

2018 PROGRESS REPORT

ST. LOUIS PROMISE ZONE

STLPARTNERSHIP



INTRODUCTION

The St. Louis Promise Zone is the largest of 22 Zones across the United States and the only one to cross jurisdictional boundaries. This federal designation is a tool for disinvested areas of North St. Louis City and County to advance economic activity and career mobility for residents living within the Promise Zone. Regional cross-sector collaborations prioritize investment in affordable housing, access to quality healthcare, and improved public safety through coordination between public and private organizations.

There are six goals for the St. Louis Promise Zone: Increase Economic Activity, Increase Workforce Readiness, Improve Educational Outcomes, Improve Health and Wellness, Reduce Serious and Violent Crime, and Develop Sustainable Communities.

While addressing these key areas, the Promise Zone also works to build community capacity in partnership with direct service providers through convening various organizations to reduce the

duplication of programming, fragmentation of services, and limiting of resources. Through these efforts, inclusive environments are built to bring others to the table. This comprehensive, holistic approach for true, placed-based, collective impact, with people at the center, is advancing communities towards self-sufficiency and placing them on a trajectory for economic mobility.

To date, the St. Louis Promise Zone has been successful with attracting approximately \$70 million in federal investments through our partners in addition to the \$1.75 billion investment of the National Geospatial-Intelligence Agency in North St. Louis City. This progress report reflects the collective power of strong, unapologetic voices and strategic partners currently working in this geography, while targeting the most distressed areas in the St. Louis region. These partners are the day to day contact with the community and have shared the data and activities reflected in this report.

PROMISE ZONE GOALS



ECONOMIC ACTIVITY



EDUCATIONAL
OUTCOMES



HEALTH & WELLNESS



REDUCE CRIME



SUSTAINABLE
COMMUNITIES



WORKFORCE
READINESS



THE PROMISE ZONE AT A GLANCE

FEDERAL PARTNERS



IMPLEMENTATION PARTNERS



100+

Strategic Partners

COMMITTEE MEMBERS

23

Neighborhood Leadership Fellows

121

ReCAST Delegates

PROMISE ZONE RESIDENTS

KEEP IN TOUCH

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LYDA KREWSON
Mayor, City of St. Louis

The St. Louis Promise Zone provides all of us the opportunity to work more effectively together to improve the quality of life for all of our residents. My goals include more jobs and training, population growth, more funding to address our community's needs and increasing racial equity across the region. The Promise Zone is helping us move forward in realizing these objectives. Through this effort over 100 organizations are coming together on a regular basis to collaborate on opportunities to address the issues with our communities. We appreciate the federal grants and non-financial assistance that we have received as we continue to develop solutions.



STEVE STENGER
St. Louis County Executive

Work under way within the St. Louis Promise Zone is making a real difference for our region by addressing the needs of our most challenged communities. \$4.48 billion in investments in the Promise Zone have been announced since 2015. Various groups focusing within the Promise Zone are developing innovative ideas, both big and small, to improve the quality of life for area residents. In addition to the major economic development initiatives, there are smaller scale efforts like the library box program, which makes it easy for people of all ages to enjoy reading. Reading leads to an educated workforce that can both meet the needs of our existing businesses and help attract new business investment. All these elements--large and small--work together to help build a brighter future for us all.

2017 ST. LOUIS PROMISE ZONE ACTIVITIES

Interactive Tour Map
Established

Venture Cafe Launches
Active Series w/ SLDC

ReCAST Project Launch

AmeriCorps NCCC
Tackle STL City Vacancy Survey

Promise Zone Catalyst
Joins Team, in partnership
w/ Forward Through
Ferguson

JAN

FEB

MAR

APR

MAY

JUN



SHEILA SWEENEY
CEO, St. Louis Economic Development Partnership

The St. Louis Promise Zone has helped focus attention on the most distressed areas of our community. Through collaboration and partnerships, both locally and federal, we are identifying solutions that will result in greater economic growth, redevelopment and equity across our region. The Neighborhood Leadership Fellows Program, which operates in the STL Partnership Business Center in Wellston, provides community residents with increased awareness and leadership opportunities. In addition to making our community better for those that live here, all of these efforts are making the St. Louis area more attractive to people and businesses that want to grow or move here. We are pleased to support the staff of the St. Louis Promise Zone.



OTIS WILLIAMS
Executive Director, St. Louis Development Corporation

We are pleased to be an implementation partner of the St. Louis Promise Zone. The objectives of the Promise Zone, the collaboration of groups and coordination of various conversations are focused on solving problems within our community. This approach aligns well with the mission of the St. Louis Development Corporation. Our objectives include creating a City Wide Economic Development Plan and increasing the effectiveness of development assistance. The economic development mapping completed by the St. Louis Promise Zone informs us about existing investments in the distressed communities of our City which helps us attract more developers and target development opportunities. Developing around these anchors improves sustainability and quality of life so that all can benefit.



Photo by Lindy Drew

Justin Idleburg, Resident & Promise Zone Neighborhood Leadership Fellow

"The Promise Zone is what our region needed. They offer residents an opportunity to thrive and equip them with the tools and resources to help dismantle the disparities in our region. Even more importantly, they created a way for residents to step up out of poverty, bringing our region together with the understanding that we all have a role to play in creating equitable change in spaces historically known for having no change. They bring 21st century technology with grassroots energy to engage with residents whom have not been engaged in decades."

Promise Zone Staff Attends Anti-Bias Anti-Racism Training

Promise Zone Literacy Day

Promise Zone Library Boxes Installed

National Promise Zone Coalition Meeting

Promise Zone Canvass Day

Neighborhood Leadership Fellows Selected

JUL

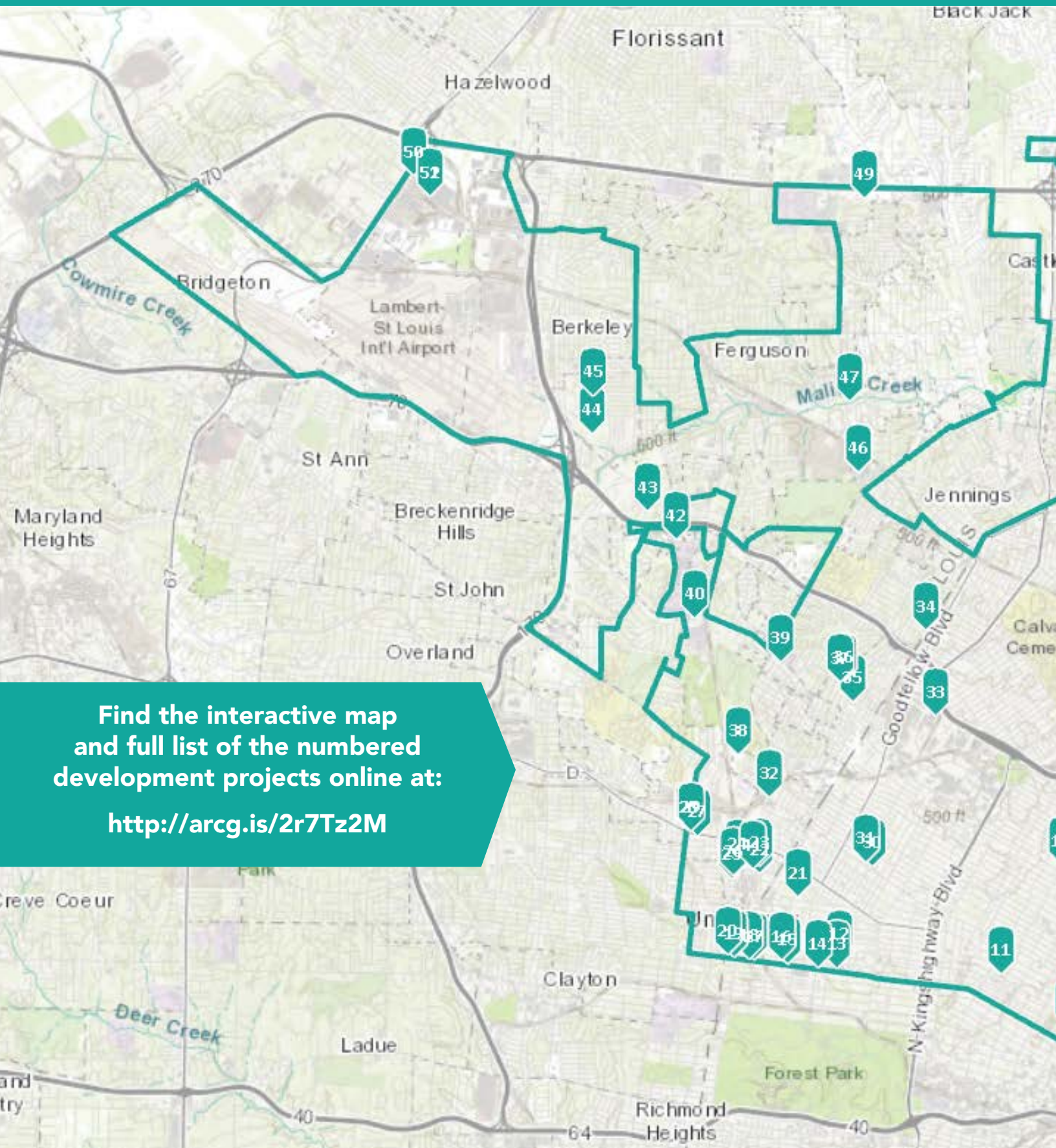
AUG

SEP

OCT

NOV

DEC



Find the interactive map and full list of the numbered development projects online at: <http://arcg.is/2r7Tz2M>

Progress Since Promise Zone Designation Announcement:

\$4.48+ billion in investment announced
\$475 million in completed projects

ECONOMIC DEVELOPMENT ACTIVITY MAP



The St. Louis Promise Zone has launched an interactive tool which highlights both completed development projects in the zone and those currently in progress. By identifying current investment, community leaders hope to attract new investment and show the region's development potential.

"Since we secured the Promise Zone designation in 2015, there has been tremendous development in the area, and several more projects are in the planning stages," St. Louis County Executive Steve Stenger said. "This tool will help us keep our momentum by attracting even more investment in the Promise Zone."

With this tool, users can explore the \$4.48 billion in zone investments since its designation.

"I'm confident the partnerships and investments in the Promise Zone will act as a catalyst for even more growth in the region," St. Louis Mayor Lyda Krewson said. "This map demonstrates the zone's development potential and makes it easy for developers to locate new opportunities."

By toggling between developments, community institutions and resources, users can locate specific projects and services with addresses, information and photos. Projects include healthcare facilities, new apartments, athletic fields and more.

Additionally, site users can explore Promise Zone community institutions, learn more about their services and locate them on the map.

"This interactive map will be an invaluable resource to developers and Promise Zone residents alike," St. Louis Economic Development Partnership CEO Sheila Sweeney said. "I'm proud of the incredible work happening in the Promise Zone, and we're pleased to be able to offer this first-of-its kind tool to St. Louis."

The boundaries of the Promise Zone are generally the Mississippi River on the East, Delmar Blvd. on the South, Interstate-270 on the North and I-170 on the West.

THE PROMISE ZONE PRIORITY GOALS

ADVANCING THE COMMUNITY TOWARD SOCIAL & ECONOMIC MOBILITY



CLICK EACH TITLE TO LEARN MORE ABOUT THE GRANTS



INCREASE ECONOMIC ACTIVITY

Strengthen high-potential business clusters by expanding the pipeline to jobs in these sectors. Support and develop job hubs and assemble land for businesses.

PROMISE ZONE CERTIFIED GRANTS AWARDED:

BioSTL
\$500,000

Biogenerator
\$300,000

Choice Neighborhoods
\$30 million

Justine PETERSEN
\$1,080,800

8
Community Groups Involved

NEXT NGA WEST
NORTH ST. LOUIS



PROJECT CONNECT

NATIONAL GEOSPACIAL-INTELLIGENCE AGENCY (NGA)

Finalized in 2016, Next NGA West chose a location within the St. Louis Promise Zone to build a new headquarters, bringing with it an investment of \$1.75 billion dollars.

- **\$1.75 billion** federal project
- **\$3.0 million** 2016 City Earnings Tax
- More than **\$8 million** in State Withholding Tax
- **~3,150** employees
- **~\$98,000** average salary (2017)

PROJECT CONNECT

Project Connect was established in 2016 to be the conduit between the Next NGA West and the neighborhoods surrounding the development, seven of which fall within the Promise Zone: St. Louis Place, JeffVanderLou, Hyde Park, Carr Square, Old North, Columbus Square, and the Near North Riverfront.

Through strategic community engagement, an action plan was developed to serve as the framework for new development within the region. The creation of a Neighborhood Benefits Fund will increase the opportunities for public/private partnerships aimed at driving investment in these North City neighborhoods.

Site Preparation: The project team has 16 separate construction contracts at 47% minority and 42% women participation - far exceeding workforce requirements. The project is on-schedule with the following activities completed:

- Abated and demolished 136 of **137 structures**
- Collaboratively and efficiently rerouted utilities through the site, and disconnected unused utilities
- Remediated **90% of the soil** and removed more than 670,000 tons of soil and construction debris
- Extensive testing protocol to verify that environmental targets were met
- Pro-actively tested for radiation on the site. Test results indicated normal levels and no harm to human health, with no evidence of manufactured radiative material
- **97-acre** site is divided into 2 areas



Photo courtesy of Project Connect

The St. Louis Promise Zone was designated in April of 2015 to strategically advance the community towards social and economic mobility through intentional, coordinated investment. As the largest of **22** Promise Zones across the U.S. the St. Louis Zone spans across **28** municipalities, **11** wards, **25** ZIP codes, and seven school districts. The Promise Zone operates through collaborative committees, each tasked with advancing one of six goals.

BYRNE CRIMINAL JUSTICE INNOVATION GRANTS

In 2017, the **\$1,000,000** Byrne Criminal Justice Innovation Grant was awarded to the St. Louis County Police Department to address serious and violent crimes in the Castle Point, MO areas in the St. Louis Promise Zone. The City of St. Louis also received this grant opportunity in 2015 to be managed by the Health Department, Police Department, and Urban Strategies with support from University of Missouri— St. Louis Public Policy Research Center. The program will aim to reduce crime and improve neighborhood conditions through three strategies:

- Street and lot improvement projects, to increase visibility, lighting and encourage use of space.
- Restorative justice programs, which allow people convicted of non-violent crimes to participate in community service instead of fines or jail time.
- Additional employment training and job opportunities for residents organized through an existing Choice Neighborhood Planning Grant in the city and youth apprenticeships via Artworks in Castle Point.

ST. LOUIS REGIONAL VIOLENCE PREVENTION COLLABORATIVE

In 2017, more than **36 partner organizations** and initiatives in the St. Louis region made the commitment to work together in the St. Louis Area Violence Prevention Collaborative. In an effort to create the most impact and avoid duplication of efforts, the St. Louis Promise Zone merged their existing crime reduction committee work into this collaborative, strengthening partnerships and laying the foundation for greater impact.

NEW IN 2018: ST. LOUIS COUNTY SPECIAL RESPONSE UNIT

By the end of 2018, the Department will have a Special Response Unit made up of **18 uniformed officers** that will conduct problem solving in neighborhoods with elevated crime rates, many of which are housed in the Promise Zone. The focus of the unit will be problem solving and interacting with the community.



REDUCE SERIOUS & VIOLENT CRIME

Achieve consistent annual reduction in the rate of violent crime across the Promise Zone through greater collaboration among police departments. Focus resources in high-crime areas.

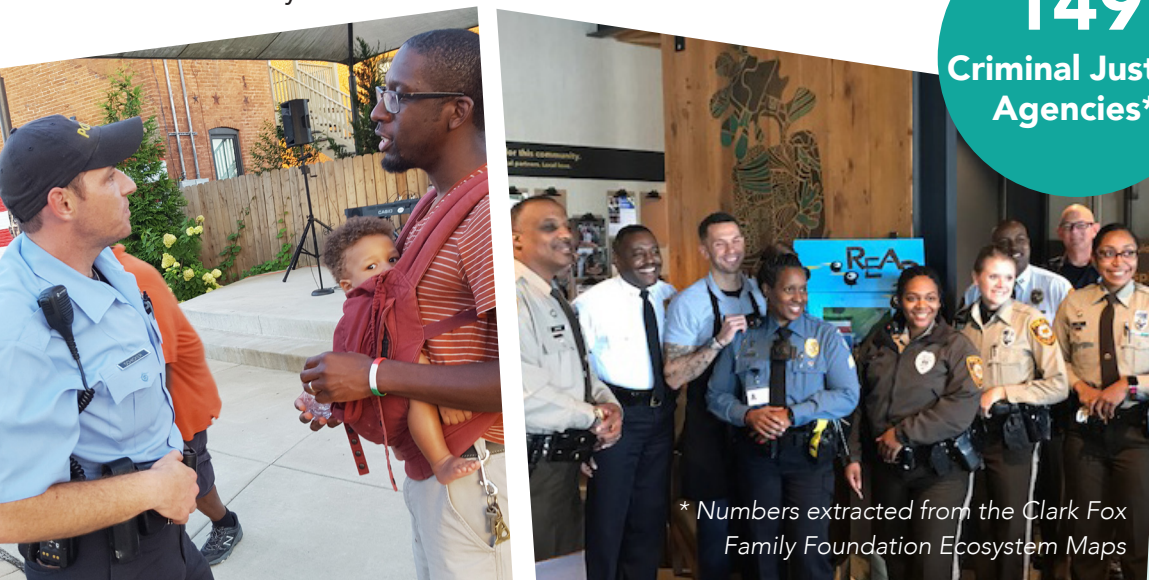
PROMISE ZONE CERTIFIED GRANTS AWARDED:

St. Louis County Byrne
Criminal Justice
\$1,000,000

St. Louis City Byrne
Criminal Justice
\$1,000,000

St. Louis Housing
Authority
\$100,000

149
Criminal Justice
Agencies*



* Numbers extracted from the Clark Fox Family Foundation Ecosystem Maps



IMPROVE EDUCATIONAL OUTCOMES

Ensure students in the Promise Zone are college and career ready by improving schools. Schools will return to accredited status and provide wrap-around services to support children from birth to post-graduation.

GRANTS AWARDED:

St. Louis Community College
\$200,000

St. Louis Public Schools
\$1.4 million



297
 Child-Wellbeing Organizations*

PROMISE ZONE LIBRARY BOXES

In an effort to address low literacy rates, the St. Louis Promise Zone has partnered with the St. Louis County Library system, Ferguson Starbucks Community Cafe and many other organizations to install **50 new community libraries** across the Zone, 25 in St. Louis County and 25 in the City of St. Louis. No library card is needed for these community libraries. Books may be taken and left freely. By providing free access to books in places where they are not commonly found, such as transit stations or businesses, St. Louis Promise Zone will increase readership and literacy rates.

In early summer of 2017, the Regional Business Council agreed to sponsor this project and has contributed to the cost of constructing the libraries. In July of 2017, The Mission Continues constructed the first 10 community libraries. In August 2017, those **10 library boxes** were painted at a Promise Zone Literacy Day hosted by St. Louis County Library at the Lewis & Clark branch. Children painted the libraries using a stencil design created by local artist, **Cbabi Bayoc**. In September 2017 the non-profit, Building Futures, cut enough kits for an additional 10 library boxes to be constructed at the 2017 AmeriCorps VISTA Summit.

EDUCATION BY THE NUMBERS:

Total Dropout Rate (9-12) (By District)	2014	2017	Change
Ferguson-Florissant	7	6.7	-4%
Hazelwood	3.2	1.2	-63%
Jennings	1.8	1.8	0%
Normandy	11.5	11.2	-3%
Riverview	8.7	1.3	-85%
St. Louis Public Schools	12.2	15.4	26%
University City	6.7	6.9	3%
Missouri	2.3	2.1	-9%

4 year Graduation Rate (By District)	2014	2017	Change
Ferguson-Florissant	79.1	80.7	2%
Hazelwood	85.3	88.5	4%
Jennings	92.2	88.8	-4%
Normandy	61.7	79.0	28%
Riverview	79.8	82.6	4%
St. Louis Public Schools	72.1	58.9	-18%
University City	70.6	86.7	23%
Missouri	87.7	87	-1%

Data from St. Louis County Office of Strategy and Innovation

* Numbers extracted from the Clark Fox Family Foundation Ecosystem Maps



BEYOND HOUSING + 24:1

Work in Pagedale Town Center continues with grocery store, senior building, bank, movie theatre, health center, Red Dough Money Center, Excel Center and in 2018 a coffee shop. Other Beyond Housing activities within the Promise Zone:

- Demolished over **100** homes
- Broken ground on **41** new homes
- Built a **53** unit senior building
- **200+** home repair projects

CHOICE NEIGHBORHOOD IMPLEMENTATION GRANT

The **\$29.5 million** Choice Neighborhood Implementation Grant from the US Department of Housing and Urban Development presents an opportunity to create a comprehensive, holistic and integrative plan. The targeted housing site will become a high-quality, safe, green, and well managed mixed-income, mixed-use community of 685 replacement rental housing units. Accomplishments in the first year include:

- **146** education and youth development programming participants
- **18** partners providing essential services
- **2** new collaborative initiatives- Bi-State Equitable Bike Share, Generate Health Build 2.0 Challenge
- **315** residents engaged to provide updates and answer questions
- **323** residents surveyed on healthy living, safety, transit and civic participation
- **60** workforce development and employment training participants
- **150** families actively participating in case management

URBAN LEAGUE EMPOWERMENT CENTER

In July 2017, Urban League of Metro St. Louis open its doors to a new **\$4 million**, two story, 13,500 square foot facility. The center houses the Save Our Son's workforce development program in the city of Ferguson, which has since provided job training and placement services for over 200 African Americans and other young men. This location was built with **75% minority and women owned contractors** and is designed to bring in 10 additional social service resources for community residents.

COMMUNITY DEVELOPMENT BY THE NUMBERS:

The Community Builder's Network completed a thorough survey of their member organizations. The following numbers show achievements by Community Development Corporations within the Promise Zone in 2017:

- 270** Housing Units Built
- 177** Homes Repaired
- 275** Vacant Lots Cleaned
- 179** Businesses Supported



CREATE SUSTAINABLE MIXED-INCOME COMMUNITIES

Design and implement a collaborative strategy for large-scale, mixed-income, mixed-use development that will foster transformative, sustainable communities.

GRANTS AWARDED:

CAASTL Home Repair
\$1,000,000

EPA Technical Assistance
\$50,000

EHOC Education
\$125,000

Northside Community Housing
\$500,000

Partners for Places
\$51,250

\$35
MILLION

SLDC 2018 New Market Tax Credit Allocation

Cordaryl 'Pat' Patrick, Economic Recovery Coordinator, St. Louis Promise Zone

"The St. Louis Promise Zone has been a game changer for communities that have not seen investment over the last decade in the St. Louis region. The goals, objectives and outcomes of the zone align with the needs of residents in our communities. It has been a catalyst for new intentional development in our most distressed communities. Most importantly, it has fostered uncomfortable conversations and the break-down of organizational silos that have been contributing to the perpetuation of poverty, crime, low educational outcomes and disinvestment."



IMPROVE HEALTH AND WELLNESS

Address systemic needs and individual interventions to reduce disparities in the life-expectancies of Promise Zone residents.

GRANTS AWARDED:

Double Up Food Bucks
\$2.9 million

FWCA Healthy Marriage Program
\$3.5 million

Great Circle
\$560,730

HOSCO Foods
\$100,000

ReCAST
\$4.7 million

SCHOOL BASED HEALTH CENTERS

In August 2017, Normandy High School joined the ranks of Jennings High School to become the **second school** in the Promise Zone to open a school-based health center. This new health center at Normandy High School is an initiative made possible by the support of Affinia, Wyman Center, the For the Sake of All project, and BJC Healthcare. Additional centers are planned for Riverview Gardens and Hazelwood East.

FOR THE
SAKE
OF ALL

DOUBLE UP FOOD BUCKS

Funded by a grant from the US Department of Agriculture, Double Up Food Bucks provides greater access to fresh produce for EBT/SNAP users throughout Missouri. In 2017, **new locations** added that serve the St. Louis Promise Zone include several Schnucks stores, Midtown Farmers Market, Seeds of Hope Farm in Spanish Lake and Thies Farm & Greenhouses on N. Hanley Road, joining Ferguson Farmers Market, Earth Dance Farms, and North City Farmers' Market.

COMMUNITY HEALTH WORKERS

In August 2016, the St. Louis Integrated Health Network approved a strategy to support the **scale and sustainability** of a regional Community Health Worker (CHW) Model. They identified two regional priorities to align and coordinate existing CHW regional efforts, and to explore the value of additional CHW workforce and how the network strategically positions to align and support. CHWs are now used in the new **RE-LINK program** helping minority re-entrants transition from jail back into their communities with access to the health and wellness resources they need.

ST. LOUIS REGION SYSTEM OF CARE

The St. Louis Mental Health Board in partnership with the St. Louis Regional System of Care, received an **Expansion Planning Grant** from the Center for Mental Health Services of SAMHSA to coordinate a one year planning project to expand behavioral health services for children ages 0-21 in St. Louis City and St. Louis County. This coordinated effort provides better access to important mental health resources, especially in Promise Zone communities.

LINK MARKETS @ HANLEY & WELLSTON

Bi-State Development and new nonprofit Link Market teamed up for an **18-month pilot project** to open pop-up produce markets at the Hanley and Wellston Metro Stations, bringing greater access to healthy, fresh foods in the Promise Zone. In addition, these sites regularly offer mobile health care units and job training resources in partnership with St. Louis Agency on Training and Employment (SLATE).



BIOSTL

Cortex and the Center for Emerging Technology conduct training, mentoring, business counseling through their Square One Program that consists of two, four-week cohort "Ignite" programs and one **10-week boot camp** program. In 2017, 34 people went through the Ignite program, with 21 of them being women and nine people of color. **32 entrepreneurs** (including 17 women and 18 people of color) completed the Boot Camp program which supports early-stage bio-science businesses in the region. In 2017, Square One program graduates created 18 and retained 20 full-time jobs and created 20 and retained 17 part-time jobs. Total wages for all of these jobs is nearly **\$1.1 million**.

MET CENTER

The MET Center is a strategic partnership created to stimulate the economic self-sufficiency of individuals living in low-to-moderate income communities of the St. Louis region. In 2017, the center trained **3,509 residents** with 813 receiving employment at an average pay of \$12.66/hr. In addition, 2,783 people received financial services, 7,262 received assessments and 400 attended events totaling **13,954 people served** with an economic impact of **\$14 million**.

RANKEN TECHNICAL COLLEGE

In August 2017, Ranken was awarded a **\$2.35 million** economic development grant from the US Department of Commerce to build a manufacturing incubator called Manufacturing, Inc. The 26,000 square foot facility, to be constructed adjacent to the main campus, will give more than **100 students** the opportunity to work in the growing number of Ranken's successful micro-enterprises, establishing a strong, lasting pipeline of skilled talent to fuel economic activity region-wide while housed as an anchor in the Promise Zone.

ST. LOUIS AGENCY ON TRAINING AND EMPLOYMENT

For the fourth quarter of 2017, SLATE **YouthBuild** continues to meet program goals and reach traditionally underserved youth:

- **60 youth** have been recruited for the new program cycle
- **3 youth** have been enrolled for the new program cycle
- **35 youth** are ready to begin the Mental Toughness portion of the program
- **3 youth** who met their vocational and employment requirements from previous cohorts have met their educational goals

From November 30, 2017 through March 31, 2018, SLATE served **8,000 jobseekers** in the St. Louis region many of which reside in the Promise Zone.

Nicole Hudson, Deputy Mayor for Racial Equity and Priority Initiatives

"The Promise Zone designation provides the region an opportunity to focus and to align. More importantly, it centers the people in our region who have systemically and structurally been left out at the nexus of that focus and alignment. It takes this level of intention to undo the decades of de jure and de facto law and policy that result in the inequities our region faces today."



INCREASE WORKFORCE READINESS

Stimulate the economic self-sufficiency of individuals living in low-to-moderate income areas by connecting unemployed and under-employed residents with job readiness, training and placement opportunities.

GRANTS AWARDED:

BioSTL Inclusion
\$2.5 million

**BioSTL Innovation
Cluster**
\$500,000

BioGenerator
\$300,000

Career Pathways
\$5,000,000

Ranken Tech
\$2.35 million

Ranken Tech & SLPS
\$825,000

SLATE/YouthBuild
\$1.1 million

166
**Workforce
Agencies***

COMMUNITY SPOTLIGHT: DELLWOOD/FERGUSON/JENNINGS

WASHINGTON UNIVERSITY SMALL BUSINESS INITIATIVE:

The Olin School of Business has initiated a small business development training program for recovery area businesses. Pairing business students with business owners, the program has an emphasis on capacity building. Participating businesses include:

London's Wing House

D's Place Banquet and Catering

Hidden Treasures

Ferguson Burger Bar

Hollow Woodworks

Hand and Physical Therapy of Ferguson

Ferguson Farmers Market

Drake's Place

Always Love and Care, Inc

Corners Frameshop Gallery

BKM Fitness

Paw Perfect Pet Salon



ST. LOUIS RECOVERY AREA

The St. Louis Recovery Area in the Promise Zone has an intentional focus in the communities of Ferguson, Dellwood and Jennings to assist with the sustainability of the business community. Cordaryl Patrick, Economic Recovery Coordinator, serves as the business liaison between small, mid and large size companies for the St. Louis Economic Development Partnership. New business investments and expansions include:

- Centene Corporation
- North County Transit Center
- Starbucks
- AT&T Retail Store
- SKF
- Boeing



NEIGHBORHOOD BEAUTIFICATION

St. Louis County Port Authority has undertaken the task of coordinating the stabilization and beautification in the recovery area within the St. Louis Promise Zone. As a result, the Port Authority has allocated funds for beautification projects. This work generally consists of backfilling, grading, soil analysis, erosion control, shrub excavation, planting, and plant maintenance at Dellwood City Park. It also includes painting positive artwork on traffic signal boxes along the West Florissant Avenue commercial corridor in partnership with the community, and the erection of two new masonry signs along the corridor. Approximately **\$75,000** has been spent on beautification projects to date.



EPA + WEST FLORISSANT

The St. Louis Economic Development Partnership received approximately **\$90,000** in assistance from the U.S. Environmental Protection Agency to complete redevelopment plans for five vacant commercial sites along the West Florissant Ave. commercial corridor. Three of the five sites were burned during the 2014 civil unrest. The redevelopment plans will help stakeholders initiate a public engagement and visioning process. In addition, environmental site assessments are being planned for these sites in preparation for new development.





FANTASY FOOD FARE COMPETITION

Rise Community Development in partnership with Equifax, the Small Business Development Center, and the North City Business Development Center launched the Fantasy Food Fare Competition to bring a new restaurant to the long vacant Parks Building in Crown Square. More than **200 applicants** from across the region threw their hat in the ring with the Top 25 going before a panel of community judges. In August, Good Life Growing was selected as the competition winner for their Old North Provisions proposal: a new grocery co-op with a fresh food buffet. In a neighborhood without easy access to fresh foods year round, this is a win for the entire community.



ST. LOUIS PLACE COMMUNITY PARTNERS

The announcement of the National Geospatial-Intelligence Agency (NGA) development in the St. Louis Place neighborhood served as a catalyst to form a new neighborhood association to serve the residents and provide a platform for information sharing. The **new association** meets monthly and regularly partners with residents in Old North and Hyde Park to host events.



HEALTHY FRESH FOODS

For more than 15 years, the communities of St. Louis Place and Old North have been working to grow and distribute fresh fruits and vegetables to their neighbors. The North City Farmers' Market opened for their eleventh season, operating in the 13th Street Community Garden - a Gateway Greening Resource Garden. Shoppers have the option to harvest their own foods and learn growing practices. **New Roots Urban Farm** in St. Louis Place continued operating their longtime CSA program and supporting local nonprofits with fresh foods for their clients.



OLD NORTH EXCEL CENTER

With support from Equifax, Prosperity Connection opened an Excel Center location on N. 14th Street to bring financial education and advising to residents of the Near Northside. The center regularly supports community events and initiatives hosted by the Old North St. Louis Restoration Group.

NOTEWORTHY MILESTONES:

The St. Louis Place and Old North neighborhoods have seen big changes with the announcement of the NGA and Choice Neighborhood grants. Here are a few other local highlights of neighborhood activity.

First Market-Rate Homes Built in Old North since 2011

New Pocket Park Established on N. 14th Street with Rebuilding Together

ArtC First Fridays Bring New Arts Energy to Crown Square

Building Futures Expands into old Grocery Co-op

Joint neighborhood National Night Out tradition is formed

George B. Vashon Museum opens on St. Louis Avenue

COMMUNITY SPOTLIGHT: OLD NORTH/ST. LOUIS PLACE



Photo courtesy of Rise



Photo courtesy of Old North St. Louis Restoration Group

SPOTLIGHT ON: COMMUNITY PROJECTS

COMMUNITIES IN THE ST. LOUIS PROMISE ZONE

Bellerive Acres
Bel-Nor
Bel-Ridge
Berkeley
Beverly Hills
Cool Valley
Country Club Hills
Dellwood
Ferguson
Flordell Hills
Glen Echo Park
Greendale
Hazelwood
Hillsdale
Jennings
Kinloch
Moline Acres
Normandy
Northwoods
Pagedale
Pine Lawn
Riverview
University City
Uplands Park
Velda City
Velda Village Hills
Wellston

St. Louis City Wards
Include:
1-5 | 18-19
21-22 | 26-27

28
municipalities
served

WELLSTON BUSINESS INCUBATOR - \$2.5M Project

The STL Partnership Wellston Business Center added **8,500 square-feet** to the existing center to accommodate 16 new offices, a training room, and a coffee bar. The space totals more than 18,000 square-feet of office and warehouse space that provides flexible options for businesses focused on home health, light manufacturing, construction trades and industrial design. The STL Partnership Wellston Business Center is within walking distance of the Wellston MetroLink Station, the MET Center, St. Vincent's Greenway, and the Early Explorers Child Development Academy. There are **four STL Partnership Business Center locations** throughout St. Louis County, offering affordable office and production space, business counseling services, networking opportunities, and mentoring services for early-stage and startup businesses.

DEACONESS CHILD WELL-BEING - \$8.5M Project

Deaconess Center for Child Well-Being is a **community action tank**. Its mission is to build power to advance child well-being in the St. Louis region by strengthening alliances for child-friendly public policy, increasing citizen contact with policy makers, positioning youth and organizers to move systems and engaging faith communities in child advocacy.

The 21,000 square foot facility is expected to annually host more than **350 gatherings** focused on children as well as be the headquarters for Deaconess Foundation, Vision for Children at Risk and Unleashing Potential. The new center is set to play host to more than **6,000 child advocates**, community organizers and civic leaders throughout each year.

4THEVILLE + NORTHSIDE COMMUNITY HOUSING

4theVille is a partnership between Northside Community Housing and multi-generational Ville residents to celebrate and share the rich legacy of the Historic Ville neighborhood. Within the past year, 4theVille has given tours to **300+ people**, collaborated with St. Louis Public Radio's We Live Here and Baltimore's Out of the Blocks on the two-part Out of the Ville podcast episode, conducted a **public billboard design competition** for freelance artists and Sumner High School students and collaborated with Missouri History Museum and Urban League of Greater St. Louis to host a film screening of The Color of Medicine: The Story of Homer G. Phillips Hospital.



FOR THE SAKE OF ALL + GRACE HILL + COLLEGE HILL NEIGHBORS

Through a purposeful collaboration, For the Sake of All, Grace Hill Settlement House, and College Hill Neighbors began to envision what **community-led development**, paired with research could achieve in the College Hill Neighborhood. Community leaders worked with the For Sake of All to review health disparity research and how it impacts their community. With **10 months** of research and **315 hours** dedicated to engagement complete, the community advocates have identified healthy neighborhoods and addressing vacancy as their focus. Plans are underway for developing a community orchard, vegetable gardens, and activating a vacant lot into a shared community space for events.

READY BY 21

Ready By 21 works to strengthen the region's ability to support youth by coordinating existing resources, reducing duplication of efforts, and increasing impact. Among many success over the past year, Ready By 21 will manage a needs assessment with St. Louis County school districts to understand their **behavioral health needs**, the results of which will inform future grant making.

SLACO + LRA FINEST 15 PROGRAM

In January of 2017, members of the St. Louis Association of Community Organizations Vacancy Committee approached the Land Reutilization Authority (LRA) to start a program focused on getting vacant homes into the hands of new owners. Marketing of vacant properties paired with educational sessions on financing and rehabbing prepared neighborhood residents to take on these home renovation projects. Launched in the Walnut Park neighborhood of North St. Louis City, the program saw immediate success with **nine of the first 15 featured homes under contract** and two fully closed within months. The program has since grown to feature other neighborhoods throughout the region, reducing vacancy and increasing homeownership rates in the Promise Zone.

ST. LOUIS + 100 RESILIENT CITIES

In partnership with the 100 Resilient Cities initiative of the Rockefeller Foundation, the City of St. Louis released a **Resilience Assessment** in early 2018 to identify necessary improvements for economic, physical, and social resilience for all residents. The assessment was created after a year-long engagement of more than **1,300 residents** through 20 community meetings, workshops, and public surveys.

100&CHANGE GRANT COLLABORATION

In June of 2016, the MacArthur Foundation announced its 100&Change competition, which would award \$100 million to a single proposal that it felt would make measurable progress toward solving a significant problem. Forward Through Ferguson and the St. Louis Promise Zone agreed to take on the challenge, focusing efforts on eliminating racial inequities in St. Louis. The two month application process brought together **115 people** from more than **70 organizations**, making up **seven work groups**. The goals set forth by this extensive collaborative effort still serve as a driving force for achieving racial equity for the organizations involved.

SPOTLIGHT ON: REGIONAL INITIATIVES + PARTNERSHIPS



ADVANCING EQUITY IN THE WORK

ST. LOUIS EQUITY INDICATORS PROJECT

The Equity Indicators Project is an effort by the City of St. Louis to provide public accountability of the region's progress over time to reduce racial disparities in the priority areas identified in the 2015 Forward Through Ferguson report. This work is supported by 100 Resilient Cities, Rockefeller Foundation, City University of New York, and the United Way.

Selected among one of five cities nationally, the Equity Indicators Project is spearheading the development of a tool to track progress towards achieving racial equity in the St. Louis Region. While the grant is specifically tailored to the city, Cristina Garmendia, the project lead, is working with the United Way and other partners to make sure this tool is also tracking progress in the surrounding five counties in the St. Louis Region, increasing the overall impact.

PROMISE ZONE CATALYST

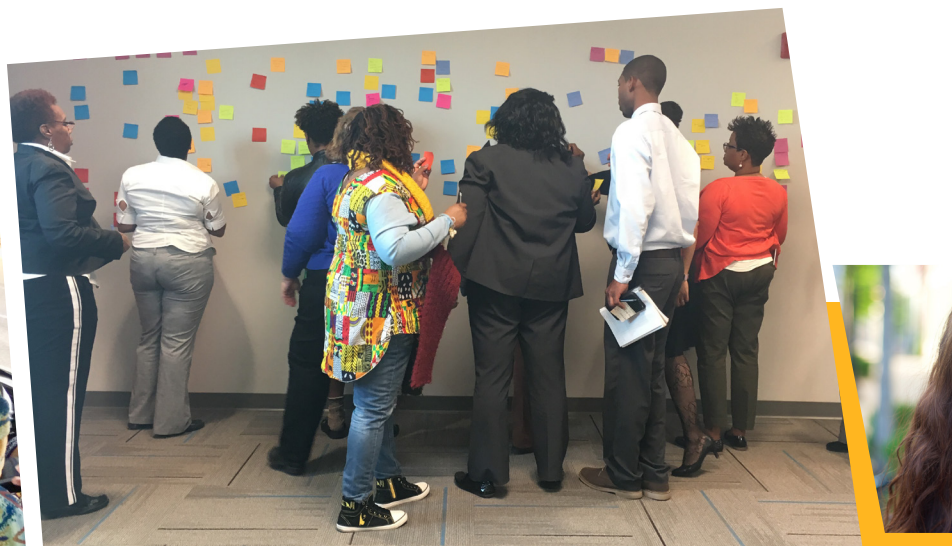
A new shared staff position was created in 2017 with the addition of a the Promise Zone Catalyst. The Catalyst works for both the St. Louis Promise Zone and Forward Through Ferguson to ensure a **high-level of collaboration** and movement on the Calls to Action. In a highly community-facing role, the catalyst attends neighborhood meetings, community functions, and participates in various regional coalitions. In October of 2017, the Catalyst helped to spearhead a community canvass day across the entire zone, reaching more than **1200 residents** and capturing information from more than 140 residents who wished to be more involved in this work.

ST. LOUIS EQUITY IN ENTREPRENEURSHIP COLLECTIVE

The St. Louis Equity in Entrepreneurship Collective is a winner of the Kauffman Inclusion Challenge and will receive **\$420,000** over two years. Made up of 12 initial members, it is one of the only efforts across the country that is focused on building equity in tech-based entrepreneurship ecosystems at a regional level, making this critical work in collaborative partnership a potential blueprint for the rest of the country.

A key part of that work is providing learning opportunities for members of the ecosystem to understand what it means to incorporate **diversity, inclusion & equity**, what that means in the context of tech-based entrepreneurship, and how to build skills to support an equitable ecosystem.

The Collective has made a commitment to purposefully align its work with the Ferguson Commission Report and organizations working to apply a racial equity lens in other areas of the community. This **alignment** provides a framework that can be used to advance gender equity and address other identity-based inequities that may exist. The Kauffman grant will help the Collective gather regional baseline data and build ongoing tracking systems, receive individual anti-bias training for ESOs, complete a needs assessment and pilot new activities.



In September of 2015, the Ferguson Commission released its report, *Forward Through Ferguson: A Path Toward Racial Equity*. It contained **189** policy calls to action, **47** of which were deemed particularly transformative, urgent, and unflinching Signature Priority calls to action. The St. Louis Promise Zone has strategically aligned the six goals seen throughout this report to these Calls to Action. Below, we outline the progress made towards achieving these goals:

CREATE UNIVERSAL CHILD DEVELOPMENT ACCOUNTS

The City of St. Louis' Office of the Treasurer launched the College Kids program in 2015. The program provides **every kindergartner** enrolled in a City public or charter school with a college savings account seeded with **\$50 provided** by the Treasurer's office and with matched contributions and incentive payments for certain student/guardian accomplishments, like perfect attendance and completing financial education courses.

Beginning in 2016, For the Sake of All, a research initiative based out of Washington University in St. Louis, partnered with the Treasurer's Office, other regional CDA programs, and other area organizations including Forward Through Ferguson and the Center for Social Development to begin planning around a universal CDA pilot for the **top neediest zip codes** in the St. Louis region, many of which fall within the St. Louis Promise Zone.

ESTABLISH SCHOOL-BASED HEALTH CENTERS & TRAUMA-INFORMED SCHOOLS

In August of 2017, For the Sake of All, in partnership with the Normandy Schools Collaborative, Affinia Healthcare, BJC HealthCare, and Wyman launched a school-based health center at Normandy High School. **Two more health centers** are currently in the planning stages in schools in North St. Louis County and will involve similar partnerships. For the Sake of All and its partners aim to open a health center in every high-need school in the region.

INCREASE POLICE TRAINING HOURS

In December of 2015, the Peace Officers Standards and Training Commission voted unanimously for new standards that **expand the number of hours** of training an officer must complete each year to remain licensed to **24 from 16**. The new standards also mandated training covering fair and impartial policing practices, de-escalation techniques, handling individuals with mental health issues, and officer physical and mental well-being.

PREVENT TARGETING AND COLLUSION IN THE MUNICIPAL GOVERNANCE SYSTEM

In late 2015, Senate Bill 5 was signed into state law and instituted sweeping municipal court reform. Among other things, the bill targeted predatory municipal practices by lowering the cap on the amount of revenue that could be generated from traffic fines and fees from **30% to 20% statewide**.

REFORM SCHOOL DISCIPLINE POLICIES

Effective in the 2016-17 school year, out-of-school suspension is **banned for pre-K through 2nd grade** students in the St. Louis Public School district. The ban was the first of its kind in the region.

CONCENTRATE FINANCIAL SERVICES THROUGH EMPOWERMENT SITES + END PREDATORY LENDING + BUILD THE CAPACITY OF CDFIs

In 2016 and 2017, Prosperity Connection in partnership with the St. Louis Community Credit Union opened **two Wealth Accumulation Centers**, which provide financial education and counseling, low-cost banking options, and low-cost lending resources.

The latter are offered through RedDough Money Centers, storefront locations that are intended to serve as competitors to the payday lenders that are rife in St. Louis. The top interest rate at RedDough is **36% APR**, while the average interest rate paid by customers at payday lenders in Missouri is **450%**. (St. Louis Public Radio reported on the payday lending industry earlier this year.) RedDough also gives customers at least four months to pay back loans, rather than the two-week average of payday lenders.

STL FORWARD THROUGH FERGUSON



Jessica Payne, Promise Zone Catalyst

"When I moved to St. Louis in August of 2014, I was astounded by our racial and economic disparities. A tempest of bad policy decisions had left an entire region behind. The Promise Zone designation paired with the 189 Calls to Action from the Ferguson Commission have finally given our most distressed communities an avenue for racial collaboration focused on racial equity to create much needed, sustainable change."

Photo by Lindy Drew

RACIAL EQUITY + COMMUNITY + LEADERSHIP

STL¹ FORWARD THROUGH FERGUSON

When the Ferguson Commission examined statistics on quality-of-life issues, African-Americans universally fared worse than Whites. Because of this reality, the St. Louis Promise Zone is uniquely aligned with Forward Through Ferguson to address this racial inequity. Each of the Promise Zone goals are aligned with the Calls to Action from the Ferguson Commission Report, ensuring that all activities are completed using a **racial equity lens**.

In October of 2017, Forward Through Ferguson helped to spearhead a canvassing covering the entire Promise Zone, spreading information and gathering valuable data from residents about what is most important in their communities. Resident leaders were identified and are now being engaged in the launch of the Vision #STL2039 - the campaign for a racially equitable St. Louis where ZIP codes do not determine life outcomes.

**300+ Surveys | 1300+ Doors Knocked |
140+ Resident Contacts**



With 23 Promise Zone residents chosen for the initial cohort, the Neighborhood Leadership Fellows program officially launched at the end of 2017. This collaboration between Creating Whole Communities and the St. Louis Promise Zone is an **advanced leadership** training program aimed at increasing and amplifying the voices of North St. Louis City and County residents at the civic decision-making tables in order to produce more equitable regional policies for neighborhoods. The Fellows will be well-positioned to take their seats on boards, commissions, and elected office throughout the region upon completion of the program. Each fellow receives a \$2,000 stipend plus an additional \$500 for individual professional development.

23 Resident Leaders | 9 months of intense training



St. Louis ReCAST is a **5-year, \$4.7 million grant** that awarded to the Saint Louis County Department of Public Health, St. Louis City Health Department and the Saint Louis Mental Health Board by the Substance Abuse and Mental Health Service Administration (SAMHSA). The project is designed to be a **community-driven** endeavor that empowers residents to determine what needs are most important and what strategies will best address them through a participatory budgeting and community review process. ReCAST delegates spend many hours identifying priorities and releasing Requests for Proposals to accomplish their chosen priorities. Final voting on the proposals is completed at public events across the Promise Zone, providing an avenue for true community-centered change. In the first full year of awarded funding, the four recipient organizations were able to reach **25,000 residents** with mental health awareness messaging.

80 Promise Zone Residents were recruited to work in partnership with the ReCAST team



THE PROMISE ZONE STRATEGIC ALLIANCES

CURRENT PARTNERS IN THE WORK TO ADVANCE THE SIX PROMISE ZONE GOALS

100 Resilient Cities
 22nd Judicial Circuit
 A3 Design
 Affinia Healthcare
 Alive and Well STL
 Arch City Defenders
 Behavioral Health Network
 Behavioral Health Response
 Better Family Life
 Beyond Housing
 Bi State Development Agency
 BioSTL
 Bureau of Alcohol, Tobacco, and
 Firearms
 Community Development Administration
 Center for Women in Transition
 Central Reform Congregation
 CharacterPlus
 Christian Hospital
 Christian Hospital Foundation
 Circuit Attorney's Office
 City of St. Louis - Department of Human
 Services
 City of St. Louis - DOH, YVPP
 City of St. Louis Department of Health
 City of St. Louis, Affordable Housing
 Commission
 City of St. Louis, Homeless Services
 City of St. Louis, Housing Authority
 Claim Academy
 College Bound
 Commerce Bank
 Commerce Bank/InvestSTL
 Community Builders Network (CBN)
 Crime Victim Advocacy Center
 Deaconess Foundation
 Delmar Devine
 Department of Corrections: Board of
 Probation and Parole
 Dept. of Public Safety
 East West Gateway
 Episcopal Diocese of Missouri
 Epworth
 Equal Housing & Opportunity Council
 Equifax
 Fathers' Support Center
 Family Workforce Centers of America
 Federal Bureau of Investigation
 Federal Reserve Bank
 Ferguson-Florissant School District
 Focus St. Louis
 For the Sake of All (WashU)
 Forward Through Ferguson
 Generate Health STL

Goodmap
 Grace Hill
 Great Rivers Greenway
 Habitat for Humanity St. Louis
 Hazelwood School District
 Harris Stowe State University
 IFF
 Integrated Health Network
 International Institute of St. Louis
 Jennings School District
 Justine Petersen
 KIPP Schools
 Launchcode
 LUME Institute
 McCormack Baron
 Mercy
 MET Center and Family Workforce
 Centers of America
 Midwest Bank Centre
 Mission St Louis
 Missouri Coalition for the Environment
 Missouri DED
 Missouri Foundation for Health
 Missouri Humanities
 MO Dept of Corrections, Probation and
 Parole
 ND Consulting Group
 Normandy Schools Collaborative
 North County Inc.
 Operation Food Search
 Parents As Teachers
 People's Community Action Corporation
 Probation and Parole
 Breath Of Life Christian Fellowship
 Church And Global Outreach Ministries
 Project Connect
 Raising St. Louis
 Ranken Technical College
 Ready by 21 St. Louis
 Regional Business Council
 Regional Early Childhood Council
 Regional Health Commission
 Rise Community Development
 Riverview Gardens School District
 Saint Louis County - Human Services
 Department
 Saint Louis University
 Senior Transition Accommodations &
 Recreation LLC
 SLATE
 SLDC
 Saint Louis Public Schools (SLPS)
 Saint Louis University (SLU)

Small Business Development &
 Technology Centers
 Starbucks - Ferguson Community Cafe
 St. Louis Children's Hospital
 St. Louis Circuit Attorney's Office
 St. Louis Community College
 St. Louis County Children's Service Fund
 St. Louis County Department of Planning
 St. Louis County Department of Public
 Health
 St. Louis County Homeless Services
 St. Louis County Housing Authority
 St. Louis County Human Services
 St. Louis County Library
 St. Louis County Police
 St. Louis County Police Department,
 Division of Criminal Investigation
 St. Louis County Strategy and Innovation
 Office
 St. Louis County Workforce
 Development
 St. Louis County Workforce Investment
 Board
 St. Louis Development Corporation
 St. Louis Economic Development
 Partnership
 St. Louis Initiative to Reduce Violence
 St. Louis Integrated Health Network
 St. Louis Mental Health Board
 St. Louis Metropolitan Police
 Department
 St. Louis Mosaic Project
 St. Louis Public School Foundation
 St. Louis Public Schools
 St. Louis Regional Chamber
 St. Louis Regional System of Care
 St. Louis Youth Jobs
 STL Black Authors
 St. Vincent Home for Children
 The Little Bit Foundation
 Turn the Page STL
 United Way of Greater St. Louis
 University City School District
 University of Missouri-St. Louis
 Urban Land Institute
 Urban League of Metropolitan St. Louis
 Urban Sprouts
 Urban Strategies
 US Attorney's Office
 US Bank CDC
 Vision for Children at Risk
 Washington University Brown School
 YWCA Head Start

Join Us!

ST. LOUIS PROMISE ZONE DEMOGRAPHICS



88,247

Total Employees



99,603

Total Housing Units



34%

Owner Occupied HUs

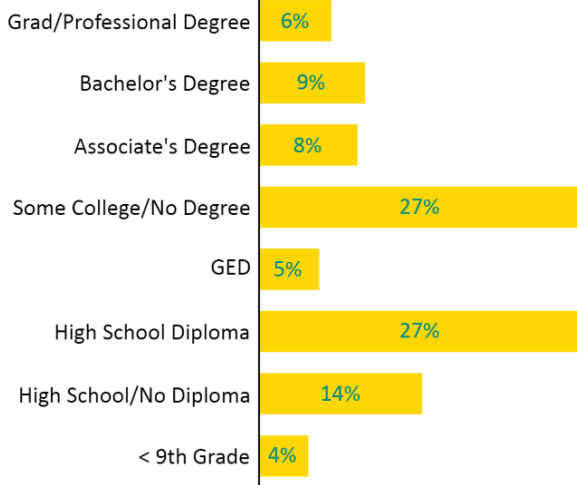


23.85%

Vacant Housing Units

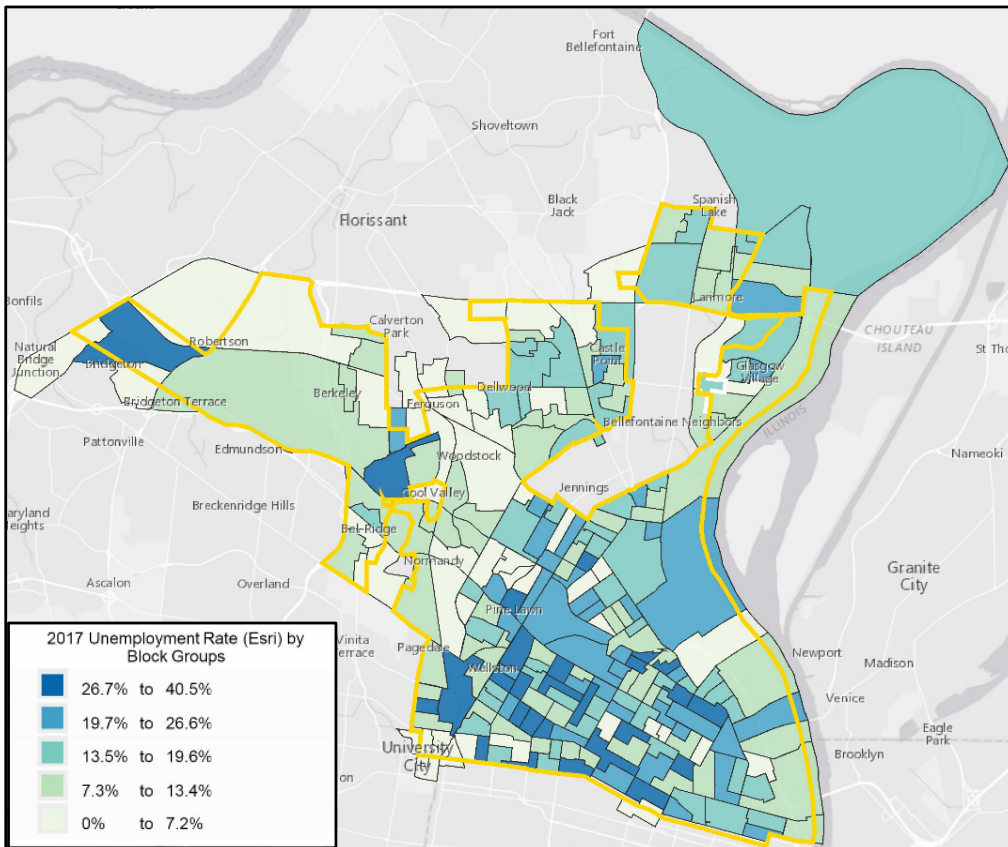
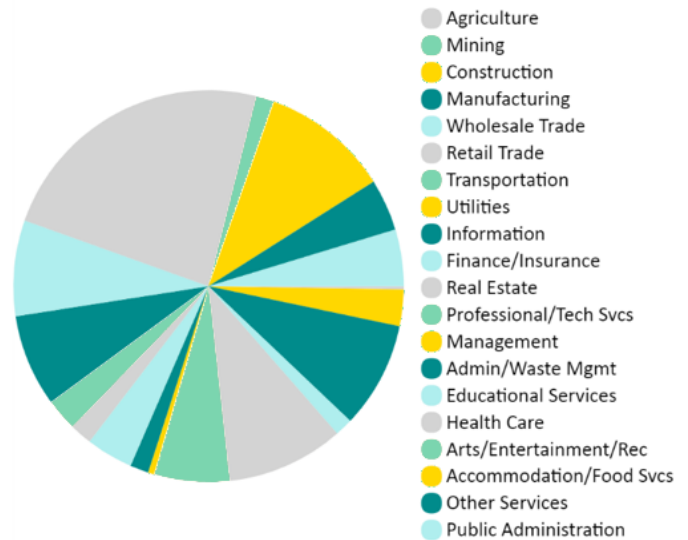
Educational Attainment

Age 25 +



Industry Composition

St. Louis City & County Promise Zone




The Promise Zone encompasses nearly 58 square miles of North St. Louis County and North St. Louis City and includes Ferguson, Bellerive, Bel-Ridge, Berkeley, Beverly Hills, Cool Valley, Country Club Hills, Dellwood, Flordell Hills, Glen Echo Park, Greendale, Hazelwood, Hillsdale, Jennings, Kinloch, Moline Acres, Normandy, Northwoods, Pagedale, Pine Lawn, Riverview, University City, Uplands Park, Velda City, Velda Village Hills, and Wellston.


St. Louis City Wards: 1-5, 18-19, 21-22, 26-27

Zip Codes: 63101, 63102, 63103, 63106, 63107, 63108, 63112, 63113, 63114, 63115, 63120, 63121, 63130, 63133, 63134, 63135, 63136, 63137, 63138, 63140, 63145, 63147, 63042, 63044

	Promise Zone		St. Louis City & County		Sources:	
	Estimate	%	Estimate	%		
Age & Sex	Median Age	33.9		39.6	ESRI, 2017	
	Total Population	199,576		1,329,615	ESRI, 2017	
	Males	90,688	45.4%	634,872	47.8%	ESRI, 2017
	Females	108,888	54.6%	694,743	52.3%	ESRI, 2017
	Age > 20	62,376	31.3%	334,545	25.2%	ESRI, 2017
	Age 65 +	27,178	13.6%	223,051	16.8%	ESRI, 2017
Race	White	16,380	8.2%	834,649	62.8%	ESRI, 2017
	Black	176,512	88.4%	389,539	29.3%	ESRI, 2017
Household Composition	Single Mom Households		20.4%		9%	ACS, 2012 5-Year
	Households with Children > 18 Headed by Single Moms		55.8%		29%	ACS, 2012 5-Year
	Households with Children > 18	28,181	37.2%	162,027	29.6%	ACS, 2010 5-Year
	Persons 65 + Living Alone		10.7%		11%	ACS, 2012 5-Year
	Grandparents responsible for live-in grandchildren > 18 yrs of age		51.1%		45%	ACS, 2012 5-Year
	Average Household Size	2.57		2.36		ESRI, 2017
Educational Attainment	High School Diploma Highest Attainment	33,577	27.0%	172,018	18.6%	ESRI, 2017
	Associates Degree Highest Attainment	10,249	8.2%	69,710	7.6%	ESRI, 2017
	Bachelors Degree Highest Attainment	11,072	8.9%	216,926	23.5%	ESRI, 2017
	Masters Degree or Higher Attainment	7,556	6.1%	159,474	17.3%	ESRI, 2017
	% of Population, Age 15-17, Not Enrolled in School		5%		34%	ACS, 2012 5-Year
	% of Population, Age 25 +, No High School Diploma or Equivalent	17,004	13.7%	54889	5.9%	ESRI, 2017
School Districts HS Drop-out Rate		9.7%		19.4%	DESE 2016	
Housing	Same Residence 1-Year Ago		98%		98%	ACS, 2011-2015
	Homeowners	33,497	33.6%	345,176	55.7%	ESRI, 2017
	Renters	42,355	42.5%	205,089	33.1%	ESRI, 2017
	Monthly Housing Costs 30% + Income for Home Owners with Mortgage		26.1%		19%	ACS, 2011-2015
	Monthly Housing Costs 30% + Income for All Renters		60.2%		48%	ACS, 2011-2015
	Median Rent	\$554		\$648		ACS, 2011-2015
	Median Home Value	\$80,051		\$183,374		ESRI, 2017
	Renter Households with No Vehicles	17,115	40.9%	46,947	23.7%	ACS, 2011-2015
Fertility	Teen Births per 1000 (Women, Age 15-19, who gave birth 2008-12)	70.6%		28.9%		ACS, 2012 5-Year
	% of New Moms, Age 15-50, with a Bachelors Degree or Higher		6.9%		39.4%	ACS, 2012 5-Year
	% of New Moms, Aged 15-50, Living Below Poverty Level		55.1%		25.4%	ACS, 2012 5-Year
Income	Median Household Income	\$29,099		\$55,727		ESRI, 2017
	Poverty Rate		31.3%		14.1%	ACS, 2011-2015
	Children > 18 Living Below Poverty Level		46.1%		28.3%	ACS, 2012 5-Year
	Four-Year Degree or Higher		15%		41%	ESRI, 2017
Workforce	Workers, Age 16+	67,781	35.1%	621,916	47.2%	ACS, 2011-2015
	Unemployment Rate		14.1%		5.5%	ESRI, 2017
	Worked Outside County of Residence	25,372	37.4%	201,480	32.1%	ACS, 2011-2015
	Avg Commute Time (Minutes)	N/A		23.7		ACS 2011-2015
	Total Employees Working in Area	88,247		943,438		ESRI, 2017
	Number of Businesses	4,989		51,957		ESRI, 2017
	Primary Industry by % of Total Businesses by SIC Code		44%		43%	ESRI 2017, Service Businesses (SIC 70-89)




199,576
Total Population



2.57
Avg. HH Size



33.9
Median Age



4,989
Total
Businesses



80,051
Median Home
Value

LOOKING FORWARD

ERICA HENDERSON

Executive Director, St. Louis Promise Zone

The St. Louis Promise Zone is a public-private partnership focused on strategic real estate projects that have the potential to catalyze positive commercial and residential development in distressed communities in North St. Louis City and County. This requires coordination of qualified developers who are enthusiastic partners in bringing investment into the 57.75 miles that define the Promise Zone.

Residents are at the center of the simultaneous commitment to economic and community development as articulated through the six goals for the St. Louis Promise Zone: Increase Economic Activity, Increase Workforce Readiness, Improve Educational Outcomes, Improve Health and Wellness, Reduce Serious and Violent Crime, and Develop Sustainable Communities. Tangible progress has been made toward each of the six goals through the support of federal partners, state and local policy makers, and community leaders.

As a result of the coordinated activities of 150 plus organizations working across the six goals, residents are seeing the potential for distress to be alleviated in their neighborhoods. Collectively, we still have work to do to ensure equitable access to resources and opportunities for everyone to build greater social capital and economic mobility. The gaps and unmet needs can only be addressed with continued public, private and philanthropic investment.

Continued progress toward each of the six goals requires all St. Louisans to be engaged - including you. Your expertise and passion as a St. Louisan are needed to make

St. Louis's Promise Zone a national model of community engagement and equitable economic development. Together with you, we can change the trajectory of communities in North St. Louis City and County. The narrative can shift to one that reflects all that is admirable about the residents, our corporate and non-profit anchors, and our governmental stakeholders who, collectively, are developing a community revitalization model that is grounded in equity.

Strategic, programmatic, and funding partners share an unrelenting focus on the quality of life for the St. Louisans who call the Promise Zone home. All embrace the dual approach of building human capital alongside physical infrastructure. In addition, all also recognize that the persistent concentration of economic distress is a regional problem that requires intentional thought, design and action if we are to become a more equitable and progressive community.

Collaboration drives the work within the St. Louis Promise Zone. Diverse networks steward multiple initiatives to ensure efforts are coordinated. It is a privilege to work with the people, donors, and organizations committed to creating a new narrative for St. Louis through the lens of equity.

Thank you to all of the St. Louis Promise Zone partners, funders, community leaders and, most of all, the residents who motivate us to keep going.

Yours in Service,

