

# ST. LOUIS PROMISE ZONE PROGRESS REPORT

April 2019

ST. LOUIS  
PROMISE  
ZONE

STLPARTNERSHIP





**THE ST. LOUIS PROMISE  
ZONE CATALYZES A  
MORE **EQUITABLE,**  
THRIVING REGION  
THROUGH RADICAL  
**COLLABORATION,**  
ALIGNMENT AND  
**INTENTIONAL, STRATEGIC**  
INVESTMENT IN OUR  
MOST DISADVANTAGED  
**COMMUNITIES.****



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# A LETTER FROM ERICA

Erica Henderson, Executive Director, St. Louis Promise Zone



The St. Louis Promise Zone entered the third year of its designation in 2018 and with that came many new opportunities, challenges and areas of growth. The St. Louis Economic Development Partnership, St. Louis Development Corporation, the City of St. Louis Mayor's Office and the St. Louis County Executive's Office all continued to work with the Zone as crucial implementation partners. With

more than 100 partners total providing services to residents within the 60 square mile boundary, the region continued to prioritize the Promise Zone geography through increased programming, targeted outreach, and alignment of activities. This report shows the collective work and impact of many of our partners over the past year as a way to amplify and elevate those doing the heavy lifting. It is by no means all encompassing, but features highlights of their collective efforts.

The launch of the #STL2039 campaign and release of the State of the Report from Forward Through Ferguson demonstrated both a **strong regional buy-in and the need to continue prioritizing the Calls to Action from the Ferguson Commission Report**. While some advancement on achieving these calls has been made, residents are still experiencing increased poverty rates, joblessness, and poor educational outcomes. The communities that fall within our boundaries are still subject to the worst health disparities in the region with residents in North St. Louis living 20+ years less on average than those a few short miles away in West St. Louis County.

After closing out 2017 with a Zone - wide community canvass, the Promise Zone and our partners **continued to push forward a resident-centric approach** to

the work in 2018. Promise Zone representatives advocated for community at the center and racial equity through work as members of a number of collaborative initiatives including the St. Louis City and County Affordable Housing Trust Fund Coalitions, the Social Policy and Electoral Accountability Collaborative, the Trailnet Public Input Committee, the Chouteau Greenway Project, Violence Prevention Commission, One West Florissant, and others.

The partnership between Forward Through Ferguson and the Promise Zone continued with a shared Promise Zone Catalyst through 2018, ensuring **alignment and coordination with the #STL2039 Action Plan and a shared vision of a more racially equitable St. Louis**. New partnerships with WePower, CIC St. Louis, and CET created a series of workshops designed to address equity in the entrepreneurship ecosystem, giving residents the opportunity to design a new system that best fit their needs and goals. The fall of 2018 also saw the selection of the second Neighborhood Leadership Fellows cohort made up of Promise Zone residents who will undergo 9-months of training to prepare them to sit on state-level boards and commissions or run for office, bringing their voices and those of their communities to decision-making tables.

Most importantly, 2018 brought forth strategic thinking about the role of the Promise Zone in the St. Louis region, with a focus on capacity building and accountability emerging. From helping municipalities streamline zoning, to empowering residents to become the developers of their own communities, the Promise Zone leadership understands that **to achieve greater equity, we must yield to the decision-making authority of the communities we serve**. We only enhance collective impact when we integrate and elevate the expertise and authority of those closest to the issues at hand. Our residents have much of the wisdom and clarity to drive their collective agenda - it is our role to empower them with the tools to do so.

Neighborhood Leadership  
Fellows Launched

Capacity Builder Conference

Literacy Event with St. Louis  
Black Authors

Library Boxes Debut at  
MetroLink Stations

Dismantling the Divide Report  
Released at EHOC Conference

#STL2039 Action Plan  
Launched

PZ VISTA Project  
Grant Awarded

Gateway Go  
Cards Launch

JAN

FEB

MAR

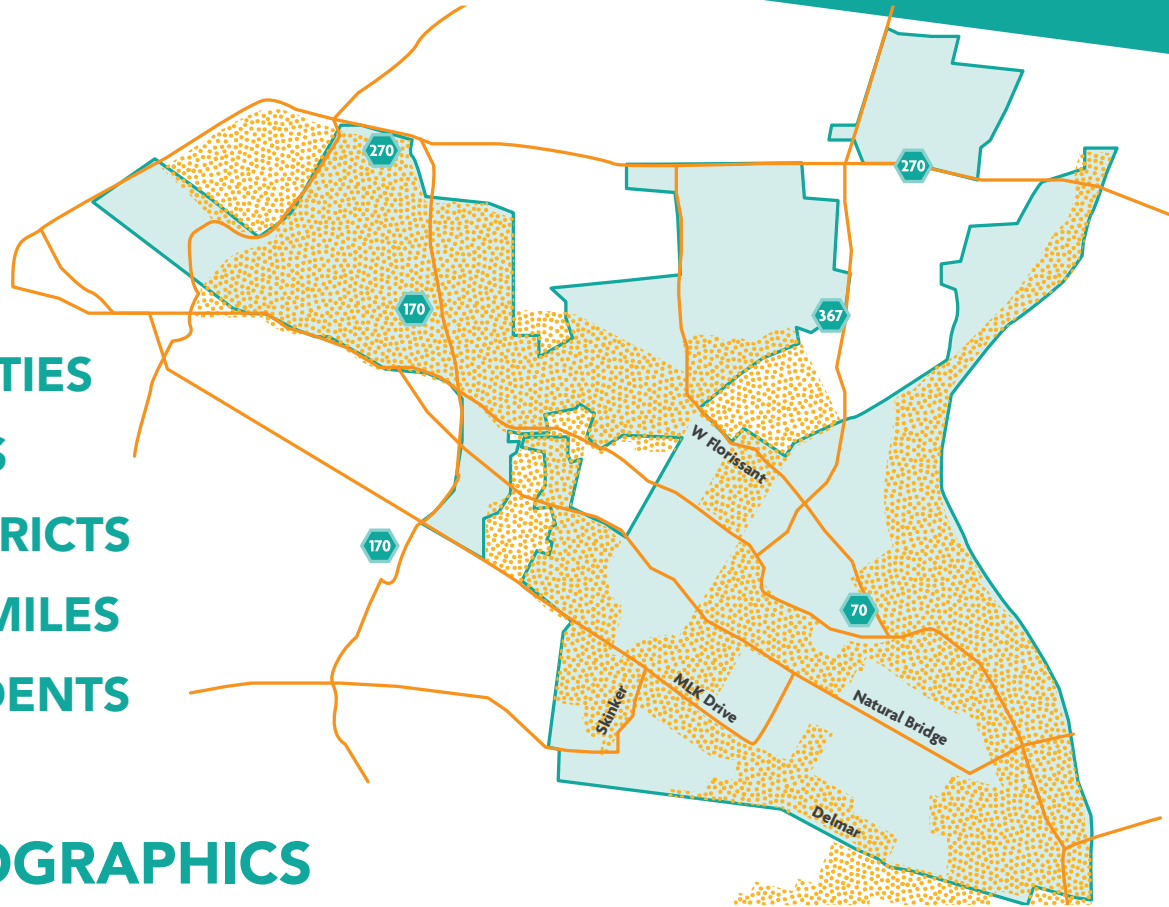
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JUN



# OVERVIEW

- 25** ZIP codes
- 28** MUNICIPALITIES
- 11** CITY WARDS
- 7** SCHOOL DISTRICTS
- 56.8** SQUARE MILES
- 193,842** RESIDENTS



# BASIC DEMOGRAPHICS

				
<b>96,067</b> Total Housing Units	<b>44%</b> Owner Occupied Housing Units	<b>\$81,079</b> Median Home Value	<b>34.0</b> Median Age	<b>23.91%</b> Vacant Housing Units
				
<b>2.59</b> Average Household Size	<b>4,747</b> Total Businesses	<b>\$14,720,390</b> Total Sales (millions)	<b>87,199</b> Total Employees	

 STL PROMISE ZONE BOUNDARY  
 OPPORTUNITY ZONES

*Data in this section is pulled from the American Communities Survey 2017 estimates. See page 51 for a full list of communities and school districts*

Promise Zone Young Professional Coalition Launch with 70+ YPs

Promise Zone + Urban League Career Fair

Entrepreneurship Series Launch in 3 PZ Neighborhoods

Community Arts Projects in 3 PZ Communities

Equitable Development Series Launch with 70+ attendees

Jazz at the Bistro with 250+ Students

JUL

AUG

SEP

OCT

NOV

DEC

# THEORY OF CHANGE

**OUR MISSION:** The Promise Zone catalyzes a more equitable and thriving region through radical collaboration, alignment, and intentional, strategic investment in our most disadvantaged communities.

**193,842** Residents

**25** ZIP codes

**100+** Strategic Partners

**17** Police Departments

**7** School Districts

**150+** Neighborhood Leadership Fellows and ReCAST delegates

**72.4 yrs** Avg. Life Expectancy

**24.4%** Avg. Poverty Rate

**82.61%** Avg. High School Graduation Rate

**\$14 billion** regional GDP loss due to racial wage gap

## THE GOALS

### Increase Economic Activity

Expand the pipeline to jobs in the Promise Zone by strengthening high-potential business clusters, developing job hubs, and assembling land for commercial use.

### Reduce Serious & Violent Crime

Achieve consistent annual reduction in the rate of violent crime across the Promise Zone through holistic public safety strategies that target resources to high crime areas, greater collaboration among police departments, and community policing.

### 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.

### 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.

### Improve Health and Wellness

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

### Increase Workforce Readiness

Stimulate the economic self-sufficiency of residents living in low-to-moderate income areas by connecting unemployed and underemployed residents to high-growth job sectors through job readiness training, apprenticeships, and placement opportunities.



**OUR VISION:** Strong, sustainable, and healthy mixed-income communities where all residents have access to opportunity.

## LEVERS OF CHANGE

### COMMUNITY CAPACITY BUILDING

Grow local skill and leadership to implement and sustain resident, organizational, and municipal solutions that actualize a shared vision for inclusion, racial equity, and economic mobility



### INTENTIONAL INVESTMENT

Connect goal-aligned initiatives to federal and state funding in order to grow and accelerate community impact



### ALIGNMENT + COLLABORATION

Activate St. Louis' corporate, government, and social sector leaders to collaboratively address inequity in the Promise Zone as the region's strategic economic development priority



## OUTCOMES

Reduction in Racial Disparities

Reduction in Violent Crime

Increased College and Career-Readiness

Increased Access to Quality, Accredited Schools

Reduction in Vacancy

Decrease in Rent Burdened Population

Increase in Life Expectancy

Reduction in Underemployment and Unemployment

# RACIAL EQUITY

## ALIGNMENT FOR SYSTEMIC CHANGE

The Promise Zone is strategically aligned to key community-based reports and policy platforms.

### Health Equity Works / For the Sake of All

**The Dismantling the Divide report** dives deep into the continuing presence of segregation in St. Louis and its effect on the health, housing, and wellbeing of the region. It's recommendations chart a path forward for policies and practices that foster integration and economic mobility.

**The For the Sake of All reports** detail the troubling health disparities—such as life expectancy—experienced across St. Louis neighborhoods that are only miles from each other, many of which are within the Promise Zone.

### 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 - 29 goals in total, ensuring that all activities are completed using a racial equity lens.

**Their #STL2039 Action Plan** lays out a campaign for a racially equitable St. Louis where ZIP codes do not determine life outcomes.

## PRINCIPLES + VALUES

### Guided by Residents.

We believe in increasing and amplifying the voices of North St. Louis City and County residents at civic decision-making tables in order to create equitable change in our neighborhoods and region. We must be community-centered as we advance our goals.

### Driven by Equity.

We know that inequities exist across the region and are experienced by Promise Zone residents every day. We take the intentional approach of applying a Racial Equity Lens to all our work to address root causes and decrease disparities while creating a stronger, more prosperous region for everyone.

### Committed to Collaboration.

We believe that prioritizing collaborative action and reducing duplication helps multiply the potential impact of our efforts. We align the Zone's many business, neighborhood, and social assets around common tables to achieve a greater change together than would be possible in silos.

### Focused on Systems.

We know the disinvestment experienced by Promise Zone residents is no one person's fault and was not built overnight. We take a systems approach that connects, invests in, and scales effective initiatives for neighborhood and regional impact.



## #STL2039

In April 2018, **Forward Through Ferguson** launched their #STL2039 campaign and Action Plan. Why 2039? The Ferguson Commission understood that creating meaningful change was a generational experience. The year 2039 is 25 years after the release of the Ferguson Commission Report, or one full generation. The campaign engaged leaders and residents across the region with a launch event on April 25, 2018 and three town hall events, engaging more than **450 residents who shared their visions** for a more racially equitable St. Louis in the year 2039.

## State of the Report

August of 2018 marked three years since the killing of Michael Brown and the release of the inaugural “State of the Report” to track progress on achieving the **189 Calls to Action** from the Ferguson Commission Report. After months of research, interviews with stakeholders, and analysis, Forward Through Ferguson found that progress was being made, though **only five signature priority Calls to Action had been implemented** to the point of ‘achievement’. Overall, the implementation is modest with a blend of programmatic and policy work. Implementation is lagging in all areas, namely Justice For All and certain subsections of Opportunity to Thrive.

**5**  
**SIGNATURE**  
**CALLS TO ACTION**  
**CONSIDERED**  
**IMPLEMENTED**

**47/47**  
**SIGNATURE**  
**CALLS TO**  
**ACTION**  
**EXPERIENCED**  
**MOVEMENT**

## DEFINITIONS

ADOPTED FROM FORWARD THROUGH FERGUSON

### Racial Equity.

A state in which a person’s life outcomes cannot be predicted by race. When our regional systems work well for all people so that disparities are closed and all residents, regardless of their race and ZIP code, have justice and the opportunity to thrive.

### Systemic Racism.

Entrenched institutional policies and practices that systematically disadvantage people of color and systematically benefit white people.

### Systems Change.

A theory of change that prioritizes shifting the ways that systems—networks of institutions, policies, practices, and people—have been structurally and culturally configured to differentially benefit one group over another.

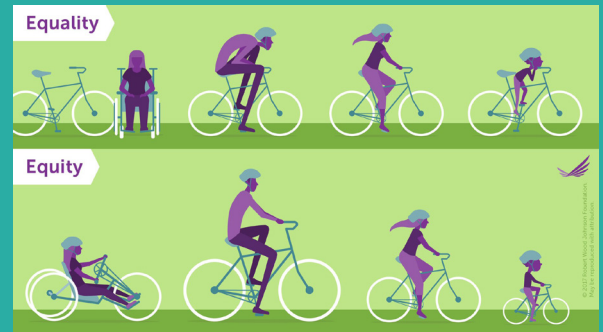


Photo Credit: Robert Wood Johnson Foundation



# PROMISE ZONE GOALS

## CRIME & SAFETY

### St. Louis Violence Prevention Commission

The St. Louis Violence Prevention Commission (VPC) aligns, convenes, communicates, and connects organizations that address violence prevention and reduction. VPC envisions a St. Louis region where communities enjoy quiet nights and the sounds of children playing during the days. St. Louis is a safe and desirable destination for businesses and residents. All community members feel protected and served by law enforcement and empowered to have a voice in important regional issues.

#### Objectives include:

- Improve community level response to nonfatal shootings
- Advance trauma informed and evidence-based violence prevention practices in community, systems, and service delivery
- Activate communities to strengthen police legitimacy

#### Mini Grants

In 2018, the St. Louis Violence Prevention Commission launched **\$2500 mini grants** for youth-led, neighborhood-based groups to address community-defined issues. Areas of focus included youth leadership,

artistic expression, neighborhood improvement, community and civic engagement, creating safe and fun spaces for youth, and supporting youth in developing life skills and good decision-making skills. Awards were made throughout St. Louis City and County.

**\$15,000** AWARDED  
IN GRANTS

**JUNE** - Ferguson Youth Initiative & Story Stitchers

**JULY** - March4Peace

**AUGUST** - Art in Walnut Park

**SEPTEMBER** - Teen Violence Prevention Summit

**OCTOBER** - Sauce Event Series  
Citywide Trunk or Treat

**NOVEMBER** - Teens of Tomorrow  
Blaque Art Project



"You can't have enough good relationships. When you have relationships in neighborhoods, and schools, and things like that, it matters." - **CAPTAIN PERRI JOHNSON, SLMPD**

### Community Canvassing

STLVPC partnered with the St. Louis Metropolitan Police's 6th District (SLMPD) to complete a **series of community canvasses** in the Promise Zone's Walnut Park neighborhood. In partnership with social service providers, officers knocked on doors throughout the community to assess what residents needed and **connect them with resources**. The initiative is part of Capt. Perry Johnson's initiative to increase community policing efforts and build trust between residents and officers.



## SoulFisher Ministries

The mission of The SoulFisher Ministries is to respond to the needs of youth with incarcerated parents and to promote restorative justice for those currently and formerly incarcerated.

### IFF Lending

Working with Community Development Finance Institution (CDFI) Coalition member IFF to obtain a **\$325,000 loan**, the SoulFisher Ministries has identified an existing **6,400 square foot building** for purchase along Natural Bridge in St. Louis County that will serve as the organization's new headquarters. Specifically the space will be used as administrative space for the organization's executive and other office staff. In addition, the space will house a computer lab to enable AGAPE, a program which provides Missouri's incarcerated women the opportunity to participate in an alternative learning program to obtain **life skills, goal setting, relationship restoration, and transitional housing opportunities**, and ENAL, a school-based tutoring program that operates within the Riverview Gardens School District at both Koch Elementary School and Westview Middle School.

### Second Chance Act Comprehensive-Based Adult Reentry Program

In September of 2018, the SoulFisher Ministries received a \$500,000 Department of Justice Grant to help fund the AGAPE program which will include supportive housing for reentry.

**\$500,000**  
**DOJ GRANT RECEIVED**

## Arch City Defenders

Arch City Defenders is a non-profit civil rights firm providing holistic legal advocacy and combating the criminalization of poverty and state violence against poor people and people of color.

### Ending Cash Bail

Low-income individuals who can't come up with the hundreds or even thousands of dollars needed for cash bail are routinely jailed for long periods of time. These residents who are disproportionately Black, often spend more than a month, and in extreme cases more than three months, behind bars without convictions waiting for their court dates. Arch City Defenders has filed a lawsuit to put an end to this process which detains individuals as a result of their poverty, and seeks to create change in how bail is applied, factoring in the defendant's ability to pay along with sustainable bail alternatives.

## Chief Hayden's Triangle

New SLMPD Police Chief John Hayden is focusing crime fighting efforts in an area of the Promise Zone bordered by Goodfellow, Vandeventer, Martin Luther King, and West Florissant Avenue. His plan includes increasing the presence of specialized units, issuing more warrants on known drug properties, and most importantly, increased police-community engagement.



# ECONOMIC ACTIVITY

Justine PETERSEN

## Lending & Capital in the Promise Zone

Justine PETERSEN and First Bank have partnered in the creation of a fund to deploy loan capital for residents and businesses located in the Promise Zone. The Capital Contribution model is a unique approach to funding Community Development Financial Institutions (CDFIs).

**\$3,791,777**  
IN LENDING THROUGH  
38 NMTC LOANS MADE  
IN THE PROMISE ZONE

**\$5,568,693**  
IN BUSINESS LENDING  
FROM 194 LOANS IN 2018

**\$75,909**  
IN CONSUMER LENDING  
FROM 37 LOANS IN 2018

**\$1,125,000**  
IN FEDERAL GRANTS  
RECEIVED IN 2018

## Greencubator Project

Justine PETERSEN has been working extensively on renovating a building, coined the Greencubator, in the Promise Zone to turn it into a small business incubator centered on indoor urban agriculture and food production. With over **\$1.2 million dollars** in grant funding from the Department of Health and Human Services and Missouri Foundation for Health for execution and implementation, this project will increase regional capacity for **urban agriculture food production** and lead to job creation in the Promise Zone along the North Riverfront.

## Great Rivers Community Capital

Justine PETERSEN is the proud recipient of a **\$1.25MM grant from the Community Development Finance Institution Fund** to ramp up lending to African-American and low-to-moderate income small businesses located in the City of St. Louis. Great Rivers Community Capital is a certified CDFI established in 1999. The organization will use this Program Financial Assistance award to increase the volume of current products and services. The CDFI Fund, part of the U.S. Department of the Treasury, awarded \$202.2 million in grants and loans to more than 302 community development financial institutions in 2018. Awards were made to 46 states and the District of Columbia. Justine PETERSEN, through Great Rivers Community Capital, is a member of the local St. Louis region CDFI Coalition.



## Bi-State Development

### Metro Re-Imagined

During 2017 and 2018, Metro Re-imagined worked with the community to gather a better insight into the needs of residents in the Promise Zone. Under the Metro Re-imagined MetroBus system changes planned for implementation in Fall 2019, North County residents will have **4 high-frequency routes** which will operate every 15 minutes during the day, and 12 local routes with service every 30 minutes. In North City, there will be **5 high-frequency routes operating every 15 minutes** during the day, and 10 local routes with service every 30 minutes. This new route layout will provide more direct trips and more frequent service to better serve Promise Zone Residents, and to significantly improve North-South connectivity for transit riders. Nearly **1,200 public responses** to the online and print surveys were received in 2017, and over 1,000 comments on the draft plan introduced in 2018 were received. With this feedback, the plan was revised to best address concerns about gaps in service.

## Wellston Business Center

Since building the original 10,000sf small business incubator in Wellston in 2005, the St. Louis Economic Development Partnership has led an ongoing effort to **revitalize Wellston and the surrounding areas**. The incubator began as one of 5 early stage locations for small businesses in our region that provided lower than market rates, clean commercial space, business services, networking and mentoring.

### Current Tenants

At the publishing of this update, there are **20 tenants and 3 community agencies** that all utilize the facility. Client companies are providing flooring, concrete, cleaning, electricity, security, home health and event decorations to the St. Louis Metropolitan area. The various community agencies cover a variety of issues such as children's literacy, health and wellness programs and economic development.

## Community Development Finance Institute Coalition

### Pro Neighborhoods Grant

The St. Louis CDFI Coalition received a **\$200,000 planning grant** to support the work of the Coalition and its partners in devising capital deployment strategies for three neighborhood typologies (one adjacent to a major catalytic event, one at risk of gentrification, and one near ongoing revitalization but not yet experiencing the same positive results). The aim of the initial work is to construct **equitable economic development plans for three neighborhoods**, which would then support an implementation proposal to JP Morgan Chase to capitalize these plans. This activity is being carried out in coordination with the city's overall economic development strategy planning.

### CDFI Coalition Forum

The Coalition hosted a CDFI Forum on June 21st in 2018 to raise awareness about the CDFI Coalition and build cross-sector partnerships. Eight CDFIs participated and more than **eighty individuals representing a wide variety of organizations** such as community nonprofits, local government, and banks attended to learn about the variety of CDFI initiatives in the St. Louis region. Participants explored how communities and funders could collaborate with CDFIs to create change for low-to-moderate income communities. Additionally, the Coalition unveiled its professional awareness video at the event.

### Calls to Action

The Ferguson Commission Report explicitly highlights the work of CDFIs and calls for enhanced access to banking in order to build equity:

**Build the capacity of CDFIs**

**Invest in high functioning CDFIs**

**Greater assignment of CRA credit to CDFI activities**

**Embed public banking models into CDFIs**

# EDUCATION OUTCOMES

The St. Louis Promise Zone encompasses **7 school districts** in the region. The Improving Education Outcomes Goal is to **ensure that students in the Zone are college and career ready**, by improving schools, returning them to accredited status, and providing wraparound services to support children from birth through graduation. The data below is pulled from Missouri Department of Elementary and Secondary Education.

## K-12 ENROLLMENT

	2015	2016	2017	2018
ST. LOUIS CITY	24,154	22,506	21,754	20,879
FERGUSON/ FLORISSANT	11,206	10,799	10,495	10,156
HAZLEWOOD	17,764	17,712	17,610	17,370
JENNINGS	2,526	2,535	2,521	2,517
NORMANDY	3,481	3,145	3,083	3,139
RIVERVIEW	5,143	5,346	5,213	5,356
UNIVERSITY CITY	2,943	2,861	2,732	2,697
MISSOURI	886,477	885,142	883,908	883,617

## DROP OUT RATE

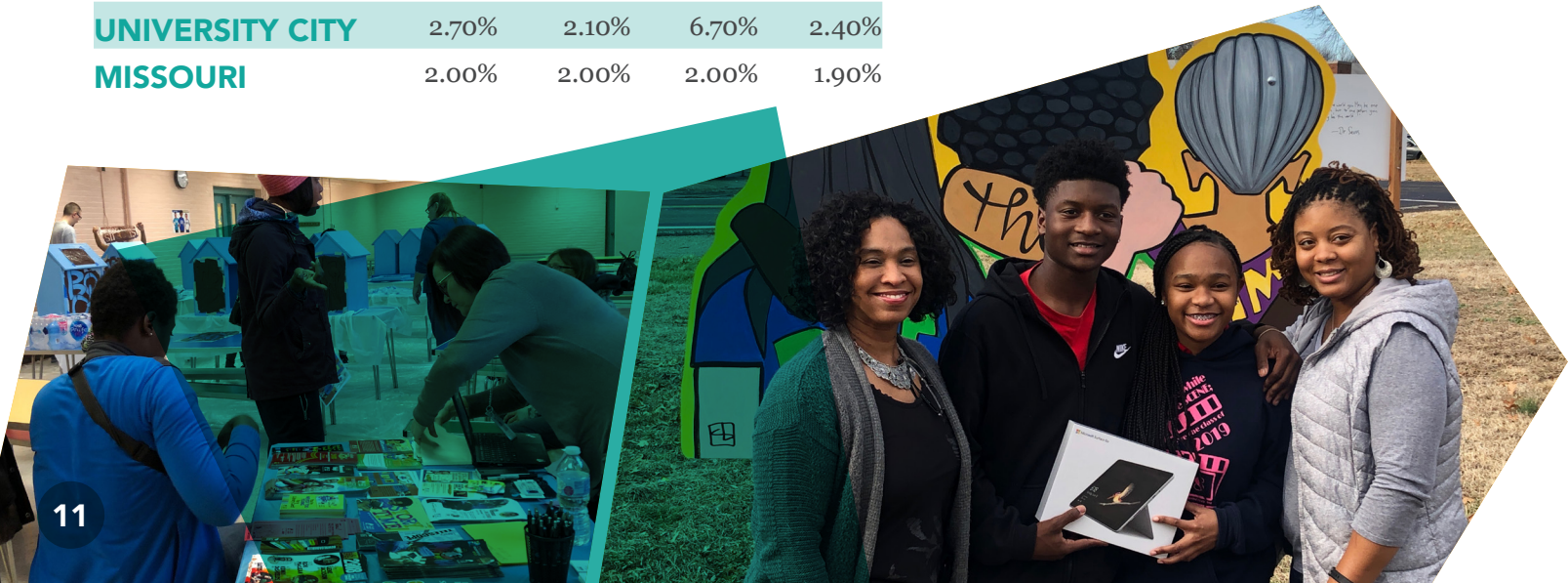
	2015	2016	2017	2018
ST. LOUIS CITY	12.60%	13.80%	15.60%	8.10%
FERGUSON/ FLORISSANT	4.20%	4.20%	6.50%	3.80%
HAZLEWOOD	1.90%	1.80%	1.40%	2.10%
JENNINGS	2.30%	2.70%	2.10%	3.00%
NORMANDY	8.90%	9.20%	11.20%	11.80%
RIVERVIEW	3.90%	3.50%	5.90%	2.00%
UNIVERSITY CITY	2.70%	2.10%	6.70%	2.40%
MISSOURI	2.00%	2.00%	2.00%	1.90%

## Ranken Technical College

### Summer Adventure Academies

In 2018, there were **27 programs offered** at Ranken's three locations in St. Louis, Perryville and Wentzville. Middle school programs at Ranken St. Louis were in high demand, selling out in less than an hour after registration opened.

Ranken offered a two-week course to give area high school juniors and seniors the opportunity to learn **Essential Information Technology Skills**. With a growing demand for Tech workers, the course provided students with a specific pathway that included immersion into challenging and well-paid Tech careers. Also in St. Louis, for the second year in a row, Ranken offered dedicated camps for Boy Scouts to learn and earn merit badges in Electronics, Plumbing, Automotive Maintenance, Entrepreneurship, and Cycling. Ranken is located in the Promise Zone with current openings for prospective students in the Zone found at [www.ranken.edu](http://www.ranken.edu).



## WHERE GRADUATES GO

ST. LOUIS CITY	2015	2016	2017	2018
Entering a 4yr. College/University	32.00%	34.10%	32.50%	34.70%
Entering a 2yr. College	26.80%	22.80%	27.30%	24.80%
Entering a Technical Institution	3.60%	3.90%	5.70%	1.90%
Entering Employment	16.90%	20.50%	19.90%	27.60%

### FERGUSON/FLORISSANT

Entering a 4yr. College/University	34.00%	34.90%	36.30%	30.50%
Entering a 2yr. College	27.20%	27.40%	32.10%	32.80%
Entering a Technical Institution	2.40%	2.60%	1.60%	3.20%
Entering Employment	16.60%	15.80%	17.00%	23.30%

### HAZLEWOOD

Entering a 4yr. College/University	35.40%	34.10%	33.80%	33.60%
Entering a 2yr. College	29.40%	37.30%	34.00%	31.90%
Entering a Technical Institution	2.80%	1.50%	1.80%	1.50%
Entering Employment	18.50%	16.60%	19.80%	15.00%

### JENNINGS

Entering a 4yr. College/University	28.20%	24.20%	22.80%	30.40%
Entering a 2yr. College	28.20%	30.30%	20.30%	15.50%
Entering a Technical Institution	2.50%	4.50%	0.00%	1.20%
Entering Employment	21.50%	37.90%	46.80%	44.70%

### NORMANDY

Entering a 4yr. College/University	30.40%	21.00%	13.70%	21.40%
Entering a 2yr. College	17.60%	11.90%	13.70%	16.80%
Entering a Technical Institution	0.00%	1.40%	0.00%	0.80%
Entering Employment	46.40%	52.40%	71.40%	57.30%

### RIVERVIEW

Entering a 4yr. College/University	21.80%	22.20%	16.30%	13.00%
Entering a 2yr. College	20.80%	14.80%	21.20%	17.60%
Entering a Technical Institution	10.20%	1.40%	4.30%	2.10%
Entering Employment	44.00%	58.30%	55.30%	64.20%

### UNIVERSITY CITY

Entering a 4yr. College/University	42.70%	45.70%	36.50%	37.90%
Entering a 2yr. College	34.10%	25.40%	32.70%	28.00%
Entering a Technical Institution	1.80%	0.50%	2.40%	3.30%
Entering Employment	14.00%	13.70%	17.80%	20.90%

### MISSOURI

Entering a 4yr. College/University	36.90%	37.50%	38.10%	38.00%
Entering a 2yr. College	28.70%	27.10%	26.70%	26.60%
Entering a Technical Institution	2.50%	2.50%	2.50%	2.10%
Entering Employment	20.70%	22.40%	22.80%	23.30%

## IFF

### Early Childhood Needs Assessment

Funded by MFH and several others, IFF in partnership with Southside Early Childhood Center and a diverse set of advisors from child well-being stakeholders, conducted a region-wide needs assessment for early childhood education. The study engaged families and operators to assess the need and market gaps for high quality subsidized childcare in the region and makes recommendations for prioritized investments to address these gaps.

## St. Louis Regional Chamber

### Gateway to Degrees

Gateway to Degrees is an initiative aimed at increasing adult degree attainment in the St. Louis region. Through collaboration with St. Louis businesses and higher education institutions, Gateway to Degrees connects adults with the support and resources needed to get them back to – and through – college. In this first year, more than **60 potential students** completed the intake process, 20 adults have made active progress towards returning to their degree and **8 have successfully applied** to or enrolled in a program.

*Data in this section is pulled from the Missouri Department of Elementary and Secondary Education*

# EDUCATION OUTCOMES

## KIPP Schools

### Highlights For 2018 projects:

- Launched the first KIPP High School in the state of Missouri.
- Added 300 students to the growing district

### Impact:

- **ACT results** - top 5 in the high performing KIPP network
- **Algebra scores** - outperformed city and state average for students taking Algebra 1
- Closed New Market Tax Credit Deal and opened a new **\$7M high school building**

### Success Stories for KIPP St. Louis

- **\$1.5 Million in non-refundable scholarship** support awarded to alumni, now Freshman in colleges and universities around the country
- **3 students received competitive scholarships** including a Dave Goldberg scholar, Donald Suggs scholar and Koch scholar
- KIPP St. Louis alumna, De'Ja Wood participated in the KIPP **Capitol Hill Intern program**

## Federal Funding

KIPP St. Louis received a federal Byrne Grant in order to provide Restorative Justice Training to serve students who live in the Columbus and Carr Square Neighborhoods. Funds were secured through the support of Urban Strategies.

## Normandy Schools Collaborative

### Collaboration

Normandy Schools Collaborative is truly a collaborative effort to serve the students in the 23 municipalities within the district boundaries. The school district partners with organizations such as Beyond Housing, Wyman Center, Better Family Life, Boys and Girls Club, Affinia, BJC, HomeWorks, and others to meet the social, emotional, and basic needs of our students to enhance readiness to learn. Normandy High School is one of 4 school-based health centers in the Promise Zone.

### Highlights For 2018:

- Began construction on an **innovative kindergarten and early childhood center**
- **16% increase** in students attending school more than 90% of the time





# Promise Zone Arts & Community Literacy Initiative

## Library Box Project

In an effort to increase access to literacy, the St. Louis Promise Zone team continues to partner with the St. Louis County Library, St. Louis Public Library, and local non-profits to provide 24/7 public access library boxes in communities across the Promise Zone. In 2018 alone, the community was able to construct and paint over **30 new library boxes**, with 15 boxes being installed across the area. These locations along with those built in 2017, now provide an average of **1500 library books to the public on any given day**.

## Community Arts Projects

The St. Louis Promise Zone was further able to partner with Cbabi Bayoc to provide opportunities to local youth to express themselves through painting. The Community Arts Project in cooperation with ReCAST, Artist Cbabi Bayoc, Spanish Lake CDC and Community Association, Northwest Academy of Law and Social Justice, and the City of St. Louis Parks and Recreation were able to hold multiple events in which local residents could work with Cbabi to design 3D art murals to see in their local parks. Community painting days were held with over **100 community members** coming together to paint the murals which will be placed in three first round pick locations in the Promise Zone, with additional locations to come in following years.

In total, **3 murals** were created with messages of community, equality, love, and family. This project was able to further engage local youth, provide a space for local gathering, complete beautification of a community spaces, and inspire youth around the power of the arts.

## Jazz @ The Bistro with Robert Glasper

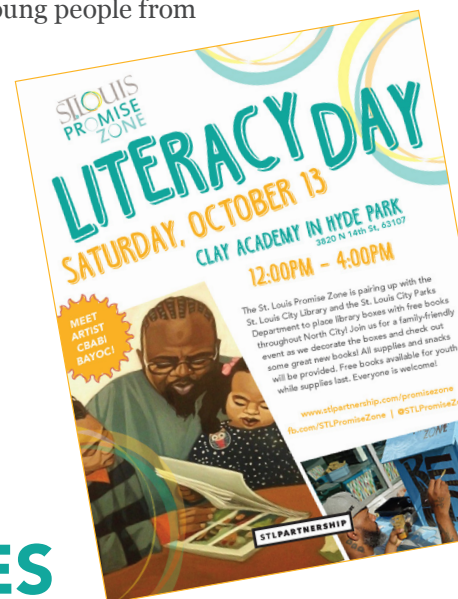
On Friday December 14th, Jazz St. Louis and the St. Louis Promise Zone partnered to engage over **200 students from 7 area school districts** in the art of jazz. The Emerson Jazz in the Schools program allowed students from schools in the Promise Zone to experience world-class musicians at the Ferring Jazz Bistro. Students experienced a performance and conversation with three-time GRAMMY award-winning artist, Robert Glasper, and respected St. Louis-based visual artist, Cbabi Bayoc during this event.

“St. Louis is known as a city that was important to the development of this uniquely American art form, and we want to make sure that young people from all corners of the city have the opportunity to hear world-class artists play this music. We are thrilled to be able to partner with St. Louis Promise Zone for this project.” — Jazz St. Louis

**1500 BOOKS**  
AVAILABLE DAILY IN THE  
INSTALLED LIBRARY BOXES

**30 NEW BOXES**  
CONSTRUCTED AND READY  
TO INSTALL ACROSS THE ZONE

**250 STUDENTS**  
EXPOSED TO THE ART OF JAZZ



## Mission: St. Louis

### Beyond School

The Beyond School program at Mission: St. Louis equips youth with the social, emotional, and academic tools needed to be successful while in high school and beyond. Scholars in Beyond School experience intensive academic support, social/emotional growth, community service learning, and enrichment opportunities.

Beyond School serves **150 students** during after-school hours each year. **Significant growth was achieved across all sites:**

- Scholars grew an average of 2.2 years in reading
- Scholars grew an average of 2 years in math
- Scholars grew an average of 2.1 years in science

RECEIVED

**\$2,012,498**  
IN FEDERAL GRANTS  
**\$968,556**  
IN LOCAL GRANTS

## Jennings School District

### CUBE Award for Urban School Board Excellence

The Jennings School District was selected as one of three national recipients of the National School Board Association's (NSBA) 2018 CUBE Annual Award for Urban School Board Excellence by the NSBA's Council of Urban Boards of Education (CUBE). Schools are chosen based on demonstration of excellence in four key areas: the school board performance, academic improvement, educational equity, and community engagement. Jennings is the first school district in the state of Missouri to receive this award in the 14 year history of this NSBA award.

## School District Highlights For 2018:

- **Opened Missouri's first CVS Mock Pharmacy** for student training in sales and customer service
- **Started the Little Medical School/Health Sciences STEM Pathway**, where the Little Medical School worked with third graders to simulate what it means to be a medical doctor. Students received a white coat, diploma and recited the Hippocratic Oath during a graduation ceremony
- **Created the first NAF Future Ready Lab in Missouri** with KPMG, MasterCard, World Wide Technology, and the University of Missouri-St. Louis to provide paid internships for 19 Jennings Scholars
- **Created the Building Futures Construction Academy with a \$20,000 Emerson Grant.** This provides work-based learning in design and building for students from elementary through high school. Older students received paid internships at Alberici, Clayco, Niehaus, and OSHA and Forklift Certifications
- **Expanded homeless student services** and opened a new shelter, Jennings Hope House II is equipped to house about six students with shelter, food, and a strong support system. All youth who live in the Hope House I & II are selected based on the greatest need



## A Red Circle

A Red Circle is a new organization with a vision to restore North County to a safe, vibrant, sustainable, and economically viable community that remains diverse, and in doing so, help heal the racial strife and division. Located within the St. Louis Promise Zone, A Red Circle's programming is designed to address economic segregation in employment, education, holistic living, policy, and the arts.

### Education Highlights For 2018:

- **Established the Education Advocacy Coalition** for North County's school districts Ferguson-Florissant, Hazelwood, Jennings, Normandy, and Riverview Gardens
- **Started the Education Advocacy Team** that includes mentors, tutors, and social-emotional coaches who work with children dealing with trauma. This program currently operates in the Ferguson-Florissant and Hazelwood School districts only
- **Partnered with St. Vincent Home for Children** to work with older children on skill-building for transitioning into adulthood

"The St. Louis Promise Zone brings together the very best of our region for the communities most in need—committed residents, experienced partners and aligned vision for a thriving St. Louis." - **DARA ESKRIDGE, INVEST STL**



## Boys and Girls Club

Last year, more than **\$9.7 million was raised** in support of the Boys & Girls Clubs of Greater St. Louis programs and services. In addition, the Boys and Girls Club broke ground on the Teen Center of Excellence in Ferguson which will offer after-school and summer programs to teens and youth (ages 12-18) in the North County area. The **Teen Center of Excellence is one of the first in the country.** At 26,856 square feet, the center will have three levels and include a nutrition education center, outdoor garden, gym, intellectual commons, teen lounge, auditorium, outdoor basketball and activity court, music and art studio, office space and maker space. The construction of the center is anticipated to cost approximately \$8,560,000, add **33 permanent full-time and part-time jobs**, and serve approximately 1500 teens per year in four school districts with higher than average drop-out rates.

## Keep Kids in Class

The Keep Kids in Class Coalition is dedicated to creating equitable school learning environments where all children can recognize their fullest potential. The Coalition is comprised of diverse organizations working in and around the education space. The coalition builds on the work of the #KeepKidsInClass campaign of 2016 and the longstanding efforts of a multitude of organizations and school districts working to break the school-to-prison pipeline, understood as the myriad of institutional policies and structural practices that disproportionately and negatively impact students of color and students with disabilities.

photo credit: Lucas Peterson



# LUME Institute

LUME Institute evolved from the values, philosophy, and methodologies embodied by LUME's model school, University City Children's Center (UCCC), a nonprofit, early childhood education center that for nearly 50 years has served as a transformative model of high quality early care and education.

## The LUME Approach

The LUME Approach is a framework and a way of being with children, families, and ourselves rooted in a deep understanding that children's emotional development is the foundation for lifelong health, growth, and learning. The Approach guides educators toward greater self-awareness and self-reflection, both of which enable and encourage them to successfully emotionally partner with children. It is the foundation for LUME's work in professional development, family education, and community engagement.

## Activities + Accomplishments 2018

- **Innovating with Harvard:** Advanced our Foundations Pilot Study with Harvard Center on the Developing Child Frontiers of Innovation Project. We will receive ongoing technical assistance around data collection, implementation, data analysis, and more
- **Impacting More Children and Adults Everyday:** Connected 1,500+ individuals in Missouri and beyond to the LUME Approach, through trainings and presentations given between January and December 2018

- **Providing Mental Health and Promotion Services:** Provided mental health prevention and promotion services to more than 660 children and 118 adults at UCCC and other child care providers in our region through the expansion of our Early Childhood Mental Health Consultation Model (ECMHC), funded in part by St. Louis County Children's Service Fund
- **Reaching 205,658+ Caregivers Across the State:** Launched a statewide strategic engagement and implementation plan to share Vroom, a national brain building initiative. As of December 2018, LUME directly reached 6,857+ people through trainings and events and more than 205, 658 parents and educators across our region with Vroom between June 2017 and December 2018
- **Elevating the Field of Early Childhood Education:** Participated in countless regional and national efforts to further develop practice and science in the field of early childhood education, including; St. Louis Regional Early Childhood Council (RECC), Board of the Missouri Association for Infant and Early Childhood Mental Health, and as presenters at local and national early childhood conferences

163

PROFESSIONAL  
DEVELOPMENT  
SEMINARS

31,720

CHILDREN  
IMPACTED BY  
APPROACH



# St. Louis Public Schools

Saint Louis Public Schools strives to provide a first-rate, relevant education to every student through high-quality instruction, proper and sufficient resources for schools, and safe and updated school buildings.

## 2018 Goals + Accomplishments

The District's Gifted and Talented Office adjusted its practices to assess a greater number of children district-wide with added emphasis on North City residents who are traditionally less aware of the program.

SLPS was selected to take part in Sprint's 1Million Project, Sprint's initiative to provide 1 million electronic devices (hotspot, smartphone or tablet) to districts nationwide. SLPS students received more than **800 smartphones**.

**District Technology:** Aging copiers and printers were replaced districtwide, along with 700 older iPads. Through Sprint's 1Million program, more than 1,000 tablets were donated to SLPS for distribution to Virtual School Program students.

Adams, Cote Brillante, Gateway, Gateway Michael and Woodward elementary schools received the **2017 Let's Move! Active Schools National Award**—the nation's top physical education and physical activity distinction for K-12 schools. This accomplishment inspired a visit by former President Bill Clinton.

SLPS launched new Love of Learning projects, including the district's first **Lego Rumble competition** and the inaugural District-Wide Scholastic Chess Tournament, which had hundreds of students participate.

In support of the District's Transformation Plan, the St. Louis Public Schools Foundation continued to secure robust funding for **early childhood education programs**, health and wellness initiatives, the cultivation of school leadership and college and career readiness programs for students.

Longstanding district corporate and community partners, such as Wells Fargo Advisors, Express Scripts and Spire, continued their valuable work in SLPS schools. **National Geospatial Intelligence – Agency (NGA) launched its partnership with SLPS**, engaging with students at Hodgen, Roosevelt, Vashon and Columbia.

The Technology Services Department refreshed roughly 6,000 older iPads for staff. The district was able to **receive more than \$300,000** for 1st generation iPads through a buy-back program.

The Transportation Department launched a GPS tracking system called EduTracker that enables parents/guardians to follow the location of their child's bus by logging into a parent portal.

## Current Initiatives and Accomplishments

**SLPS Transformation Plan:** Work continues on the district's strategic plan, which has five key goals: 1) Creating a system of excellent schools for students; 2) Advancing fairness and equity across the system; 3) Cultivating culturally responsive school leaders, teachers and support personnel; 4) Ensuring all students read to lead and succeed; and 5) Establishing community partners that support the Transformation Plan.

**Food and Nutrition Services Initiatives:** In order to ensure all students start their day with a healthy meal, the district is launching the Breakfast in the Classroom program at all elementary schools. This results in less hunger and improved academic performance, health and behavior. Breakfast Grab 'n' Go Program carts are being added to elementary schools (previously only available in middle and high schools), and SLPS is also rolling out the At-Risk, Afterschool Program, which enables any student to eat a snack and/or supper afterschool for free.

**Reading Initiative:** A culture of literacy—where reading is the instructional focus—is being established in all schools. Teachers are receiving comprehensive training on literacy teaching practices, including when and how to intervene to address deficits.

**Northside Gifted School:** Columbia Elementary is continuing its transition into the District's first fully gifted instruction school in North City. It expanded this year to serve gifted students in grades PK4, kindergarten, 1st grade and 2nd grade.

**Cultural Responsiveness:** District leadership completed a three-day training session leading into the 2018-2019 year related to culturally responsive practices.

# HEALTH & WELLNESS

## Bi-State

### Link Markets

The Link Markets provide healthy food access through small grocery kiosks at two MetroLink Stations within the Promise Zone area. Stations are located at the North Hanley and Wellston stops, and were chosen in part because of their locations in federally identified “food deserts.” The University of Missouri Extension Office also partnered with the Bi-State Research Institute to provide regular healthy cooking demos.

### Links 2 Health @ Link Markets

This 18-month pilot program funded through a \$1,000,000 Rides to Wellness Demonstration and Innovative Coordinated Access and Mobility Grant provides adults 18 years of age and older with health screenings, such as blood pressure and diabetes testing, as well as other health assessments, all free of charge. **No insurance, copay or payment is needed.** Everyone who gets a screening is also eligible for assistance in applying for health insurance, and will have follow-up primary care set up for them with transit-accessible healthcare providers.

691

UNIQUE  
PATIENTS  
SERVED

37.05%

HAD NO  
HEALTH  
INSURANCE

\$1,000,000

RIDES TO WELLNESS GRANT

## BJC Healthcare

### Access to Outcomes

As BJC continues to work to improve the outcomes of patients, the Access to Outcomes (A2O) initiative uses a mixed methods research approach that combines quantitative and qualitative analysis and in **co-creating potential interventions to address access challenges.** A2O supports collaboration with community partners working to address community health needs, social determinants of health, and barriers to access. The work of A2O highlights key accomplishments in our market services areas including:

- Infrastructure building for addressing gaps in access and health services
- Identification of underserved markets and leveraging integrated analytics for a deeper understanding of targeting the right areas at the micro-market level to co-create place-based solutions in communities
- Equity reporting and organizational capacity building to identify and address disparities
- Regional leadership in support of collective impact efforts addressing access to care, equity, and disparities
- Leadership at state, regional, and national level to advocate for addressing access challenges for the underserved

\$5,000,000

TO BEHAVIORAL HEALTH NETWORK  
OVER 5 YRS FOR SAMHSA HEALTHY  
TRANSITIONS GRANT



# IFF

IFF strengthens nonprofits and the communities they serve by providing leadership, capital, and real estate solutions. Leadership reflects the research, policy, sector work, and convening role the organization plays. Capital includes a range of financial products including, loans, New Markets Tax Credits, equity, and Pay for Success, Real Estate Solutions includes a range of consultant services, development, and ownership.

In 2018, IFF celebrate 10 years of operating in Missouri and 30 years as an organization. In that time, IFF has invested more than \$135 million and completed almost 50 real estate projects in Missouri.

The following two projects fall within the Promise Zone boundaries and represent their 2018 lending in the community health sector.

## West End Clinic

IFF made a **\$2.5M loan to West End Clinic** to build a 7,400 square foot expansion facility to meet high demands for more capacity. In order to begin serving more of the 1,400+ individuals on its waiting list, West End Clinic plans to build new dispensing stations, exam rooms, therapy rooms, and offices to house additional staff. The new structure will enable the clinic to serve approximately

**650 more patients per year**, bringing the total served to nearly 1,100. In addition to more space, 8 new jobs will be created to better serve patients and the community.

## Wilma and the Messengers Ministries

In 2018, IFF loaned Wilma and the Messengers Adult Day Health Care Center (WTMM) **\$160,000 to support program activities**. The center, located in the Promise Zone, provides daytime assistance, supervision, therapeutic recreation, and rehabilitation to its patients. WTMM's adult day care services are geared specifically toward elderly and disabled patients who need professional and medical supervision during the weekday. Approximately **69% of patients served are low income** patients that pay for services with Medicaid or Veteran's Administration reimbursements. On average the agency serves approximately 15 patients per day. In addition, WTMM also serves an **additional 3,500 individuals** through its outreach ministry that includes weekly Youth-at-Risk programs, health awareness for seniors with Alzheimer's and their families, homeless outreach, and prison outreach.

## HEALTH + WELLNESS SUBCOMMITTEE VALUE STATEMENT

TO ADVANCE COMMUNITY WELLNESS AND MAKE THE PROMISE ZONE A TRAUMA-INFORMED COMMUNITY. WE AIM TO ADDRESS TRAUMA IN A SYSTEMIC WAY IN ORDER TO CREATE A RESILIENT COMMUNITY. INTERNALLY, THIS MEANS EFFECTIVE COLLABORATION, CARE COORDINATION, ACCESSIBLE SERVICES, AND DESIGNING STRATEGY WITH PROMISE ZONE RESIDENTS LEADING THE WAY THAT ADDRESSES THE PRIORITIES CAUSING THE GREATEST INEQUITIES WITHIN AND ACROSS PROMISE ZONE COMMUNITIES THAT PREVENT THE REGION FROM ACHIEVING THE HIGHEST LEVELS OF HEALTH AND WELLNESS.



## Friends of the Ville

Friends of the Ville is the young professionals board that supports Northside Community Housing to provide high quality housing that is affordable to low- and moderate-income residents and create opportunities for them to improve their lives and revitalize the community.

### Inaugural Trap Run

The Northside Trap Run held on August 26, 2018 was **St. Louis' first hip-hop themed 1 mile walk, 5K walk/run and festival** aimed at empowering North St. Louis neighborhoods and unifying grassroots, civic, educational, commercial and residential efforts to bridge the city's north-south divide. The "Trap Run" name was adopted to **celebrate the beauty** that comes from struggle. Just as hip hop and trap music transcend hardship, this run highlights beauty in communities of St. Louis that too many ignore. The event featured a yoga warm up, live music at stops throughout the route, and health and wellness providers at a festival located across the finish line.

IMPACT  
**315 RUNNERS**  
**35 VENDORS**  
**80 VOLUNTEERS**

## Integrated Health Network

### RE-LINK Program

The purpose of this initiative is to improve the health outcomes for minority re-entrants, age 18-26, in transition from jail to their communities utilizing collaborative community efforts through a health and social services network comprised of physical health, behavioral health, and social support service partners. 63 RE-LINK participants are residents of the Promise Zone. Nearly 1/3rd were in jail due to a violation of some kind (parole, probation, technical, etc.) Only 2 RE-LINK participants from the Promise Zone have recidivated since connection to the program.

- **Connection to Services:** Achieved a 72% appointment kept rate for medical and social service appointments facilitated through Community Health Worker engagement
- **Focus on Personal Development:** CHWs implemented a 6-week pre-release curriculum for participants to focus on accountability, empowerment, and goal setting while they are in the jail setting. MO Heroes joined the CHWs to implement Overdose Response and Naloxone Training as part of pre-release course
- **National Reach:** CHWs participated in the Health Action Conference hosted by Families USA. IHN CHWs spoke alongside Sen. Corey Booker, Sen. Elizabeth Warren, Dr. Camara Jones and other equity healthcare advocates
- **Creative Collaborations:** Collaborated with St. Louis Metropolitan Police Department 5th District officers to create a referral mechanism into RE-LINK for criminal justice-involved youth they encounter who may also be victims of crimes





## Community Health Worker (CHW) Model and Regional Collaboration

In August 2016, the Board of Directors of the St. Louis Integrated Health Network approved strategy to support the scale and sustainability of a regional Community Health Worker Model. The goals of this initiative are to **(1) Align and coordinate** existing regional efforts and **(2) Explore the value** of additional CHW workforce and how IHN is strategically positioned to align and support. IHN, in partnership with the HEAL Healthcare Access Workgroup, DHSS, and others, were awarded MFFH funding to advance the region's CHW priorities.

### 2018 Highlights:

- Hosted the first St. Louis **Community Health Worker Summit** August 18 in conjunction with the Regional Community Health Celebration. There were 78 participants, 31 volunteers, and 24 local vendors.
- **The HEAL Healthcare Access Workgroup** that serves as the regional vetting table for CHWs approved four priorities for 2018 to achieve its goal to “scale and sustain the CHW workforce”:
  - Build capacity and formalize regional CHW infrastructure
  - Advocate for CHW long-term sustainability
  - Develop a workforce strategy that supports training and CHW career pipeline, including CHW apprenticeship
  - Demonstrate the value of CHWs on a regional scale through data and aligned messaging about CHWs
- CHWs are organizing into a more formal Board of Leaders and recruiting CHWs across the region to join a CHW Coalition
- Leadership from Kansas City, St. Louis and Jefferson City convene a monthly **“Statewide CHW Payer Engagement Workgroup”** to advance strategy to engage payors about CHW long-term sustainability. Current efforts include a report under development that analyzes national Managed Care Organization CHW reimbursement structures, Return on Investment messaging about the value of CHWs, State Plan Amendment recommendations, and other key sustainability considerations. This report will serve as a set of recommendations as the reimbursement structures are being developed for exploring the development of a CHW Apprenticeship Model
- IHN successfully connected leadership from FamiliesUSA CHW **Sustainability Collaborative** to advise Department of Health and Senior Services on Medicaid reimbursement advocacy strategies

“I’m a fan of north St. Louis. I’ve had a lot of opportunities to travel and live different places. But I’ve chosen, lovingly chosen to live in north St. Louis City. That will probably never change for me because I feel that the people that live there are so full, and valuable, and kind... and forgotten.” - **ANNESSA BLACKMUN, PODIATRIST, HEALTH ADVOCATE + NEIGHBORHOOD LEADERSHIP FELLOW**



## CURRENT PRIMARY IHN GRANTS RECEIVED

Office of Minority Health, U.S. Department of Health and Social Services Federal Grant

Missouri Foundation for Health Infant Mortality Reduction Initiative Grant

Missouri Foundation for Health Access to Care Grant

Community Development Block Grant

March of Dimes Missouri Community Grant

Institute for Medical Education and Research Grant

# SUSTAINABLE COMMUNITIES

## Metropolitan St. Louis Equal Housing & Opportunity Council

### Fair Housing

In April of 2018, EHOC hosted their Annual Housing Conference in the Promise Zone at the University of Missouri-St. Louis. Over **400 people attended** to hear Richard Rothstein, the author of “The Color of Law”, give his keynote speech prior to the release of the groundbreaking report *Segregation in St. Louis: Dismantling the Divide*. The remainder of the conference featured presentations and workshops with a focus on recommendations to overcome segregation and promote thriving integrated neighborhoods for all.

In March 2018, the Department of Justice settled a sexual harassment case on behalf of one of EHOC’s clients. The investigation found that a landlord in North City had been sexually harassing tenants for over 20 years. 14 women were complainants in the case. **The case settled for \$625,000 plus the landlord divesting from all rental properties.**

### Outreach Statistics

- Assisted over **660 individuals** experiencing landlord-tenant issues or housing discrimination
- Filed 13 cases with enforcement agencies alleging housing discrimination
- **Resolved 28 cases** benefiting clients, with a total resolution value over \$82,000
- Held **94 fair housing trainings** that reached **1,669 people**

# \$125,000

## OUTREACH INITIATIVE GRANT FROM HUD

## Project Launch

### Action in Neighborhoods

Dr. Vetta Sanders-Thompson led a **7 week course for engaged community members** on planning and implementing community service projects. The cohort had a nearly 100% graduation rate with **19 graduates**. Each team had the opportunity to apply for mini-grants, and all four teams were successful in receiving that.

### The Four Teams

- Village of Moms built a reading village for young children
- Operation Community Clean-Up led efforts to remove trash near elementary schools
- Senior & Youth Soul Food Program hosted community picnics at Hyde Park
- Garden Team worked with local partners to improve an area community garden

### Community Cafés: Transportation

Over **200 parents and community leaders** participated in the Community Café series on Transportation, advocating for and witnessing tangible public transportation improvements. By the end of the series, Bi-State Metro implemented changes including:

- A texting service for next bus times
- Increased customer service hours
- Ongoing community engagement opportunities



## St. Louis City & County

### St. Louis Community Development Administration CDBG Funding Activities

The City's Healthy Home Repair Program closed a total of **124 home repair loans totaling \$1,401,474** for low-to-moderate income homeowners in 2018. An additional **48 homeowners** have received commitment letters totaling **\$749,364**.

Housing Production Program completed **8 projects** which consisted of both new construction and substantial rehabilitation. These projects were sold to low-to-moderate income homebuyers. An **additional 75 units are underway**.

A total of **22 façade improvement projects** located in the Promise Zone were awarded CDBG funds through the St. Louis Development Corporation's Neighborhood Commercial District Incentive Program.

Housing Production Program made **11 funding reservations** through the Summer 2018 Notice of Funding Availability (NOFA) totaling **\$3,425,258**. This gap financing supports the rehabilitation of 9 units and the new construction of **54 additional units of for-sale or rental housing**.

# \$1,987,363

## TOTAL FEDERAL HOME REPAIR FUNDS DISTRIBUTED

### St. Louis Development Corporation

In 2018, the St. Louis Development Corporation saw a staggering \$7.4 Billion in total project investment planned or underway within the entire City of St. Louis, resulting in:

- **3,658** new jobs
- **6,218** residential units
- **2.2M square feet** of new commercial space

### St. Louis County CDBG Funding Activities

The St. Louis County Office of Community Development continued to provide investment into Promise Zone Communities through allocations of Community Development Block Grant Funding (CDBG) and HOME funds in 2018.

**Over \$1.36 million in CDBG funds per year** is collectively allocated to the St. Louis County Promise Zone municipalities to undertake activities such as street improvements, demolition, and minor home repair.

As of November 1, 2018, **over \$400,000 in CDBG funds** had been expended on public service activities throughout the St. Louis County Promise Zone.

### Noteworthy projects occurring in the Promise Zone include:

- **New Housing Construction in Jennings:** A Caring Plus Foundation partnered with the City of Jennings to construct 3-4 new homes using **\$1,199,935 in HOME funds**. Located on the 5400 block of Garesche Avenue, the project provides **affordable housing** while helping to revitalize Jennings' 4th ward, which shares its eastern boundary with the City of St. Louis. Homebuyer assistance, which was provided to all homebuyers, was structured as zero percent interest, due upon sale loans.
- **Pagedale Town Center II:** The St. Louis County Office of Community Development has partnered with Beyond Housing to develop a three-story mixed-use building at 6750-64 Page Avenue. The building will feature retail, restaurant and office space, and will complement other nearby developments in the City of Pagedale, including the 24:1 Cinema, Save-A-Lot, Rosie Shields Manor, the 24:1 Café and Pagedale Town Center I. In addition to **\$1 million in Section 108 funds**, the project will receive an additional \$1 million in Declared Disaster Relief Grant funding, which is intended for community and economic development projects benefiting the Promise Zone.

**\$76,700,000+**  
IN 2018 DEVELOPMENT  
COMPLETED IN THE ZONE

**\$96,300,000+**  
IN DEVELOPMENT IN  
PROGRESS IN THE ZONE

**1190+**  
NEW JOBS CREATED IN  
2018 FOR PROMISE ZONE

## Bi-State Development

### Northside Southside TOD Study

BSD is working with the City of St. Louis, SLDC, and East West Gateway on a Federal Transit Authority-funded, **\$375,000 grant project** to examine governance and implementation strategies to increase investment that improves existing communities along the North Side South Side corridor. The northern half of the corridor, as well as two of the three implementation pilot stations are in the Promise Zone. Bi-State held a **series of meetings with neighborhood leaders**, developers, and government/institutional leaders to examine what is needed to increase thoughtful development in those areas, and ways to improve quality of life for residents who live there now, rather than waiting for the new corridor alignment to receive funding.

### Gateway Go Card

Over the summer, ending in September 2018, Bi-State provided half-price transit passes to over **300 youth** between the ages of 13 and 25 within Promise Zone ZIP codes.

**366 GO CARDS USED BY PROMISE ZONE YOUTH**

## Spanish Lake CDC

### Housing Development

The CDC rehabbed a single-family home to sell to a low-to-moderate income family. The home prices in the immediate area had been suppressed to around \$85,000 for some time. This home was appraised at \$124,000, resulting in a rise of home values for the area.

## Rise Community Development

As the technical assistance provider for Invest STL, Rise is managing a **three-year, \$385,000 capacity building grant to Cornerstone Corporation** to support its work in the West End that is accompanied by intensive technical assistance from Rise staff. Work done with this grant will include a radically community-driven planning process. The value of the grant to Cornerstone, including Rise's ongoing technical assistance and planning is valued at **\$635,000 over three years**.

In addition to the Cornerstone Corporation support, Rise **completed the St. Ferdinand II Homes project** in partnership with Northside Community Housing for a **total project cost of \$10,336,000**. Since the Promise Zone's inception in 2015, Rise has completed a total of five projects in three Promise Zone neighborhoods for **\$27,983,000 in new investment**.

## IFF

### Justine PETERSEN Partnership Project

In 2018, IFF loaned Justine PETERSEN **\$208,000** to acquire a building in the Promise Zone for the **development of a mixed-use community asset**. This project will be completed with extensive resident engagement to guide the final uses for the building, ensuring the best fit for the surrounding community. The building falls within the Choice Neighborhood footprint.

**\$3,193,000**

**IN IFF COMMUNITY LENDING IN THE PROMISE ZONE IN 2018**



## Community Builders Network

### Member Activities in the Promise Zone

At the close of 2018, seven members of the St. Louis Community Builders Network reported completing activities within the Promise Zone boundaries, including:

71

HOUSING  
UNITS  
PRODUCED

85

VACANT  
LOTS  
CLEANED

185

HOME  
REPAIRS

126

BUSINESSES  
SUPPORTED

## Vacancy Collaborative

Launched in 2018, the Vacancy Collaborative (VC) is a coalition of partners committed to the reduction of vacant property as a **top priority in St. Louis**. Reducing the negative impact of vacancy is a complex puzzle that requires coordination to achieve a shared vision. The VC is not a stand-alone entity, but a coalition of community representatives, private and non-profit stakeholders, and City agencies. The VC helps to **coordinate existing vacancy efforts under one umbrella** and encourages the public and private sectors to work together toward solutions in a comprehensive and coordinated way.

"The people and places of North St. Louis City and North St. Louis County are full of untapped potential (from the many children in elementary school to start-ups and long-time businesses to the area's historic neighborhoods). The Promise Zone has helped us organize our resources, expertise, and neighbors to support community leaders, invest in resident-driven community improvement, and connect people to health services and jobs."

**KARL GUENTHER, COMMUNITY DEVELOPMENT SPECIALIST, UNIVERSITY OF MISSOURI - ST. LOUIS**

## Great Rivers Greenway

### Maline Greenway + Hodiamont Tracks

Great Rivers Greenway, along with the City of Ferguson, is designing and engineering the extension of the Maline Greenway from the Ted Jones Trail to Forestwood Park to West Florissant Avenue. This **new section of trail** will provide improved pedestrian and bicycle access to residential, commercial business, and transit service in Ferguson. When the Maline Greenway is complete, it is set to extend seven miles from the Riverfront Trail all the way up to the St. Vincent Greenway in North County. There are nearly **70,000 residents** who live near the greenway and will be connected to more than **350 acres of parks**.

In addition, Great Rivers Greenway conducted a robust community engagement process called the Hodiamont Tracks Greenway Study with 24 community gatherings in 2018. The purpose of the engagement was to ask residents if the alley and former Hodiamont trolley tracks should be converted to a greenway. **More than 94% of those engaged agreed that a greenway would be an excellent transformation.** Each greenway that is completed is reflective of and unique to the community that connects to it.

550

SURVEYS  
COLLECTED

66

COMMUNITY  
LEADERS  
ENGAGED

65

NEIGHBORS  
SUBMITTED  
FEEDBACK

24

PUBLIC  
EVENTS



# St. Louis Promise Zone + St. Louis Economic Development Partnership

## Conceptual Redevelopment Plans and Environmental Site Assessments

St. Louis Economic Development Partnership has partnered with the U.S. Environmental Protection Agency (EPA) to do a **conceptual redevelopment plan for five vacant commercial parcels in the recovery area** which includes the municipalities of Dellwood, Ferguson, and Jennings. These properties include: former Fashions R Boutique, former Advance Auto Parts, former AutoZone, former Discount Tire and former Conoco Gas Station along West Florissant Avenue. The technical assistance was provided by **EPA's Land Revitalization team**. The conceptual redevelopment plans are intended to help initiate the local public engagement and visioning process by providing visual images of potential types of redevelopment that may be pursued along the corridor. These were developed in parallel with several other studies and redevelopment planning efforts in the area, including the West Florissant Avenue Great Streets Master Plan. The St. Louis Economic Development Partnership has since partnered with Missouri Department of Natural Resources and EPA to begin Phase I and Phase II environmental site assessments for each of the five properties totaling \$557,850.

## Mow to Own Program

The Mow to Own Program is designed for City of Wellston residents who wish to acquire a vacant lot owned by the Land Clearance for Redevelopment Authority of St. Louis County (LCRA). This is a sweat equity program where residents may take immediate ownership of a vacant lot

that is located next to an occupied residential property that they own or live in for a nominal fee following approval by the LCRA Board. **Participants must agree to continually maintain the lot, including regular mows and debris removal, for 24 months.** The successful applicant will receive a deed to the property with the 24-month maintenance lien, allowing the property to be reacquired by LCRA should the applicant fail to maintain the lot. After 24 months, if there are no findings of violation from the City of Wellston and the applicant has paid the taxes associated with the lot, LCRA will remove the maintenance lien and the owner will own the property.

## North Newstead Association

The North Newstead Association's mission is to bring community partners together to promote economic well being in their geographic area by providing affordable housing and family support services to the areas low and moderate-income residents. The organization currently serves the St. Louis City neighborhoods of Penrose, O'Fallon, Fairground, Carr Square, Jeff Vander Lou, St. Louis Place, Old North, Columbus Square, and the Gate District. In 2018, they accomplished:

<b>30</b>	<b>257</b>	<b>189</b>
<b>COMMUNITY MEETINGS HELD</b>	<b>SENIORS ENGAGED IN PROGRAMS</b>	<b>HOME REPAIRS MADE</b>

**785 VOLUNTEERS ACTIVATED**

## Project Connect

Project Connect is a City of St. Louis Initiative that aligns the current and future projects, people and plans within eight contiguous North St. Louis neighborhoods surrounding the future home of the National Geospatial-Intelligence Agency West. The City of St. Louis has programmed **\$100 Million in planned infrastructure improvements** that will improve accessibility between North and South St. Louis City. In addition, Project Connect facilitated two open houses in 2018 in North St. Louis focused on connecting residents to a variety of resources including advanced career training opportunities.



## 4theVille

### Billboard Competition

4theVille is a project that uses interactive storytelling methods to share the history of the Ville and inspire multi-generational engagement with the community. In 2018, the group received funding through the **Regional Arts Commission's Community Arts Training program** to facilitate a billboard design competition. Through a city-wide call for artists, the group decided on **two winning billboards** that will be displayed in the community, celebrating the rich history and legacy of the Ville and its residents. More billboards will be created as funds are acquired.



## Other Federal Agency Support in 2018

In addition to local partners in the Promise Zone, federal agencies provide a wide array of technical and financial support to projects underway in the 60 square mile area. In 2018, the following federal agencies provided:

**\$557,850**

FROM THE ENVIRONMENTAL PROTECTION AGENCY TO GRANTEES AND CONTRACTORS

**\$1,000,000**

FROM THE FEDERAL TRANSIT AUTHORITY FOR THE LINK TO HEALTH VEHICLE PROGRAM

**\$3,500,000+**

ALLOCATED FROM HUD VIA COMMUNITY DEVELOPMENT BLOCK GRANT FUNDING

**\$80,000,000+**

IN TOTAL FEDERAL INVESTMENT IN THE PROMISE ZONE SINCE 2015

## EQUITABLE ECONOMIC DEVELOPMENT

EQUITABLE ECONOMIC DEVELOPMENT EXPANDS ECONOMIC OPPORTUNITIES, PARTICULARLY FOR PEOPLE OF COLOR AND LOW INCOME PEOPLE, CREATING STRONGER COMMUNITIES AND MORE PROSPEROUS REGIONS. THROUGH PUBLIC AND PRIVATE ACTION THAT IS RESPONSIVE TO COMMUNITY NEED, IT FOSTERS SMALL BUSINESS GROWTH, INCREASES QUALITY JOBS, IMPROVES NEIGHBORHOODS, AND INCREASES WEALTH. IT REQUIRES CITIES TO SHIFT FROM OUTDATED POLICIES THAT INHIBIT SUCCESS, TO A SYSTEM THAT BENEFITS ALL.

DEFINITION CREATED BY THE NATIONAL CITIES EQUITABLE ECONOMIC DEVELOPMENT FELLOWSHIP 2018-2019 COHORT

## Dream Builders 4 Equity

Dream Builders uses an innovative model to provide at-risk youth with the opportunity to attain financial ownership in real estate located in low-income/highly distressed communities.

### 4769 Cupples Place

4769 Cupples Place is a 1,000 square foot house in the Kingsway East neighborhood of St. Louis. The property has been vacant for over 3 years, and maintenance has been neglected. The property was purchased by Dream Builders in 2018 and **students will begin rehab work in the spring of 2019** under supervision of a professional contractor.

### Branding/Storytelling

In 2018, fifteen Dream Builders students rehabbed a once vacant property in the North city neighborhood of Lewis Place. During the rehab, the **youth published an inspiring book** titled “All In” detailing their journey, followed by a book signing and screening of their documentary.

## Beyond Housing

Beyond Housing exists to build strong communities that support healthy families and children. As a comprehensive community development organization, Beyond Housing brings civic leaders, targeted nonprofits, corporate partners, and residents together to help entire communities become better places to live.

### Key capital improvements in 2018

- The construction of **41 affordable rental homes** in Pine Lawn to be leased out in 2019
- The construction of a **new park in Pine Lawn** offering a green space for local families to enjoy
- **Extensive street-scaping and bio-retention** work in the City of Pine Lawn, helping to address excessive street water run-off

## Key Public Service Outcomes

- **The Family Engagement Liaisons**—Beyond Housing employees embedded in Normandy schools—engaged 86% of all families in the school district and provided **3,954 resources and basic needs items** so children can arrive at school ready to learn
- **Housing Resource Coordination served 501 families** living in our rental housing to help them maintain stable housing and work toward their long-term goals, with 41% receiving referrals to partner resources including financial education courses and health care
- Signature college savings and access program, Viking Advantage, supported **39 more students** on their paths to college, providing 3:1 matched and other support like ACT prep and assistance with the FAFSA
- Launched **Community Health Workers program**, which is anticipated to assist 300 families with a focus on children with asthma and adults with diabetes to access proper care and health education

## Better Family Life

Better Family Life serves a mission to plan and establish social, cultural, artistic, youth, economic, housing, and educational programs that help to promote positive and innovative changes within the greater St. Louis area.

### Clean Sweep Program

This program is a large scale, neighborhood clean-up initiative involving not only residents, but regional volunteers, the Regional Business Council, council member companies and St. Louis City departments. Together they **work to address the physical conditions of the neighborhoods**, including demolishing derelict and dangerous structures. **Four cleanup days were scheduled in 2018 with more than 12 companies** providing assistance.

## Choice Neighborhoods

Selected as a Choice Neighborhood by the U.S. Dept. of Housing and Urban Development in 2014, the Carr Square, St. Louis Place, Columbus Square, Downtown West and Old North communities have united to bring about long-term neighborhood transformation.



## Major Activities

- Residents created a **mural in Murphy Park** with artist CBABI and COCA
- **Feeding and Reading Initiative** in Murphy Park during the summer where SLMPD officers handed out lunches and the Village of MOMS gave away books and led activities in their Literacy Village
- KHAOS(Keep Healing and Overcoming Struggles) Kids delivered their **mental health wellness program** to students at Jefferson Elementary and LaSalle Middle, including counseling support for teachers
- **Connected ex-offenders to on the job training** and opportunity to earn a Carpenter's Apprentice Certificate
- KIPP schools began a series of **restorative justice trainings** for staff of schools in the neighborhood

## Key Outcomes

A new resident-created Mural for Murphy Park 9 people, including ex-offenders, completed Carpenters Apprenticeship Training and received certificates.

## Key Partners

Khaos Kids, Crime Victims Advocacy Center, Youth and Family Center, Village of Moms, KIPP, CBABI, COCA

## Homegrown STL

### Investing in Two Generations

Launched in 2015, the HomeGrown STL Network (Saint Louis My Brothers Keepers) brings together multi-sector providers, governmental officials, planning professionals, citizens, and private-sector partners to develop regional and local strategic plans to **disrupt**

**fragmented care coordination** and to improve the well-being and economic upward mobility of an entire population of Black males ages 12 to 29 years within a generation and within a specified geography.

HomeGrown STL has convened **eight quarterly networking breakfast events** and three annual regional strategic planning summits, involving hundreds of local leaders and **200 unique organizations in the St. Louis Region** ranging from small independent organizations to large for-profit entities.

To support the professional development of service providers to Black boys and young men, HomeGrown STL instituted a professional development grant, supporting the professional development of **30 service providers** who provide direct services to black boys and young men in roughly **25 St. Louis City Promise Zone neighborhoods** and **17 municipalities in St. Louis County**.

## Catholic Charities of St. Louis

Through agencies like Marygrove, St. Louis Counseling, Queen of Peace Center, St. Patrick Center and St. Francis Community Services, Catholic Charities **serves 11,868 individuals directly in the 25 Promise Zone ZIP codes in a single year**. These services include providing counseling and therapeutic intervention for 958 clients, foster care and adoption for 296 clients, education, employment training, homeless prevention, and placement services for 4,759 clients, domestic violence services for 78 clients, residential treatment for women with substance use disorders for 937 clients.



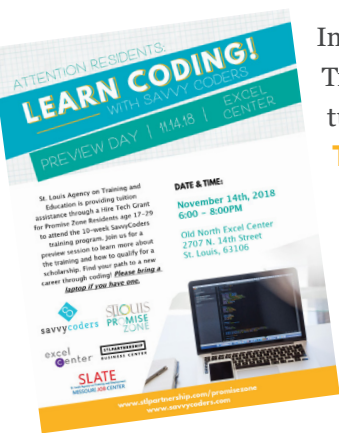
# WORKFORCE READINESS

## Savvy Coders

Savvy Coders believes that knowing how to code is more than just a cool hobby; it is an essential skill for the 21st century that can revitalize communities and bring more people into the modern workforce. Their mission is to teach the basics of web design and programming to anyone with the desire to learn. The 120-hour course taken over 10 weeks is designed to teach even the most tech-illiterate students to code.

In 2018, the St. Louis Agency on Training and Education provided full tuition assistance through a **Hire Tech Grant for Promise Zone Residents age 17-29 to attend the 10-week SavvyCoders training program at no cost.**

A series of intro sessions were held in and targeted to Promise Zone residents.



## SLATE

The mission of SLATE Missouri Job Center is “connecting real people to real jobs.” With that mission in mind, SLATE has goals to uplift the community, strengthen the workforce, and **provide quality job opportunities to a highly skilled workforce** to help reduce crime and increase public safety, create true equality for economic opportunity, and strengthen connectivity within the St. Louis region.

### Health Profession Opportunity Grant/ Healthcare Industry Training and Education Program

HPOG is a healthcare grant that is also a research study for the **Department of Health and Human Services**. Participants are randomly assigned to the grant by a ‘lottery system’ with a selection ratio of one rejection for every two admits. The grant is designed to study the effect of having wrap-around services such as case management, transportation assistance, and support to eliminate barriers compared to individuals who utilize

grants/services already available in St. Louis City or County. The HITE/HPOG grant for SLATE has been successful in assisting **315 clients with completing healthcare training** and we look forward to adding to that number upon completion of the five year grant in September 2020.

## Trade Tuesday

No other industry impacts our lives like construction. Trade Tuesday is a weekly opportunity to capture the supply of interested candidates, introduce them to the plethora of construction opportunities, and connect them to careers that meet the demand for workers in the construction in the St. Louis area. It is designed to help job seekers of any age or skill level determine if a construction career appeals to them. For each of the construction crafts, it offers information about: (1) the work performed, (2) the training program, (3) the application process, (4) where to obtain additional information.

## Workforce Wednesday

Workforce Wednesday is a program providing same-day interview opportunities offered by local employers looking to hire new talent. Each week, St. Louis businesses conduct on-site interviews from 9 a.m. to noon, and from 5 p.m. to 7 p.m. in the SLATE offices at 1520 Market Street. **Job seekers of all skill levels can meet and interview with a variety of companies** for entry level, mid-career, and professional positions for in-demand industries such as healthcare, IT, manufacturing, hospitality, and many others. Employers are also looking to hire workers on-the-spot, to fill immediate openings.



## Compass Rose Collaborative Reentry Program

The Compass Rose Collaborative Reentry Program is designed to assist youth between the ages 18-24 years old with a primary focus on young adult offenders. The program **helps youth reach educational, employment, and training goals**. Services can begin as early as pre-release from the Medium Security Institution and extend beyond successful completion of the program. Youth have the option to return to school to further secondary/post-secondary education, obtain employment, and gain valuable skills in numerous vocational areas.

In 2018 Compass Rose enrolled **103 participants** that have the barrier of being an offender, **21 of those participants have earned their vocational certificate**, 12 have been exposed to Internships/Apprenticeships and **40 have been placed in employment**.

## LaunchCode

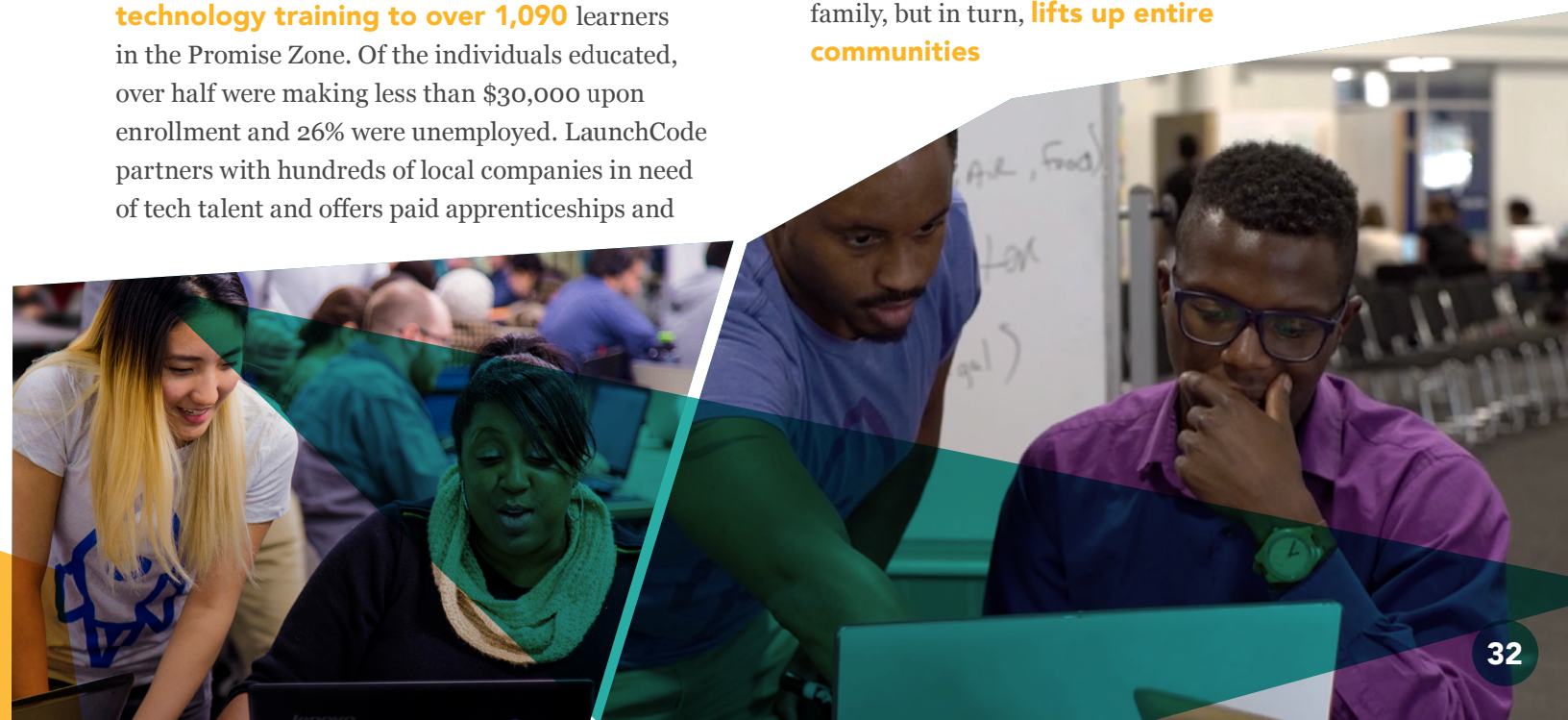
Founded in St. Louis in 2013, LaunchCode is a national nonprofit creating pathways to economic opportunity and upward mobility through free education, paid apprenticeships and job placement in technology.

### 2018 Highlights

- In 2018, LaunchCode provided free, skills-based **technology training to over 1,090** learners in the Promise Zone. Of the individuals educated, over half were making less than \$30,000 upon enrollment and 26% were unemployed. LaunchCode partners with hundreds of local companies in need of tech talent and offers paid apprenticeships and

job placement to those determined to be job-ready. The average LaunchCoder more than doubles their previous salary in their new tech role

- Of those educated in the Promise Zone, **53% of students identified as women and 43% identified as people of color**. LaunchCode is passionate about helping local companies add diverse, homegrown tech talent to their teams
- For the first time, LaunchCode offered their flagship computer programming course, LC101, at the St. Louis Community College's Center for Workforce Innovation in Ferguson, Missouri. **This marked our first St. Louis class led by a majority black teaching staff**
- LaunchCode's new Discovery Course breaks down barriers by **bringing the fundamentals of coding directly to people in their communities**. The course can be done online at the learner's own pace and is supported by meetups with mentors. Many of these meetups were held in the Promise Zone and a **special cohort implemented in partnership with Grace Hill** at their North City location
- LaunchCode is now St. Louis' most prolific creator of new tech talent and is placing more people than ever into upwardly-mobile careers, which not only has a huge impact on the LaunchCoder and their family, but in turn, **lifts up entire communities**



## St. Louis Community College

### Job Training and Apprenticeships

In 2018, St. Louis Community College (STLCC) received the second of **four anticipated annual award payments totaling over \$1,000,000 from the U.S. Department of Education's Child Care Access Means Parents in School program**. The grant supports the work of the nationally recognized Child Development Laboratory Center on STLCC's Florissant Valley campus and its partner centers to provide access to child care, educational workshops, and other assistance to low-income student/parents so they may earn a two-year degree, credits to transfer to a four-year institution, or credentials for employment.

Also in 2018, STLCC received **\$156,000 from a taxpayer supported grant through the Productive Living Board** to provide St. Louis County residents with disabilities a variety of vocational enhancement services through its Access Services program under STLCC Continuing Education on any STLCC campus or off-site location.

### Renewable Energy Skills Training

In September 2018, **Bank of America awarded a \$20,000 grant to STLCC** for solar training. This eight-week training program covers the installation of photovoltaic renewable energy technology. Graduates of the program will be qualified to sit for the North American Board of Certified Energy Practitioners Associate Program exam. Average starting salaries from solar installers is \$38,000.

## Mission: St. Louis

### Beyond Jobs

The Mission: St. Louis team runs a program called Job & Leadership Training (JLT) that empowers men from under-resourced communities to become leaders in their workplaces, families, and communities. When a client completes the 8-week JLT session, he will have completed a paid internship, financial literacy training, health and wellness classes, and will have 14+ months of support.

## 2018 Highlights

- **70 men** graduated from JLT
- 91% of men had **no new offenses**
- **73% are employed** 6 months after graduation
- 93% report having **found identity and purpose** in life
- 1 in 4 men who graduated **received their first-ever paycheck** from JLT

## Urban League

The Urban League of Metropolitan St. Louis exists to empower African Americans and others throughout the region in securing economic self-reliance, social equality, and civil rights.

### Project EmPOWER Job-Readiness Training Program

In 2018, the Starbucks Foundation provided support for the Urban League Workforce Development Division through the **Cafe Opportunity Grant**. This grant provides comprehensive job-readiness training activities including soft skills, customer service, cash-handling and others. This year, the **program engaged 103 youth in training at the Ferguson, MO Starbucks Training Center**. All graduates are equipped with the skills needed to gain entry level employment upon completion. To date, 62 youth have obtained employment or internships and 88 have pursued educational programs to help them reach their employment goals.

### Business Training Center

The Urban League of St. Louis understands that computer literacy is a critically needed resource for many of St. Louis' residents. **The Business Training Center offers courses directly linked to the Employment Department**, using software that helps clients with job-readiness. In 2018, the center hosted 14 Basic Computer classes, 11 Resume Writing courses, and 3 Advanced Computer courses.

## Family Workforce Centers of America

Family Workforce Centers of America (FWCA) is the managing partner of the MET Center and provides customized professional development training for various industry sectors including STEM related industries. FWCA is a regionally focused community-based, non-profit, dedicated to enhancing the lives of American youth and adults who are in need of family supportive and workforce services. The organization provides direct services in the areas of youth and adult workforce development, customized skilled training, and individual and family supportive services.

### 2018 MET Center Data

- **5702 Training customers** served
- **886 customers** received employment
- **2,467 customers** received financial services
- **8,838 assessments** and public benefits consultations
- **478 events** held

### American Job Centers Data

- **19,335 total customers** served
- **1,073 customers** received employment services
- **3,002 events**
- **15,260 assessments**

# \$61,097,583

## IN ECONOMIC IMPACT GENERATED THROUGH FWCA PROGRAMS

## St Louis Regional Youth Employment Coalition (RYEC)

RYEC envisions greater racial equity in the region's workforce. The coalition seeks to increase youth employability and grow diverse talent pipelines with a focus on 14-25-year olds who live in St. Louis City and St. Louis County with a racial equity lens.

### Key Strategic Priorities

- **Increase access and quality of summer youth employment programs.** Activities include shared staff professional development training and the production of a youth conference. The RYEC professional development opportunities include: mental health first aid, Anti-Bias Anti-Racism training, motivational interviewing and Positive Youth Development training.
- **Coordinating wrap around supports to reduce barriers in access and completion of training and apprenticeship programs.** This work primarily is based on coordinating transportation solutions through subsidized public transportation passes, and developing a coordinated referral process for behavioral health supports.
- **Increase access to credentialing and apprenticeship programs that lead to livable wages with upward career mobility.** Working with the Clark Fox Family Foundation, RYEC will launch a website that is an expansion of the existing Blueprint4Summer platform. This site will be an innovative web platform that will connect young people to training programs that lead to middle-skills jobs and will be available in March.



# PARTNERSHIP HIGHLIGHTS

## ST. LOUIS RECAST

The St. Louis ReCAST Grant has three main goals, including to build a foundation to promote well-being, resiliency, and community healing through community-based, participatory approaches; to improve access to trauma-informed community behavioral health resources and youth peer support; and to create community change using a community-based participatory approach.

In year two of the grant, ReCAST awarded **13 mini grant contracts of \$20,000 each** in the areas of mental health, peer support, youth engagement and violence prevention, all targeted towards youth and families. This initiative was driven by **77 community delegates ages 11 and older** as they worked closely with ReCAST staff and community partners.

### Programs funded in year two include:

- Job Readiness Classes
- Parenting Classes
- Children's Literacy
- After School Programs
- Mentoring
- Conflict Resolution
- Chess Classes and Tournaments
- Gardening
- Youth Step Teams
- Peer to Peer Education

## Racial Equity in the Promise Zone

The four organizations that were awarded contracts through the St. Louis ReCAST initiative are required to serve Promise Zone residents through a racial equity lens. St. Louis ReCAST community delegates also attended several trainings that expanded their knowledge of and capacity to work with a racial equity lens as they develop RFPs and engage residents:

**Trauma Awareness Training:** This 90-minute training provides an introduction to the impact of trauma on health, development, and social functioning. It is the suggested starting point for individuals and organizations interested in learning more about trauma and toxic stress.

**Racial Equity Workshop:** Helps individuals understand health disparities, institutional and systemic racism, intergenerational poverty, implicit bias, etc. in order to give a better context for understanding community issues.

**Facilitative Leadership Training:** This training focuses on conducting meetings, helping groups reach consensus, group problem solving, etc. It teaches people to feel comfortable facilitating groups of neighbors through the engagement process and increases leadership development.



### IMPACT SNAPSHOT

100,000

RESIDENTS EXPOSED TO MENTAL HEALTH AWARENESS MESSAGES

2433

RESIDENTS RECEIVED TRAUMA-INFORMED TRAINING

236

HIGH-RISK YOUTH RECEIVED PROGRAMS

4108

RESIDENTS RECEIVED TRAUMA-INFORMED BEHAVIORAL HEALTH SERVICES

# WEPOWER

WEPOWER St. Louis is a rapidly growing start-up initiative in the greater St. Louis Region with a focus on empowering Promise Zone residents. The mission of the organization is to activate community power to re-design education, economic, health, and justice systems to be just and equitable for all.

## Entrepreneurship Sessions

In the fall of 2018, the St. Louis Promise Zone partnered with WEPOWER, CIC St. Louis, and CET to bring three entrepreneurship sessions to the Promise Zone. Housed at locations in both North City and North County, the sessions featured information sharing from startup ecosystem partners and **conversations about how our systems could be better designed to serve all Promise Zone residents**. Participants

worked together to design their ideal entrepreneurship ecosystem and share that system with the very service providers who can make the changes needed to ensure all residents have the opportunity to access resources.

## Power Builders + Better Budgets Campaign

WEPOWER facilitated two Power-Building Academies throughout 2018 across two communities, including North St. Louis City in the Promise Zone. **The North St. Louis Power Builders launched a Policy Advocacy Campaign** in September 2018 focused on increasing transparency in the St. Louis Public School Budgets.



500+

LETTERS SIGNED IN SUPPORT OF POLICY DEMANDS

2000+

RESIDENTS ENGAGED THROUGH CANVASSING AND CALLS

85%

OF COMMUNITY MEMBERS TRANSITIONED FROM TRAINING TO LAUNCH POLICY CAMPAIGN

85%

OF COMMUNITY MEMBERS TRAINED NOW WANT TO LEAD LONG-TERM POLICY AND SYSTEMS CHANGE



Photo credit: WePower

# NEIGHBORHOOD LEADERSHIP FELLOWS



The Neighborhood Leadership Fellows (NLF) seeks to increase and amplify the voices of Promise Zone residents on committees, boards, commissions and in elected office in order to advocate for more equitable policies. This nine-month fellowship addresses systemic change in the region. The 2018 inaugural cohort of 23 Fellows have hit the ground running toward the halls of power, the civic decision-making tables, and the equity-focused solution spaces in St. Louis.

## The Intervention:

A 9-month civic fellowship for residents from the Promise Zone and other under-represented St. Louis neighborhoods convening one weekend a month for a learning session comprised of: **Educational Workshops, Trainings, Shared Learning, & Mentoring**

## The Outcomes:

After in-depth training and mentorship, Neighborhood Leadership Fellows will have gained valuable knowledge, skills, relationships and preparation to:

**Short Term:** Create a rigorous personalized plan for civic leadership and present small group projects developed alongside existing policy efforts that generate equitable outcomes in the Promise Zone

**Medium Term:** Serve on a board or committee; join a commission; run for elected office; and create a new committee/taskforce/advisory board

**Long Term:** With more North St. Louis City and County residents serving in positions of power, community voice will be more thoroughly and regularly incorporated into policy and practice and increased levels of trust will form between communities and policy-makers by having the Neighborhood Leadership Fellows serve as bridges

## 2018 Accomplishments and Leadership Roles Awarded to the Fellows:

- Two NLF Fellows filed to **run for State Representative**, one **winning their election** in August 2018
- Two NLF Fellows ran and were **re-elected to municipal aldermanic boards**
- NLF Fellow served on the **Forward Through Ferguson Executive Director selection committee**
- NLF Fellow was selected to be **Community Champion** for Trailnet
- NLF Fellow was awarded a **"Top Ladies Of Distinction: Achieving Excellence"** award
- NLF Fellow wrote an op-ed about Police excessive use of force that was **published on CNN.com**



"It has been a honor to work with my other fellows. This group is a wealth of knowledge. Also, the presenters have provided an outlet for different ideas and a world of opportunities that are at our disposal to explore and cultivate." - **LUTHER TYUS, NEIGHBORHOOD LEADERSHIP FELLOW 2018**





# PROMISE ZONE YOUNG PROFESSIONALS COALITION

In 2018, the Promise Zone Catalyst worked with leadership from the Rise Young Professionals Board to develop and launch the Promise Zone Young Professionals Coalition. Understanding that **young professionals in St. Louis often go untapped for their talent**, this coalition is aimed at completing relevant, project-based work within the Promise Zone.

Working in conjunction with the St. Louis Economic Development Partnership staff and Promise Zone community partners, five initial projects were selected for the first round of projects set to launch in January of 2019. More than 60 young professionals attended the kick-off event, 40+ have completed forms to officially join and more than 20 have signed up for the first round of projects.

## The projects are as follows:

- Creating a framework for a **Community Governance Structure** for the St. Louis Promise Zone that can be modified and implemented at other organization
- Producing a **Marketing and Engagement Plan** for the newly-formed Hyde Park Neighborhood Association
- Laying the groundwork for the launch of the **"I Am Promise Zone" campaign** which will tell the stories of Promise Zone residents and partners, bringing awareness to the strengths of the region
- **Completing a landscape study** and interactive map for all after-school and childcare opportunities for youth ages 3-18 in the Promise Zone to identify gaps in service
- Create a proposal and best practices "pitch book" for expanding the **Community Health Worker model** throughout the entire Promise Zone

70+

YOUNG  
PROFESSIONALS  
ATTENDED LAUNCH

20+

JOINED THE  
FIRST ROUND  
OF PROJECTS

10

INITIAL STEERING  
COMMITTEE  
MEMBERS



# BUILDING CAPACITY

## URBAN LAND INSTITUTE

### Urban Plan Curriculum

#### High School Series

Urban Plan is a classroom-based learning curriculum developed for **high school juniors and seniors**.

In the 15 class hours of the curriculum, students learn about land use and its related disciplines in business, city planning, real estate, architecture, and law.

Students form development teams and respond to an RFP to redevelop a 5½ block site in a fictional city. Each team member assumes one of five development roles and together the team develops a financial proforma and physical model of their plan. Once complete, each team presents their proposal to a mock City Council who then awards the ‘development contract’ to the winning team.

The session culminates with a field trip to a real estate development site - a 200+ acre district - where the students meet with and ask questions of the developer and then tour the site and select buildings.

Through the process, students discover the dynamic fundamental challenges of development: how market forces such as supply and demand clash and collaborate

with non-market forces like politics and regulation to create the built environment. The students also learn how real estate development works from a city’s perspective and how they, as residents, citizens, and future voters, can have an impact on how and where development occurs in their respective communities.

ULI St. Louis is delivering this curriculum to the three high schools in the Ferguson-Florissant School District for the second year running. We have trained 3 teachers - one in each school - to teach the curriculum and 30 ULI members have been trained as Urban Plan facilitators and City Council members.

In the 18 months in the classroom, over 100 students have participated in the Urban Plan curriculum.

#### Elected Official Series

The St. Louis Promise Zone and ULI have partnered to offer the Urban Plan Curriculum to area municipal leaders, providing them with the tools they need to understand the development processes in their communities from the perspective of elected leadership. The format is much the same as the program for high school students, but instead takes place during an all-day workshop where municipal leaders work together to complete a redevelopment plan for a fictional municipality.

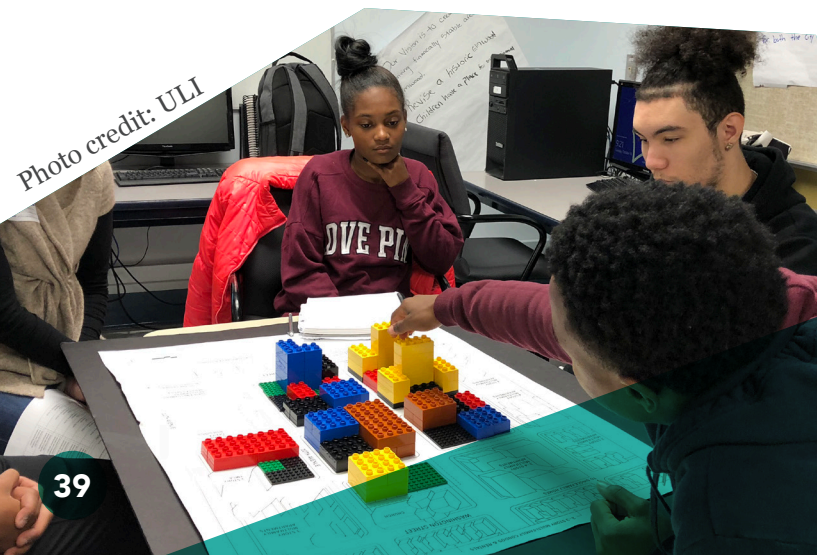


Photo credit: ULI

## NONPROFIT SERVICE CENTER

### Capacity Building Workshops

The two-day Capacity Builders Conference held in February of 2018 provided non-profits in the Promise Zone with the tools to grow their organizations and build sustainability. Topics included Board Building, Collaboration, Marketing, Volunteer Management, Strategy and Evaluation, and Outcomes. In addition, participants were able to build fundraising skills through learning more about grantwriting, online donations, special events and individual donor relationships.

## HEARTLAND BLACK CHAMBER

Heartland Black Chamber of Commerce (HBCC) is a nonprofit organization that embodies all types of businesses within its membership, minority, women and disadvantaged business entrepreneurs (MW/DBE), with a primary focus on African American businesses. The purpose of the HBCC is to provide committed, visionary leadership and advocacy in the realization of economic empowerment.

### Bank Accounts and Loans

Heartland Black Chamber works with various black-owned businesses, helping them to maneuver through the process of banking their businesses in a way that helps them grow. To date over 20 new accounts have been opened and 5 new commercial loan applications have been made.

### Loan Fund

Heartland Black Chamber members are discussing the launch of a \$15-\$20 Million Dollar Loan Product to provide guarantees for the Chamber to oversee funds being secured by funders, offered at marginal rates to serve as gap funding and other financing needs of small businesses. The funders would serve as the backstop, backing the guarantee of these loans.

## HEARTLAND BLACK CHAMBER + ULI

### Tools for Equitably Redeveloping Your Community

This workshop series was developed as a six part series to provide an opportunity for members of the community and business owners to have an opportunity to become educated on the process of community development. The series is sponsored by the St. Louis Promise Zone, The Heartland St. Louis Black Chamber of Commerce, the Urban Land Institute of St. Louis, SLDC, Midwest BankCentre and Green Street St. Louis.



"The St. Louis Promise Zone continues to be a game changer in North St. Louis City and North St. Louis County. Being strategic in programming, community and economic development and strong partnerships has been the guiding force of the work being done in the Promise Zone.

We recognize that to build our city, we have to build our businesses. To build our businesses, we have to build individuals and families. To build St. Louis, we have to build the black community and we do so by starting with education and working with business owners. We want to recapture the essence of what St. Louis was designed to be. We do that by building the black community and creating an opportunity for all to succeed and the Promise Zone is demonstrating the knowledge that it is ultimately before us all to rise together." - **VETA JEFFERY, MIDWEST BANK CENTRE + HEARTLAND BLACK CHAMBER**

# ONE WEST FLORISSANT

## Capacity Building Workshops

In June 2014, a Great Streets Master Plan was completed for the recovery area along West Florissant Avenue in Dellwood, Ferguson and Jennings. This was a collective effort between the municipalities, St. Louis County Department of Transportation and the local Metropolitan Planning Organization. The plan outlined short-term, medium-term, and long-term priority action items for this area. One of the key priorities is to **create a place-based organization to lead economic development** in this area. Over the last six months, the St. Louis Economic Development Partnership has secured funding to start this process.

Given the current funding for this project, the expected outcome is an action plan that will be developed based on whether the community chooses to **1) form their own 501 (c) 3** community development corporation (CDC); **2) ask an existing nonprofit organization** in their service area to take on place-based work; **3) invite an outside nonprofit** to work with stakeholders in the community; or **4) another option that presents itself** through the course of community conversations.

## Zoning + Land-Use Reform

Another key priority from the master plan is to coordinate and **reform the current zoning and land-use ordinances**. West Florissant Avenue travels through

“It’s been a privilege to support the Promise Zone’s mission. Our work with the SLEDP has provided an incredible opportunity for our students to engage in the community and directly contribute to the economic development of the region. This would not be possible without the network and resources provided by the Partnership” - **DANIEL BENTLE, DIRECTOR OF THE CENTER FOR EXPERIENTIAL LEARNING, OLIN BUSINESS SCHOOL**

each of the three municipalities contiguously, but they all have different zoning and land-use ordinances for this commercial corridor. As a result, it has become a barrier for new and redevelopment. Working together to solve this issue, **the cities of Dellwood, Ferguson and Jennings will create a destination that reflects a new, vibrant vision for the community**. A new unified zoning and land-use regulation will support and promote a sense of place and help reconnect people to the corridor. The Promise Zone has successfully secured funding to hire a consultant for this project. The next step will be to draft a scope of work and request for proposals in 2019.

## PROMISE ZONE

### Wash U Center for Experiential Learning + Promise Zone

The St. Louis Promise Zone’s partnership with the Washington University’s Center for Experiential Learning Small Business Initiative continued to build capacity, access to resources, and functionality for businesses in the Promise Zone, while exposing local university students to real-life struggles of businesses in high-poverty areas. **In 2018, over 30 students were placed with 9 high-need small businesses** to tackle market research, brand audits, financial assessments, and operations assessments. Activities were completed over a 12-weeks through a team-based consulting project.

## Grant Writing Workshops

The Promise Zone has continued to provide grant writing workshops to for local nonprofits. In September of 2018, Nancy Rios, Deputy Regional Administrator for HHS’s Health Resources and Services Administration, provided a Federal Grants 101 presentation for **20 grant writers**



from nonprofit organizations located in the St. Louis Promise Zone. More workshops are planned for 2019 for health related nonprofits and beyond.

## Community Engagement Workshops

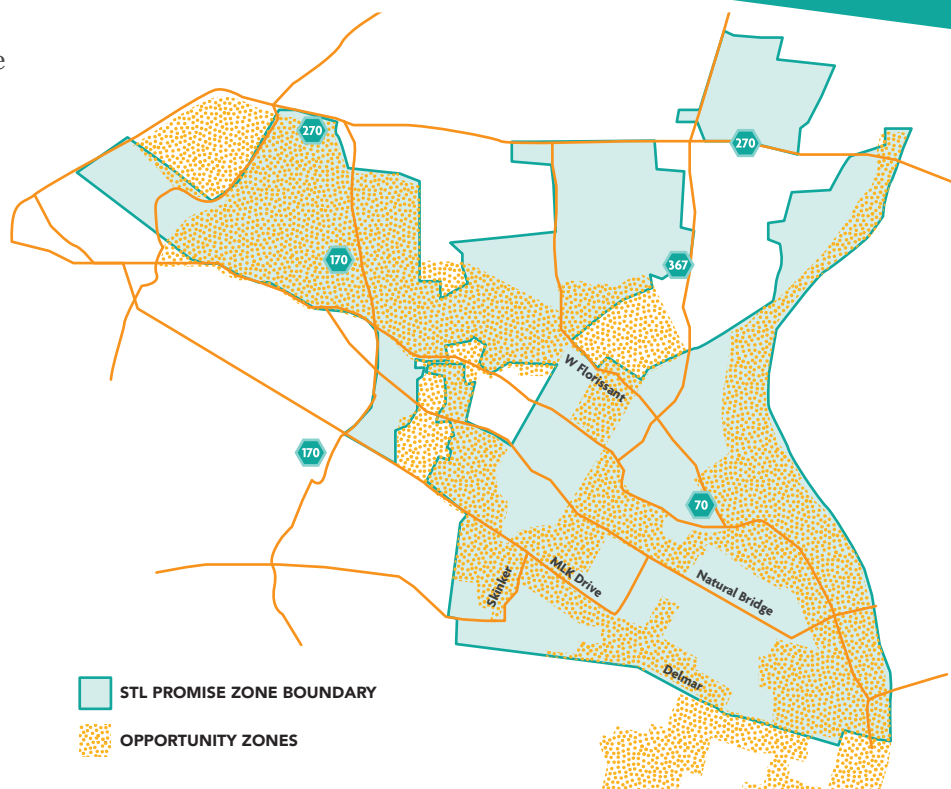
The Promise Zone hosted a capacity building workshop titled, “Community Engagement Strategies” at the Wellston Business Center for nonprofits providing services within the Zone. This workshop focused on how to best **engage residents by utilizing their wisdom, voice, and lived experiences** to best drive community agendas, including:

- Building a community **engagement framework**
- Benefits of **intentional** community engagement
- Helpful tips/strategies for **successful** engagement
- Cultivating **meaningful relationships** with funders

## Opportunity Zones

The Tax Cut and Jobs Act of 2017 created the Investing in Opportunity Act and a mechanism for investors with capital gains tax liabilities to receive favorable tax treatment by investing in Opportunity Funds. Opportunity Zones are defined by low-income census tracts nominated by each state or commonwealth.

In Missouri, **31% of residents living in Opportunity Zone census tracts live below the federal poverty level** and 47% are home owners, compared to a Missouri-wide homeownership rate of 67%. The intent of an Opportunity Fund is to spur long term private investment in designated distressed and low-income areas.



An estimated \$6 trillion in unrealized capital gains are currently held by investors — a significant untapped resource for social and economic development. Through targeted advocacy, the St. Louis Economic Development Partnership successfully campaigned for several Opportunity Zones to be selected within the Promise Zone boundaries. This overlay provides a tremendous **opportunity for increased investment** in these communities, with the potential to spur new building construction, home ownership, and jobs. Expect fund announcements in 2019 as activity in the region increases.

## Economic Development Map

The St. Louis Promise Zone and St. Louis Economic Development Partnership teams continue to maintain the **interactive Economic Development map** for the Zone. This map features completed and in-process developments that are happening within the Zone boundaries. In 2018, **78 new projects were added** to the map, bringing the total investment in the Zone since its inception to \$5.93 Billion dollars.



**\$5.93 BILLION**  
IN DEVELOPMENT PROJECTS  
SINCE THE LAUNCH OF THE  
ST. LOUIS PROMISE ZONE

▶ [BIT.LY/STLPZMAP](https://bit.ly/stlpzmap)

# PROMISE ZONE + COMMUNITY BUILDERS NETWORK

## Affordable Housing Trust Fund (City and County)

2018 was an exciting year for local affordable housing resources. For the first time since 2011, the City of St. Louis Affordable Housing Trust Fund (AHTF) was **fully funded above \$5 million**. The AHTF awards loans and grants to develop affordable housing projects and provide housing-related services, including accessibility modifications, home repair, and support for the homeless. Thanks to this increase, **10 new agencies were awarded resources** to support proactive efforts such as the preservation of affordable housing, new resources for homeowners, and tenant organizing.

Conversations on supporting affordable housing also got started in St. Louis County in 2018 with an executive order from St. Louis County Executive Steve Stenger to **create an Affordable Housing Trust Fund Task Force**. This Task Force was charged with identifying the best way to set up a housing trust fund in St. Louis County and included months of community engagement. Promise Zone Executive Director Erica Henderson was among the stakeholders who participated in the task force. The recommendations from this effort will be released in Spring 2019.

To further voice the need to support affordable housing resources in the region, a community coalition of approximately **30 organizations came together** to advocate for not only more resources for AHTFs in St. Louis City & County, but also more transparency and awareness for the current AHTF. The AHTF Coalition represented sectors as diverse as property managers, education, health, and transportation among others. **The Coalition created policy briefs, advocated at public hearings, and hosted an application workshop for nonprofits** interested in learning more about the AHTF. Many organizations that attended the Fall workshop received support from the AHTF for the first time. Thanks to these organizing efforts, St. Louis received national attention, including visits and write-ups from policy experts at the Housing Trust Fund Project.



**\$5.5 MILLION**  
IN AFFORDABLE HOUSING  
TRUST FUND DOLLARS  
ALLOCATED IN ST. LOUIS  
CITY IN 2018



**30 PARTNERS**  
FORM THE AHTF ADVOCACY  
COALITION IN 2018



Photo credit: Community Builders Network

# USING DATA TO IMPROVE RESULTS: ST. LOUIS REGIONAL DATA ALLIANCE

The St. Louis Promise Zone works closely with Lori Fiegel, St. Louis County Director of Strategy + Innovation and a Steering Committee Member of the St. Louis Regional Data Alliance (RDA). While many organizations that deliver community programs and services are required to collect and report data, they may not, in fact, be data-driven. The most effective organizations use data as a tool to drive performance, accountability, results, and decision-making. The new Regional Data Alliance initiative being led by the Community Innovation and Action Center at the University of Missouri - St. Louis aims to build the capacity of St. Louis area organizations to collect and use their data in a collaborative, more impactful way.

## Three Questions RDA Asks About Data

### 1. What results are we trying to achieve?

An organization's mission should point to the outcomes it wants to achieve and inform its data needs. Whether the desired outcome is healthy kids, adult literacy, or school-ready kindergarteners, using data to set baselines and track progress is critical.

### 2. How effective are our programs and services?

Many organizations focus on counting and collecting data around “how much” or “how many” things they do. After all, it's easy to count attendance, books, or rides. Quantity is important, but so is quality. Organizations should also be asking, “How well” are we doing by looking at performance measures like improved response times, better ratios, higher averages.

### 3. Is anyone better off?

This question, of course, is the most important of all. It speaks to the collective effort (how much?) and the effectiveness (how well?) of an organization's performance. The answer to this question should be measurable, using data to demonstrate improvement and community betterment and provide a data-driven narrative for the organization. Organizational accountability is structured through these clear results and measurable impact.

Learn more about delivering measurable results in the community by effectively using data through resources like *Trying Hard Is Not Good Enough* by Mark Friedman.

## THE IMPORTANCE OF COMMUNITY OUTREACH + ENGAGEMENT

### Community at the Center.

The Ferguson Commission calls us to put community at the center of the work. The Promise Zone takes this to heart, continually turning to community for strategic direction through canvass days, community meetings, and several town halls in partnership with Forward Through Ferguson and the Violence Prevention Commission. The information gathered is referenced in strategic planning and program development throughout the year, creating a feedback loop of listen, reflect, implement, and listen again as projects and strategies are put into action.

### Sustainability + Success.

Residents are the experts of their community. In community development, the best solutions to challenges often lie amongst the community members themselves. The Promise Zone understands that in order for communities to thrive, residents need to be empowered to build their own communities using the strengths that are already there. The “Tools for Equitably Redeveloping Your Community” uses this basis to teach residents the basics of development so they can in turn lead projects in their neighborhoods.

# LOOKING FORWARD

## 2019 Strategic Priorities for Growth, Action, + Impact

In the fall of 2018, the St. Louis Promise Zone gathered together close partners and stakeholders for a strategic design session with an end goal to create a theory of change for the work through a consensus building process. Through three separate focus-group style sessions, the stakeholders shared their experiences with the Promise Zone over the past three years, pointing to what was working, what wasn't, and what was possible

in the future. Through these sessions, the Promise Zone team, with help from a consultant, developed the first theory of change for the initiative and a baseline action plan for moving forward in 2019. Each of these four goals in this section are meant to enable the Promise Zone to create greater positive impact for our communities for the remainder of the ten-year federal designation and beyond.

### #1: Build Alignment

The Promise Zone's inherent regional boundaries provide great potential for driving collaboration and economic growth. Achieving the mission and vision of the Promise Zone will require buy-in and investment from nonprofit partners, the business community, municipal governments, and elected officials.

#### Activity

#### Descriptions

#### Impact/Deliverable

Activate strategic communications and messaging

Activate St. Louis' corporate, government, and nonprofit leaders to advocate for the Zone as the region's most strategic priority for growth and equitable economic development

- Case for the Promise Zone
- Messaging campaigns launched to target strategic audiences

### #2: Grow Internal Capacity

The Promise Zone's leadership and staff are one of the initiative's greatest strengths. Expanding this capacity will allow the for great potential of the Zone to be realized, catalyzing the regional opportunity for equitable economic growth that it represents.

#### Activity

#### Descriptions

#### Impact/Deliverable

Grow staffing for greater impact

Create a multi-year staffing growth plan with areas of work and priority staff positions identified, including resource needs to realize the plan.

- One full-time staff person, dedicated only to Promise Zone, by end of 2019
- Multi-year growth strategy

Grow investment in supporting the Zone Capacity

Leverage the Theory of Change and 2019 priorities to solicit funding for internal staff capacity growth and strategic projects.

- Operating funds to ensure internal full-time staff capacity

Prioritize and Operationalize Goals

Operationalize 2019 priorities and Theory of Change ensuring tactics are scaled to current capacity

- Zone advances a shorter list of activities with a deeper impact



### #3: Target Investment and Track Impact

- The Promise Zone has facilitated over \$80 million dollars of investment.
- Create a more robust data and reporting framework to measure impact and target future investments

Activity	Descriptions	Impact/Deliverable
Enact data and reporting infrastructure	<ul style="list-style-type: none"> <li>• Work with regional data partners to track systems and population indicators in goal areas</li> <li>• Establish grant impact reporting system to measure effectiveness of investments</li> </ul>	<ul style="list-style-type: none"> <li>• Centralized data system</li> <li>• Real-time reporting ability</li> </ul>
Align investments to systems impact	<ul style="list-style-type: none"> <li>• Use population indicators to pro-actively focus investments on Zone goals and strategies that will achieve systems-level impact</li> </ul>	<ul style="list-style-type: none"> <li>• Establish grants process for reporting, dissemination, and collaboration</li> </ul>

### #4: Center Community

Grow local skill and leadership to implement and sustain resident, organizational, and municipal solutions that actualize a shared vision for inclusion, racial equity, and economic mobility.

Activity	Descriptions	Impact/Deliverable
Focus on community capacity building priorities	Prioritize sectors or skill sets for community capacity building (e.g. equitable development knowledge)	<ul style="list-style-type: none"> <li>• More residents engaged in local development</li> </ul>
Grow resident leadership pipeline	Expand partnership with resident leadership programs like the Neighborhood Leadership Fellows, ReCAST, and WEPOWER.	<ul style="list-style-type: none"> <li>• Promise Zone residents equipped to take on leadership roles on boards, government, etc.</li> </ul>

#### 2019 Activities Focus:

- Strengthen the Promise Zone’s capacity to advance its mission
- Grow its community impact through community capacity building; intentional investment; and alignment and collaboration

#### To Ensure Priorities are Achievable, the Promise Zone staff will:

- Operationalize 2019 Priorities through assigning roles, responsibilities and time line for achievement
- De-prioritize and transition out of activities that don’t align to priorities or theory of change

## CONTINUING THE WORK

In the year ahead, the Promise Zone will continue to put community first through engaging story telling, resident capacity building, and creating a system of accountability to our residents and to our partners in this work. Trust building, authenticity, transparency, and accountability are the necessary values that we have and will continue to embed into our work. It is our only chance for sustained success.

In 2012, UMSL researchers found that because of wealth gaps between white and black workers in our region, \$14 billion in economic benefit was left unearned. Ending these racial inequities in income opens up unlimited opportunities for our region. Our focus on building the capacity of our residents to know about and apply for career-building opportunities will play a role in achieving that opportunity. We also know closing this gap is not possible if we don't also build the capacity of our partner organizations to apply for federal funding and carry out effective programs.

In order for these programs to be successful, we must work with both our small and large businesses located in the Promise Zone to partner with us in creating new career pathways and job opportunities for our residents. Building their capacity to participate in apprenticeship programs, grow their businesses, and most importantly to understand the systemic issues that are leading to these inequities will be key.

The Promise Zone believes that addressing inequities in our region should be an economic development priority. This work is not easy nor does it happen quickly. This reality is challenging and also further fuel to push us forward as we provide our communities with equitable access to opportunities, and the tools, resources, and capital that they need to thrive and flourish. It is up to us - as a region - to make sure these opportunities reach across race, class, municipal, and political boundaries.

It is up to us that no more “Delmar Divides” are created because of our policy decisions and purposeful segregation of resources. It is our vision of strong, sustainable, and healthy mixed-income communities where all residents have access to opportunity that will sustain us in the year ahead. We thank all those who have been on the ground since the beginning, those who have just joined, and those we will see in the future for their dedication to this vision and to a more racially equitable, prosperous, and thriving St. Louis region.

**“Our lives begin to end the day we become silent about what matters.”**  
— Dr. Martin Luther King, Jr.

Yours in Service,



## COMING UP IN 2019

### I Am Promise Zone

In the fall of 2018, the Promise Zone worked with Accenture to host a design thinking workshop geared at uncovering the best communication strategies for reaching Promise Zone residents and key stakeholders, particular as it relates to workforce development. Out of that was born the “I Am Promise Zone” campaign. Expected to launch in Summer 2019, the campaign will feature dynamic storytelling highlighting the strengths of Promise Zone residents, communities, and partners. Our residents are our greatest assets and this campaign aims to feature those strengths, sharing with the entire region what it means to be part of the Promise Zone community.

### Podcast

With the help from University of Missouri - St. Louis students, the Promise Zone will launch a podcast as part of the “I Am Promise Zone” campaign. The podcast will feature stories from residents, updates from partners, and highlights from small businesses that serve the community. The podcast will be available on all standard platforms and is expected to be released monthly.

### Equity Summit

In spring of 2018, several St. Louis organizations and Promise Zone partners sent representatives to the National Policy Link conference on Equity in Chicago. Upon returning, a group of organizations including FOCUS, the

# COALITIONS + COLLABORATIVES

**COMMUNITY BUILDERS NETWORK**

**EQUITABLE ECONOMIC DEVELOPMENT FELLOWSHIP - NATIONAL LEAGUE OF CITIES**

**NATIONAL COALITION FOR PROMISE ZONES**

**NEIGHBORHOOD FUNDERS GROUP AMPLIFY FUND ADVISORY GROUP**

**NORTH CORRIDOR COLLABORATIVE**

**ST. LOUIS COUNTY HOUSING TRUST FUND TASK FORCE**

**ST. LOUIS POLICY & ELECTORAL ACCOUNTABILITY COLLABORATIVE**

**ST. LOUIS VIOLENCE PREVENTION COMMISSION**

Clark-Fox Policy Institute at Wash U, Forward Through Ferguson, and the Promise Zone began discussions for hosting a local Equity Summit in 2019. Planned for fall of 2019, the summit will bring together residents, nonprofit leaders, businesses, and elected officials to explore the path towards racial equity in St. Louis.

## Alive and Well

Alive and Well STL works to bring awareness to the severe and long-term health risks of toxic stress and chronic trauma that residents and youth face in the St. Louis Region. Through the creation of a community-based learning collaborative with a \$15,000 ReCAST grant, members will receive Trauma Awareness Training to create teams who can

# COMMUNITIES

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

Northwoods  
Normandy  
Pagedale  
Pine Lawn  
Riverview,  
University City  
Uplands Park  
Velda City  
Velda Village Hills  
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

spearhead long-term implementation of trauma-informed care practices at their organization.

## Creative Action Lab

Creative Reaction Lab takes a youth-focused approach to civic engagement, education, and community development by applying a health, racial equity, and community design lens to local challenges. With a \$30,000 ReCAST grant, a six (6) week long summer academy is being designed and launched in 2019 where trauma-faced Black and Latinx youth in the Promise Zone will be educated to develop and launch real-world approaches to address local racial disparities.

# IMPLEMENTATION PARTNERS



# PROMISE ZONE PARTNERS

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  
 Boys and Girls Club of Metropolitan St. Louis  
 Breath Of Life Christian Fellowship  
 Bureau of Alcohol, Tobacco, and Firearms  
 Community Development Administration  
 Center for Women in Transition  
 Central Reform Congregation  
 Character Plus  
 Christian Hospital  
 Christian Hospital Foundation  
 Circuit Attorney's Office  
 City of Dellwood  
 City of Ferguson

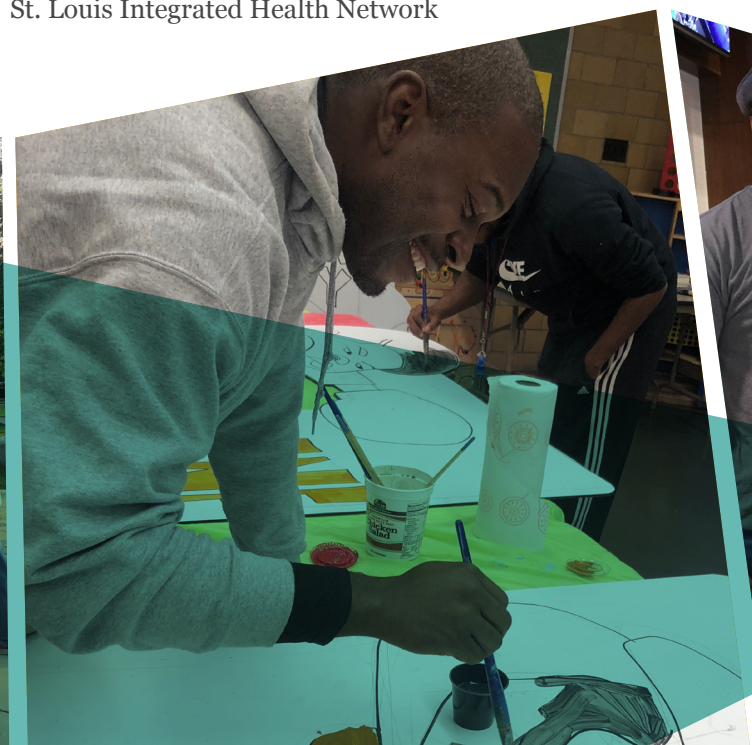
City of Jennings  
 City of St. Louis - Department of Human Services  
 City of St. Louis - DOH, YVPP  
 City of St. Louis Department of Health  
 City of St. Louis, Affordable Housing Commission  
 City of St. Louis, Homeless Services  
 City of St. Louis, Housing Authority  
 City of Wellston  
 Claim Academy  
 College Bound  
 Commerce Bank  
 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  
 Invest STL  
 Jennings School District  
 Justine PETERSEN  
 KIPP Schools  
 Launch Code  
 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 Department of Natural Resources  
 Missouri Foundation for Health  
 Missouri Humanities  
 MO Dept of Corrections, Probation and Parole  
 ND Consulting Group  
 Normandy Schools Collaborative  
 North County Inc.  
 North Newstead Association  
 Operation Food Search  
 Parents As Teachers  
 People's Community Action Corporation  
 PGAV Planners  
 Probation and Parole  
 Promise Zone Residents  
 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 University  
 Saint Louis University (SLU)  
 Senior Transition Accommodations & Recreation LLC

SLATE  
 Spanish Lake Community Development Corporation  
 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  
 University of Missouri Extension  
 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  
 Washington University Olin School of Business  
 WEPOWER  
 YWCA Head Start





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