



# FERGUSON RECOVERY

ST. LOUIS ECONOMIC DEVELOPMENT PARTNERSHIP



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The image shows a scene of destruction with a large, rusted metal beam in the foreground. The beam has the words "AMERICA WAKE UP!" spray-painted on it in white. The background features a multi-story building that has been severely damaged, with exposed brick and charred remains. Yellow caution tape is strung across the debris field. The sky is overcast and grey.

  
**FERGUSONRECOVERY**  
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“We were put in a bad situation, but this too shall pass.”

## A COMMUNITY RESPONSE – OVERVIEW

In 2014, the St. Louis communities of Ferguson and Dellwood experienced a period of civil unrest, revealing decades of racial and socioeconomic issues, placing the area into the national spotlight and serving as the catalyst for a nationwide discussion on race, police and community relations.

The events in Ferguson and Dellwood impacted over 200 businesses, most of which have remained committed to staying in the area.

Under the leadership of St. Louis County Executive Steve Stenger, the St. Louis community has come together to address the underlying social issues that were the root cause of the events in August and November of 2014. Working with the St. Louis Economic Development Partnership and the business community, the county’s ongoing response has moved the community in a positive direction.



## ONE YEAR LATER

**\$480+ Million Invested / Nearly 1,000 New Jobs**

### Small Business Relief Fund — \$1 Million

- Organized in partnership with the St. Louis Regional Chamber, the State of Missouri and a coalition of banks
- \$735,000 allocated to 73 businesses to date

### St. Louis County Port Authority Demolition Funds — \$500,000

- Demolition, beautification and façade improvement programs

### Reinvest North County Fund — raised \$800,000

- \$265,000 in grants provided to 55 small businesses
- \$235,000 to support North County school districts

### Building Blocks for Growing Your Business Workshops

- Partnership with North County Inc., the St. Louis Economic Development Partnership and the St. Louis Regional Chamber

### U.S. Department of Labor Grant to the State of Missouri — \$5 Million

- Career Pathways program
- Prepares 3,000 young people, ages 16-24, with work-readiness training over 2 years.

### STL Together Fund — \$30,000

- Crowdfunding to assist impacted businesses
- Partnership of the St. Louis Regional Chamber and KSDK NewsChannel 5

### Municipal Court Reform — MO Senate Bill 5

- New Missouri law that brings sweeping change to the way municipalities can profit from traffic tickets and fines

## INVESTMENTS AND EXPANSIONS

### Centene Corporation

- \$15 Million
- 200 Jobs

### Emerson

- \$7.4 Million

### Schnucks

- \$99 Million

### SKF

- \$55 Million
- 73 Jobs

### The Boeing Company

- \$300 Million
- 700 Jobs

### Buzz Westfall Plaza

- Sale of and planned expansion at Buzz Westfall Plaza

### Urban League Community Empowerment Center

St. Louis County is proud to have had a role in helping Ferguson and the surrounding area recover. We understand our mission is just beginning, and we know that we must be proactive and connected to our citizens.

**STEVE STENGER, ST. LOUIS COUNTY EXECUTIVE**



When he took office in January 2015, St. Louis County Executive Steve Stenger made it a top priority to address the issues raised in Ferguson and Dellwood. Immediately upon taking office, Stenger began the cleanup and beautification efforts in areas directly affected by civil unrest. The County Executive

also spent time in the community, visiting churches, meeting with business owners and working with civic groups. In May 2015, Stenger appointed Dellwood Mayor Reggie Jones to the East-West Gateway board of directors. "East-West Gateway is a regional council of governments that has a major influence on the region's transportation systems," Stenger said. "Mayor Jones now has a much-needed voice for St. Louis County."

Transportation is tied into business and The Great Streets Initiative is underway to improve West Florissant Avenue. The goal of the \$2.5 million project is to trigger economic and social benefits by creating safe, lively and attractive streets that accommodate pedestrians, bikes, cars and mass transit.

*"I am really impressed with the tenacity of these small business owners. I think it speaks volumes for the Ferguson and Dellwood areas."*

- Steve Stenger

**\$1 MILLION LOAN PROGRAM**

In September of 2014, the State of Missouri, the St. Louis Economic Development Partnership, the St. Louis Regional Chamber and a coalition of local banks came together to create a \$1 million loan fund to help small businesses.

These zero-interest loans were customized to meet the needs of each business.

To date, more than \$700,000 has been distributed to 73 businesses.

The money distributed has gone toward working capital, rent and utilities, plus the repair and replacement of damaged property.

**JOHN ZISSER, OWNER OF ZISSER TIRE**



John Zisser, owner of Zisser Tire, experienced the destruction and recovery in the Ferguson and Dellwood areas firsthand. Zisser said the community response following the vandalism was absolutely overwhelming. He received loans and business support to get his store back

open and running. But what was most helpful to him was the outpouring of community support. Former customers and other members of the community came the day after the rioting to help clean up the mess, and they were on hand to offer their emotional support.



"It really helps when someone comes in and tells you, 'We're glad you're here. We're here to support you,'" Zisser said. "And we've had calls from all over the country."

Despite the hardships, Zisser Tire was opened just a few days after the incident. "Quit asking me if we're open," Zisser said. "We're open."

In fact, business owners say the best way any individual citizen can help is to come to Ferguson and support these small businesses.

*"It really helps when someone comes in and tells you, 'We're glad you're here. We're here to support you,'" Zisser said. "And we've had calls from all over the country."*

- John Zisser

**KATHY OSBORN, EXECUTIVE DIRECTOR, REGIONAL BUSINESS COUNCIL**



The Regional Business Council felt it was important to assist the community during the civil unrest in Ferguson. Although the issues were complex and varied, they felt that the business community was uniquely qualified to provide immediate assistance to small

businesses and the surrounding school districts. The RBC established the Reinvest North County Fund in partnership with North County Inc. as a vehicle to raise funds and to quickly get those funds to those most in need.

"The heart of any community is its businesses and schools. The Reinvest North County Fund became a great vehicle for many generous businesses, organizations and individuals to come together and show the community that we care," said Kathy Osborn, executive director of the Regional Business Council. As of June 2015, the fund has been able to distribute more than \$500,000 to benefit 55 small businesses and four school districts. At the same time, the public sector stepped up to support the process of economic recovery for the community. "We consider this effort an essential tool for recovery.

The Reinvest North County Fund reflects a shared and ongoing commitment to the small businesses as well as the schools that continue to face difficult circumstances during the recovery process," said Osborn.

The grants were a lifeline for the businesses that not only saw damage but also watched foot traffic disappear for months on end. North County Inc. leader Rebecca Zoll pointed out that a lot of help is still needed.

"We're working with our regional partners to show that the small business community is open for business," Zoll said. "They're ready. They want their customers to come back. So, it's important that our regional partners that are supporting these initiatives continue to support promotional and marketing activities to help bring people to the area."

**GRAYLIN SLATER, YOLO BOUTIQUE**



Yolo Boutique has been a staple fashion retailer in Ferguson over the last five and a half years. After Michael Brown's death, the company was impacted by the unrest, as more than 60 percent of the store's merchandise was looted.

This incident could have forced owner Graylin Slater to close the company. Fortunately, Yolo Boutique was able to receive assistance from local agencies as well as the community. The business has been recovering due to the support, although it is not yet at the level it was in the past.

"As a business owner, we need people to come back to Ferguson, shop in Ferguson, support Ferguson, help Ferguson get back to where we were," Slater said. "We were put in a bad situation, but this too shall pass."

And when it does pass, Yolo Boutique will continue to stay in the Ferguson area. "This is a good strip to call home," Slater said.

*"We were put in a bad situation, but this too shall pass."*

- Graylin Slater

**REGGIE JONES, MAYOR OF DELLWOOD**



Despite the challenges caused by the unrest, Dellwood Mayor Reggie Jones was able to see firsthand the level of community support that became available following the tragedy. He said funding from organizations such as North County Inc. and the Regional Business Council

helped businesses in Ferguson and Dellwood get back on solid footing.

But really, he said, it was area residents coming together and pouring into Ferguson and Dellwood to offer support to one another that provided hope for the businesses.

“The community of Dellwood is a diverse community. We’re a close-knit community, and we look out for each other,” Jones said. “The unrest really taught us how to band together, because during that time, we were all looking out for each other and making sure we were safe. People really wanted to protect their neighborhood and fight for what was right in their community.”

The hard work of the community really paid off. All of the businesses in Dellwood that were affected by looting were back up in a matter of days. In addition, the mayor noted that many new businesses have opened in Ferguson and Dellwood since the unrest, which is a great sign of economic recovery in the community.

Jones is also confident that — through other programs such as becoming a federally designated Promise Zone as well as the East-West Gateway Great Streets Initiative — Dellwood can rebuild itself as a highly desirable neighborhood on the rise.

“I think there is a new commitment and new drive to the area because people understand those are good, hardworking people in the community,” Jones said.

St. Louis County has worked hand-in-hand with leaders in Ferguson, Dellwood and Jennings to make sure they have the resources they need to recover. County Executive Steve

Stenger recently appointed Mayor Jones to the East-West Gateway’s board of directors. This gives Mayor Jones an important voice in the future of the Ferguson and Dellwood areas.



**DEMOLITION AND BEAUTIFICATION**

In February 2015, St. Louis County Executive Steve Stenger designated \$500,000 from the Port Authority for the cleanup and rebuilding efforts in the communities of Ferguson and Dellwood. To date, all burned buildings have been removed and workers have begun the beautification of the area.

“Ferguson and Dellwood are wonderful communities that will not be defined by isolated acts of violence,” said Stenger. “We are building a new attitude brick by brick.”

**ERICA HENDERSON, ASSISTANT VICE PRESIDENT FOR STRATEGIC INITIATIVES AT THE ST. LOUIS ECONOMIC DEVELOPMENT PARTNERSHIP**



As assistant vice president for strategic initiatives for the St. Louis Economic Development Partnership, Erica Henderson's role has been to assist the communities of Ferguson, Dellwood and Jennings as they recover from the unrest that followed the death of Michael Brown.

Following the tragedy, St. Louis County knew it had a major role to play in the recovery process. Among the work done was a collaborative effort with the St. Louis Regional Chamber, the State of Missouri and a consortium of eight banks to provide a \$1 million, zero-percent interest program entitled the Small Business Relief Fund.

But Henderson's role has extended far beyond establishing the fund. She has been working tirelessly to build relationships with businesses in the area and to learn what can be done to help these companies. She spent significant time connecting and understanding the challenges that businesses and residents experienced on a daily basis.

"The Partnership team has done an amazing job of getting on the ground and figuring it out," Henderson said. "However, there's a tremendous amount of work that still needs to happen. We are constantly assessing the businesses and community as a whole to strategize on our next move to strengthen the community and make it more resilient."

While much of the work over the past year has been reactive, Henderson said, "We must be proactive in other communities in need of systematic changes." Pointing to the specific steps that the Ferguson Commission will lay out in its report, she said, "The real question is how do we take this model and implement it in other communities of need?"



**SANGWON SON, CERTIFIED PUBLIC ACCOUNTANT**



Accountant Sangwon Son has definitely played a behind-the-scenes role in the Ferguson recovery effort. He has numerous clients in the Ferguson area — predominantly many of the Korean-American businesses — and he has helped them navigate the oftentimes

cumbersome process of assessing the damage, gathering paperwork and applying for aid.

Following the Michael Brown tragedy, Son saw what happened to his client's businesses. Son knew he needed to find a way to help with the recovery process.

For example, for the \$1 million relief fund, Son helped six clients apply for up to \$15,000 each in interest-free loans. All six of those clients ended up receiving the loan, which was immediately used to pay for rent, utilities and inventory. Son has seen firsthand how community residents, private enterprises, nonprofit organizations and government organizations can come together to help those directly affected by the tragedies.

"The fund was about more than just the money to my clients," he said. "It was a signal that the community was here to help."

Son said despite the turbulence in the area, his clients don't plan on picking up and leaving anytime soon.

"They have a major connection with their customers in the community," Son said. "It's not just about buying and selling; it's the business relationships that are getting people to stay."

**FERGUSON COMMISSION**

In October 2014, Gov. Jay Nixon announced the formation of the Ferguson Commission, which was tasked to study the social and economic issues that led to the situation in north St. Louis County and to prepare a report providing practical recommendations to help make the area a safer and more vibrant place. The 17 commissioners bring a diverse set of ideas, backgrounds and experiences to the project.

**FELICIA PULLIAM, DEVELOPMENT DIRECTOR FOR FOCUS ST. LOUIS**



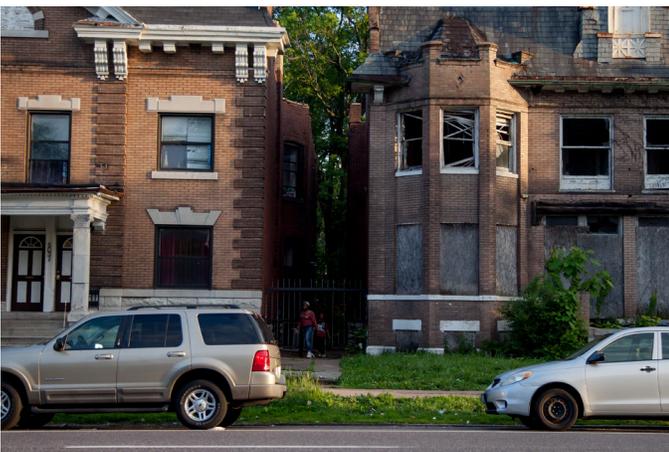
Felicia Pulliam understands the challenges that people in the Ferguson and Dellwood areas are going through firsthand. Now the development director for FOCUS St. Louis and a member of the Ferguson Commission, she grew up in the North County area, and much of her family

continues to reside in the area. She said that over the course of her time living in North County, she noticed divestment in the community.

The events that took place provided an opportunity to discuss the issues facing the region and to begin the process of transforming the Ferguson and Dellwood areas not just for future stability but also for growth.

“There is a lot of innovation that happens in impoverished communities just so people can survive,” Pulliam said. “So imagine if we made just a miniscule investment in these communities — then we could thrive.”

In the recovery effort, there are many things that make Pulliam hopeful for the future of the north St. Louis corridor. She credits the leaders of various government and community-based organizations, most notably the Ferguson Commission, for coming together in a time of need and working to address the root causes of certain issues in the area. She also credits the people of the St. Louis region who have been willing to have frank discussions about these problems.



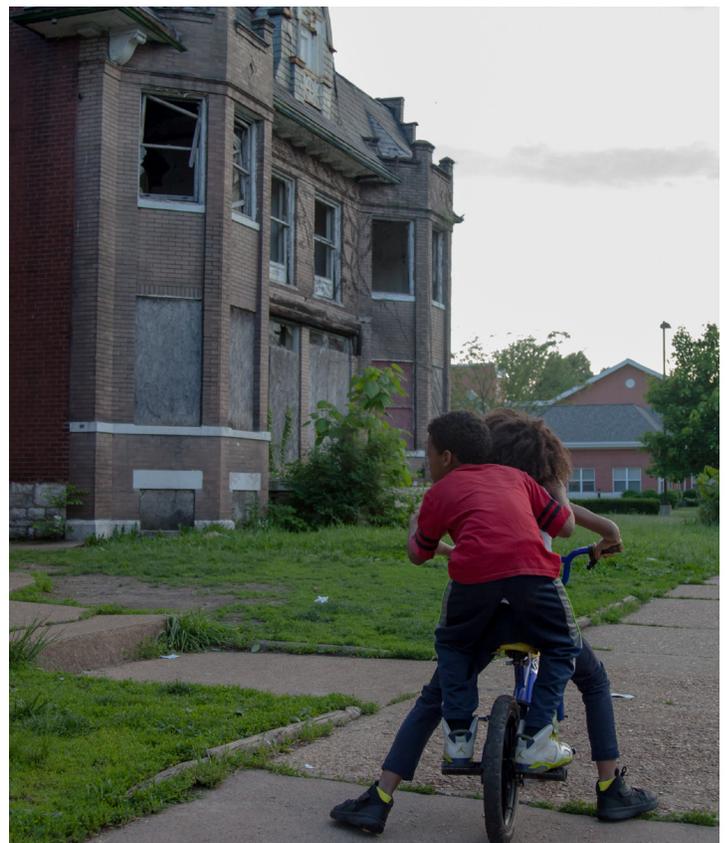
**PROMISE ZONE**

In April 2015, parts of both St. Louis County and City were designated as a federal Promise Zone. The U.S. Department of Housing and Urban Development describes Promise Zones as “high poverty communities where the federal government partners with local leaders to increase economic activity, improve educational opportunities, leverage private investment, reduce violent crime and address other priorities of the community.” By receiving the Promise Zone designation, the St. Louis area will be given preferential access to grant applications and technical assistance from 12 different federal agencies running 35 programs.

**CAREER PATHWAYS BRIDGE**

In April 2015, the U.S. Department of Labor announced a \$5 million federal grant to the State of Missouri to provide job skills training and employment opportunities to thousands of youth in low-income and minority communities in north St. Louis County and City.

For the first year, the goal of the project will be to find employment opportunities for 3,000 people in the area, provide 1,000 people with adequate skills training and provide 2,400 people with work-readiness training.



In response to the tragedies in Ferguson, Dellwood and the surrounding areas, many corporations and business leaders throughout the region stepped up to invest in the region's future. This support was given through targeted donations and hands-on assistance to support education, small businesses and community improvement, along with job creation and business expansion in the impacted areas.

### THANK YOU TO OUR PARTNERS

Ameren  
Anheuser Busch  
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Build-A-Bear Workshop  
Boeing  
Cardinals Care  
Centene  
City of Dellwood  
City of Ferguson  
City of Jennings  
City of St. Louis  
Daughters of Charity Foundation of St. Louis  
Deaconess Foundation  
East-West Gateway  
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Enterprise Holdings  
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The Ferguson Commission  
Greater St. Louis Community Foundation  
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The Laclede Group  
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Missouri Development Finance Board  
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St. Louis Rams  
St. Louis Regional Chamber  
The Shumaker Family Foundation  
Standing Partnership  
State of Missouri, Department of Economic Development  
State of Missouri, Department of Labor  
State of Missouri, Treasurer's Office  
Trio Foundation of St. Louis  
United Way of Greater St. Louis  
Urban League of Metropolitan St. Louis  
U.S. Federal Agencies - including: HUD - EDA - SBA - DOL  
Wells Fargo Advisors  
YouthBridge Community Foundation

### AND THE FOLLOWING FINANCIAL INSTITUTIONS

Carrollton Bank  
Commerce Bank of St. Louis  
Enterprise Bank and Trust  
First Bank  
First National Bank of St. Louis  
Midwest Bankcentre  
Pulaski Bank  
UMB Bank



THANK YOU



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