are inclusive of all industries and generations, fostering a sense of belonging and equity within the community.

Implications for Corporations

The February 28 Economic Blackout serves as a wake-up call for corporations to rethink their approach to CSR and DEI. While DEI programs have faced cuts, CSR provides a broader framework to drive intentional, targeted impact for the communities that DEI initiatives once supported. The movement emphasizes the need for corporations to move beyond performative actions and invest in meaningful, long-term solutions.

Key Recommendations for Corporations

To address the challenges highlighted by the February 28 Economic Blackout, corporations should consider the following strategies:

- 1. Use CSR to Fill the Gap Left by DEI Cuts:** Repurpose CSR initiatives to address the specific needs of communities that DEI programs previously served. For example, invest in education, small business, affordable housing, and healthcare access to create measurable impact.
- 2. Invest in Cultural Impact Initiatives:** Focus on programs that empower underserved communities, such as job training and access, small business support, wealth building, and mentorship opportunities. These initiatives not only address systemic inequities but also foster goodwill and loyalty among consumers.
- 3. Measure and Report Progress:** Use data to track the impact of CSR initiatives and communicate results transparently. Building trust with consumers requires demonstrating accountability and showing tangible outcomes.



Statistic: Companies with strong CSR programs are **35% more likely to outperform their competitors financially** (McKinsey & Company, 2023). This underscores the business case for integrating CSR into corporate strategy.

Conclusion

The Path Forward

This report has highlighted the transformative power of cultural impact, showcasing how intentional initiatives can reshape communities, elevate brands, and inspire global change. From empowering the current generation of leaders to addressing systemic inequities, the case for investing in culture is clear.

The **February 28 Economic Blackout** serves as a reminder of the financial and reputational risks associated with neglecting DEI and CSR commitments. By leveraging CSR to address systemic inequities and investing in cultural impact initiatives, corporations can not only mitigate these risks but also drive long-term growth and consumer loyalty.

Local governments and corporations alike must act with intention, purpose, and a commitment to creating a world where everyone thrives. By partnering with organizations like **Social Xurrency**, we can develop and execute meaningful strategies that build trust, foster inclusivity, and drive sustainable impact.

About Social Xurrency

Social Xurrency is a cultural impact agency specializing in community impact, nonprofit strategy, program development, project management, and event management. We offer consulting services to help clients develop and execute meaningful community impact strategies and initiatives that are impactful and culture-shaping.

For local governments, we guide city and state agencies in creating community resources and programming to promote equity, retain talent, and create new jobs. For brands, we help build authentic connections with communities through targeted CSR initiatives that drive trust, loyalty, and long-term growth.

We do this work by leveraging our powerful and global network, our “social currency”, in government, entertainment, tech, sports, business, and more. By bringing together diverse stakeholders, we create innovative solutions that address systemic challenges and drive meaningful impact around the world.

Whether you’re a City looking to build innovative programs that resonates with your community, the next generation of leaders or a brand seeking to build trust and loyalty through authentic community engagement, Social Xurrency is your partner in driving cultural impact that matters.



Sources

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