



# EUCLID SOUTH

COMMUNITY IMPROVEMENT DISTRICT

Euclid South CID Board of Directors Meeting

**TO BE HELD**

July 15, 2021 – 1:30pm

**at 4512 Manchester Avenue, #100**

**St. Louis, MO 63110**

**NOTICE & PROPOSED AGENDA**

**TAKE NOTICE** that on July 15<sup>th</sup> at 1:30pm via conference call, the Euclid South Community Improvement District (the "District") will hold a **Board of Directors** meeting to consider and act upon the matters on the following tentative agenda and such other matters as may be presented at the meeting and determined to be appropriate for discussion at that time.

1. **Call to Order**
2. **Public Comment**
3. **Approval of Previous Month Minutes**
4. **Project Reports**
  - a. Public Infrastructure
    - i. Update from Horner & Shifrin
    - ii. Construction Project Management RFP
  - b. Safety & Security
    - i. CWE NSI
    - ii. The City's Finest
  - c. Finance
  - d. Marketing
  - e. Public Maintenance
5. **Other Business**
  - a. PCD Stay in Place Program: Letter of Support
6. **Adjournment**

***Please Note: Due to COVID-19 physical access to the general Board meeting by the public will be temporary closed and replaced by phone conferencing. To attend the meeting by phone, please dial***

***1-312-626-6799, meeting ID: 892 2561 0501***

**This meeting is open to the public;** provided, however, that a portion of the meeting may be closed to discuss legal, real estate and/or personnel matters as provided by Sections 610.021(1), (2) and/or (3), RSMo.

Representatives of the news media may obtain copies of this notice, and persons with disabilities wishing to attend can contact: Park Central Development, 4512 Manchester #100, St. Louis, 63110, (314)535-5311.

**DATE POSTED: 7-13-2021**

**TIME: 1:30 PM**

**Euclid South CID Board of Directors Meeting Minutes**  
**June 17<sup>th</sup>, 2021 at 1:30 p.m.**  
**At 4512 Manchester Avenue, St. Louis, MO 63110 (Zoom)**

**Board Members in Attendance:** Josh Udelhofen, Brian Phillips, Stephan Ledbetter – via phone/video

**Board Members Not in Attendance:** Mark Rubin, Brian Davies,

**Others in Attendance:** Ron Coleman (Neighborhood Improvement Specialist), Jim Whyte (CWE NSI), Charles Betts (TFC), Kimberly Drake (WUMC), Ashley Johnson (Park Central Development) – via phone/video

1. **Call to Order:** B. Phillips called the meeting to order at 1:32 PM.
2. **Public Comment:** None
3. **Approval of Previous Meeting Minutes:** Josh Udelhofen motioned to approve the previous month meeting minutes; S. Ledbetter seconded. All in favor- motion approved.
4. **Project Reports:**
  - a. **Public Infrastructure-**
    - I. Update from Horner & Shifrin: L. Harrington forwarded her informational updates to the Board via email. B. Phillips requested the email be submitted for public record.
    - II. Construction Project Management RFP: A. Johnson noted that M. Rubin is taking lead on the RFP and didn't provide any updates. B. Phillips asked the Board to forward any questions they may have to A. Johnson.
  - b. **Safety & Security-**
    - I. C. Betts gave an update on the security patrols. He noted that the Board had a \$14,000 surplus due to COVID and businesses being closed. For the next two months, the budget will be over budget to begin to spend down the surplus. TCF has hired Washington University and BJC HealthCare bike officers to work as guides. C. Betts asked A. Johnson to send him the patrol budget.
    - II. J. Whyte gave the security report. Crime is down almost 50% and there are no major increases in crime. However, nuisance crime, specifically panhandling, is a problem in the district. The NSI is working on a pilot program to track panhandling. The Board discussed traffic calming activities.
  - c. **Finance-** A. Johnson gave the financial report. J. Udelhofen motioned to approve the financial statements; S. Ledbetter seconded. All in favor – motioned approved.
  - d. **Marketing:** A. Johnson noted that Mark Minden with the E-Shuttle and Euclid North CID is interested in restarting the E-Shuttle program. Upon discussion, the Board is willing to entertain a new contract. B. Phillips suggests reaching out to the Euclid North CID to discuss the Shuttle schedule and bring it back to the Board.
  - e. **Public Maintenance:**
    - I. A. Johnson noted that the district has been experiencing some illegal dumping. Tenets are dumping their trash into the public trash bins rather than their assigned trash bin in the alley. A. Johnson reached out to R. Coleman, and he has contacted the property manager to encourage his tenants to use their assigned trash bins.

- II. S. Ledbetter asked about recycling along the street. R. Coleman notes that the City is not putting out new trash cans. B. Phillips suggested adding new recycling cans to the streetscape plan scope of work.

**5. Other Business:** None

- 6. Closed Session:** J Udelhofen motioned to enter closed session S. Ledbetter seconded. Roll call: J. Udelhofen approved, S. Ledbetter approved, B. Philips approved. All in favor – motioned approved.

**7. Adjournment**

J. Udelhofen motioned to adjourn, S. Ledbetter second. Meeting adjourned at 2:11 PM.

DRAFT

**Euclid South Community Improvement District**  
**Balance Sheet**  
As of June 30, 2021

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	<u>Jun 30, 21</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
10000 · Reliance Bank Checking #4652	98,076.40
10001 · Reliance Bank MM Acct #4660	623,763.18
<b>Total Checking/Savings</b>	<u>721,839.58</u>
<b>Total Current Assets</b>	<u>721,839.58</u>
<b>TOTAL ASSETS</b>	<b><u>721,839.58</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
20000 · Accounts Payable	-0.04
<b>Total Accounts Payable</b>	<u>-0.04</u>
<b>Total Current Liabilities</b>	<u>-0.04</u>
<b>Total Liabilities</b>	-0.04
<b>Equity</b>	
32000 · Net Assets	784,888.17
Net Income	<u>-63,048.55</u>
<b>Total Equity</b>	<u>721,839.62</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>721,839.58</u></b>

## Euclid South Community Improvement District Profit & Loss Budget Performance June 2021

Ordinary Income/Expense	Jun 21	Jul '20 - Jun 21	Annual Budget	
<b>Income</b>				
43500 · Misc Revenue	0.00	0.00	34,832.00	
43200 · CID 1% Sales and Use Tax	41,888.07	391,499.41	500,000.00	Revenues lower due to COVID
46400 · Interest Income	76.89	2,030.13		
<b>Total Income</b>	<b>41,964.96</b>	<b>393,529.54</b>	<b>534,832.00</b>	
<b>Expense</b>				
90001 · Miscellaneous Expense	0.00	1,132.47		
<b>50000 · Administration</b>				
50550 · Storage Facility	52.66	594.76		
50702 · Marketing Admin Services	2,083.00	24,996.00	24,996.00	
50501 · 32 N Euclid TIF Redevelopment	0.00	19,062.62	30,000.00	Due to low revenues in 2020, payment to STL was low
50701 · Admin Services	2,500.00	30,000.00	30,000.00	
50400 · Insurance - Property	0.00	1,807.00		
50100 · Bank Charges/Fees	0.00	11.70		
50300 · Insurance-D&O; Gen Liability	0.00	0.00	1,500.00	
<b>50700 · Professional Services</b>				
50703 · Audit, Legal	0.00	10,000.00	13,000.00	
<b>Total 50700 · Professional Services</b>	<b>0.00</b>	<b>10,000.00</b>	<b>13,000.00</b>	
<b>Total 50000 · Administration</b>	<b>4,635.66</b>	<b>86,472.08</b>	<b>99,496.00</b>	
<b>55000 · Marketing &amp; Promotions</b>				
55701 · E-Cab	0.00	1,225.00	36,000.00	
55800 · Holiday Decorations	0.00	5,587.73	2,500.00	
55100 · Advertising	0.00	250.00		
55300 · Professional Services	0.00	0.00	15,000.00	
55500 · Special Events	0.00	0.00	10,000.00	
55700 · Web, Social Media	0.00	138.00	2,500.00	
55000 · Marketing & Promotions - Other	0.00	0.00	0.00	
<b>Total 55000 · Marketing &amp; Promotions</b>	<b>0.00</b>	<b>7,200.73</b>	<b>66,000.00</b>	
<b>60000 · Public Area Maint &amp; Landscaping</b>				
60701 · Landscaping	0.00	12,732.62	11,136.00	increase in trash pick up and added alley pickup
60702 · ATBM	6,500.00	77,125.00	48,000.00	
<b>Total 60000 · Public Area Maint &amp; Landscaping</b>	<b>6,500.00</b>	<b>89,857.62</b>	<b>59,136.00</b>	
<b>65000 · Infrastructure</b>				
65110 · Streetscape Improvements	34,884.76	123,180.42	145,700.00	
<b>Total 65000 · Infrastructure</b>	<b>34,884.76</b>	<b>123,180.42</b>	<b>145,700.00</b>	
<b>70000 · Public Safety &amp; Security</b>				
70100 · Camera System	0.00	17,785.50	5,000.00	
70200 · CWE-NSI Board Seat	0.00	6,250.00		
70300 · Patrols	13,820.63	114,393.82	110,000.00	Contribution for gift cards to hospital staff for businesses in CWE
70500 · Outreach	0.00	10,305.45		

**Euclid South Community Improvement District**  
**Profit & Loss Budget Performance**  
June 2021

	<u>Jun 21</u>	<u>Jul '20 - Jun 21</u>	<u>Annual Budget</u>
70900 · Pub Safety/Security Reserve	0.00	0.00	49,500.00
Total 70000 · Public Safety & Security	13,820.63	148,734.77	164,500.00
Total Expense	59,841.05	456,578.09	534,832.00
Net Ordinary Income	-17,876.09	-63,048.55	0.00
Net Income	<u>-17,876.09</u>	<u>-63,048.55</u>	<u>0.00</u>

## Euclid South Community Improvement District Transaction List by Vendor June 2021

Type	Date	Num	Memo	Account	Amount
<b>A T Building Maintenance</b>					
Bill	06/01/2021	1279	Street Cleaning	20000 · Accounts Payable	-6,500.00
<b>Cole &amp; Associates Inc</b>					
Bill Pmt -Check	06/03/2021	Bill.com	https://app01.us.bill.com/BillPay?id=blp01NLXVUEI 1072	Bill.com Money Out Clearing	-236.25
<b>Horner &amp; Shifrin, Inc.</b>					
Bill Pmt -Check	06/09/2021	Bill.com	Streetscape	1072 · Bill.com Money Out Clearing	-25,774.86
Bill Pmt -Check	06/23/2021	Bill.com	Streetscape	1072 · Bill.com Money Out Clearing	-8,873.65
<b>Park Central Development Corp.</b>					
Bill	06/15/2021	2021-06-15	Recurring Bill Life Storage - Storage Rental	20000 · Accounts Payable	-52.66
Bill	06/20/2021	2021-06-20	Recurring Bill	20000 · Accounts Payable	-2,500.00
Bill	06/20/2021	2021-06-20 (1)	Recurring Bill	20000 · Accounts Payable	-2,083.00
<b>The City's Finest</b>					
Bill	06/01/2021	INV-3156	Inv 3156	20000 · Accounts Payable	-8,085.00
Bill Pmt -Check	06/04/2021	Bill.com	Inv 3137	1072 · Bill.com Money Out Clearing	-5,735.63
<b>Bills paid in June 2021</b>					<b>-59,841.05</b>

# FINANCE

- Review Financial Documents
  - Balance Sheet
  - Profit & Lost
- Report on Sales Tax Collections

These are sales taxes collected in June and deposited to the account in July 2021

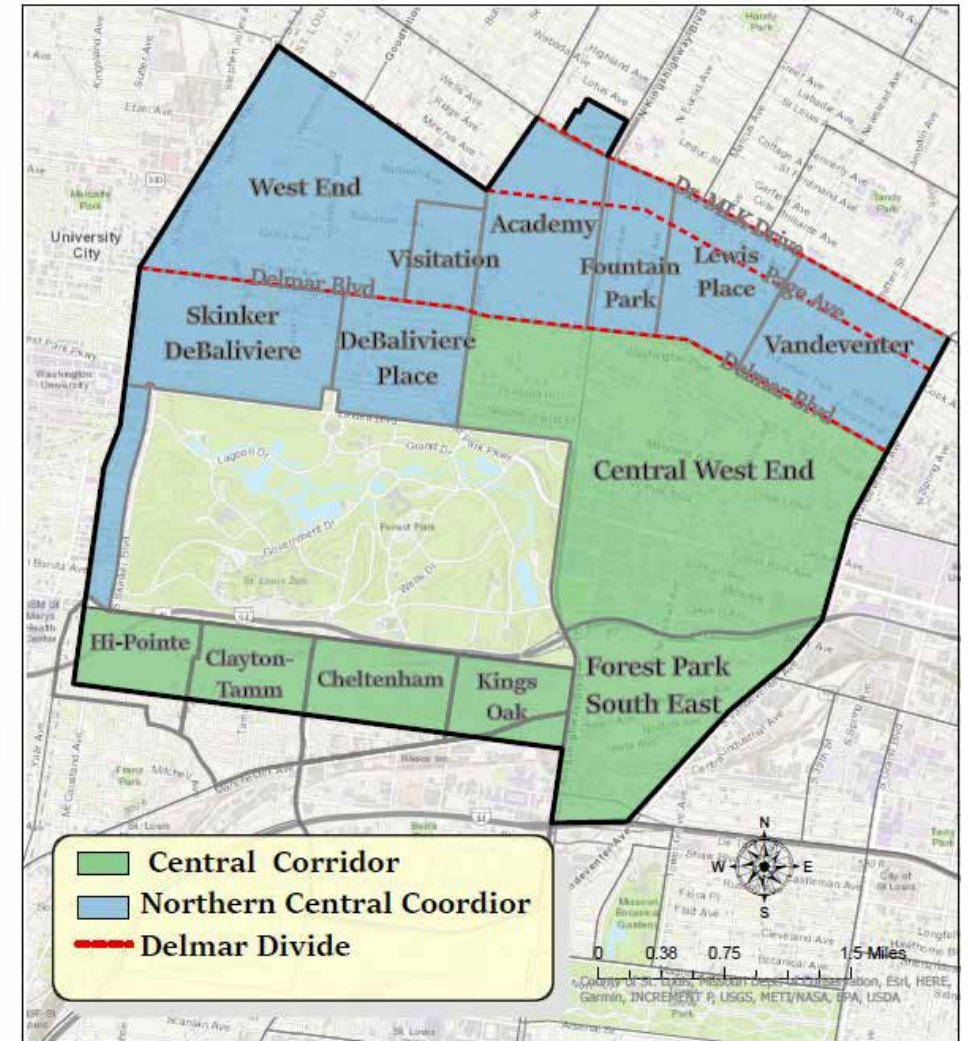
	<b>2020</b>	<b>2021</b>	<b>Variance (’20 to ’21)</b>
<b>June</b>	\$27,718	\$58,698	\$30,980
<b>YTD</b>	\$236,702	\$251,874	\$15,172



# PCD COMMUNITY NAVIGATOR GRANT : STAY IN PLACE PROGRAM

- Park Central Development is responding to an SBA grant to help serve underrepresented businesses located within the central corridor of St. Louis City.
- PCD will partner with business development and accelerator programs to provide resources that allows healthy viable business to scale its operations and facilitates business retention along our respective corridors.
- The Program will:
  - Serve a minimum of 150 businesses through this program.
  - 50 Businesses will Receive Core Intensive Services,
  - 25 Businesses will receive capacity building grants for operational improvements,
  - Provide 3, 6, and 12 months follow up services of business enrolled in the program. We will also
  - Track the following measurable outcomes

## SERVICE AREA



## The Delmar Divide Stay In Place Program (SIPP):

### Statement of Need

The Stay In Place Program will serve business along the Delmar Divide and the Central Corridor with a focus on minority and women owned businesses impacted by COVID-19. The Delmar Divide refers to Delmar Boulevard as a socioeconomic and racial dividing line in St. Louis, Missouri. Delmar Blvd. There is a dense concentration of eclectic commerce on Delmar Blvd. near the municipal borders of University City and St. Louis. This area is known as the Delmar Loop. Delmar Blvd. is referred to as the "divide" in reference to the dramatic difference in racial populations in the neighborhoods to its immediate north and south: as of 2012, residents south of Delmar are 73% white, while residents north of Delmar are 98% black, and because of corresponding distinct socioeconomic, cultural, and public policy differences.

Delmar Boulevard and the traditionally African American Neighborhoods directly north of the divided are under tremendous growth and displacement pressures of its small minority businesses and residents. The impact of COVID-19 on small businesses has further accelerated the displacement of residents and small businesses along this corridor. There is currently a vacuum in resources and technical assistance in the community and economic development ecosphere to mitigate and assist businesses within this corridor to withstand the growth pressures that lead to displacement, and the additional challenges COVID-19 presents. Due to the fragmentation along the corridor and resources available there is no coordinated effort that allows for a systematic approach to assist businesses impacted by COVID-19. This funding can allow for such an effort and leverage existing business anchors for stability along this corridor.

### Park Central History and Equity Work

Park Central Development is a 501 c3 community development corporation that works to strengthen and attract investment that creates and maintains equitable vibrant urban neighborhoods and commercial districts where people want to live, work and play. In 2017, Park Central Development redefined its mission, core service area, and stabilization efforts in order to meet the greater community need of Bridging the Delmar Divide. We now serve as the Community Development Corporation (CDC) for an estimated 40,000 residents and 600 Businesses in 7 Commercial Districts within our service area. We coordinate and facilitate, safety and security, marketing, high level business resource information to businesses, and track Sales tax data of businesses within the districts. 90 percent of all business in our districts are classified as small business.

Park Central and our partners have been providing businesses within the Park Central footprint with Resource information on available financial resources and supports to assist with the impact of COVID-19 on their businesses. Of the over 400 Surveys conducted, over 52 percent of businesses were minority and women owned businesses.

We have also served the only predominately LGBTQ business branded business district in the STL region for the last 13 years, serving over 30 LGBTQ businesses/owners during this period. Since 2018 we have also served as administrator and provided technical assistant assistance to small business for the Kingsway (Fountain Park) Special Business District, a predominantly African American commercial district on the Delmar Corridor with local small business resources and grant information. We have serviced over 20 businesses in this district during this time.

From the businesses surveyed, two of the emerging trends and needs that has come from our engagement of businesses within our organization's footprint is the lack of and need for technical assistance for businesses to adjust their business operations and model due to the impact of COVID-19. The second emerging trend is businesses needing to have access to information & assistance on accessing capital/grants and financial programs (i.e., PPP, Small Business Grants/loans etc.) to sustain operations and perform key strategic upgrades to operational systems critical to day-to-day functions needed for success and full recovery by the businesses.

Delivering these resources on a neighborhood level is the most efficient way to reach underrepresented businesses who often do not have access to traditional networks and are not typically targeted due to issues of equity in small business resource deployment. Due to the resource vacuum created by Covid-19, and the lack of community/economic development infrastructure and resources present within the City of St. Louis, the ability to deliver in depth resources and technical assistance to businesses that will foster recovery for the most vulnerable businesses in partnership with placed-based partners is extremely limited. This funding is needed to strengthen the economic development infrastructure and placed based entities on the ground delivering the resources that will assist with the recovery of businesses.

**Small Business Technical Assistance Initiative**  
**STAY IN PLACE PROGRAM (SIPP)**  
**Service Delivery Overview**

**INPUTS**

**Stakeholders**

**Commercial District Recruitment Partners**  
 East Loop CID  
 Kingsway Merchants  
 Makers District  
 Grove CID  
 FPSEBA  
 CWE North CID  
 Euclid South CID

**Funding Partners**  
 SBA  
 East Loop CID  
 Grove CID  
 Euclid South CID  
 CWE N. CID

**Coordinating Partners**  
 Park Central Development (PCDC)  
 Admin and Project Management and Recruitment

**Small Business Empowerment Center**  
 Small Business Empowerment Center (TA Admin)

**Advanced Services**  
 Greater St. Louis Inc.  
 WePower  
 RUNG

**Evaluation**  
 Wash U Medical Center  
 Redevelopment Corp

**PROCESS**

**Recruitment**  
 East Loop CID  
 Kingsway Merchants  
 Makers District  
 Grove CID  
 FPSEBA  
 CWE North CID  
 Euclid South CID  
 Park Central

**Park Central Development Project Manager**

1. Facilitate Coordination Between All Commercial Corridors and ED Activities  
 2. Enroll Business into SIPP Core Program Conduct Orientation Session.

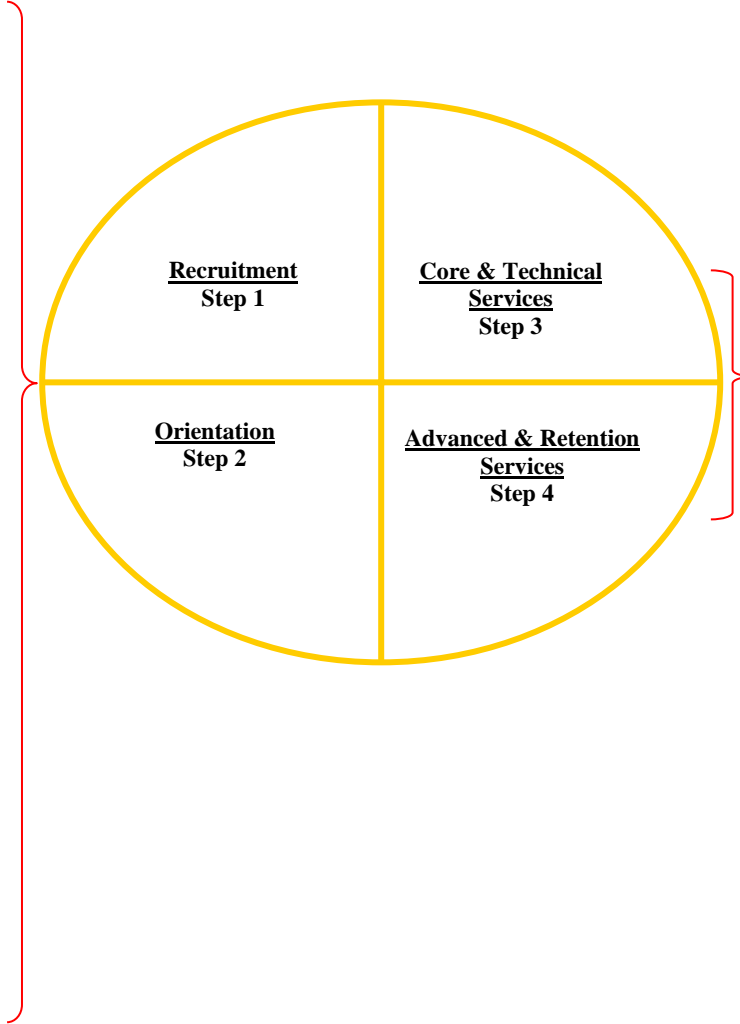
**Small Business Empowerment Center**  
 Core & Technical Delivered  
 SWOT Analysis  
 Coaching Sessions  
 Strategic Planning  
 Grant/Loan Navigation  
 Financial Analysis  
 Seminars

Conduct Retention and Follow up Services  
PCDC & Commercial Districts Partners

Advanced Services  
 Advance Accelerator Training  
 Greater STL Inc.  
 WePower  
 Mentorship (RUNG)

**PROCESS**

**Business Owner Access Services**



**OUTCOMES**

**Business**

150 Businesses Receiving Business and Resource Assistance Through the program

50 Business Receiving Intensive Core Services and Technical Assistance

30 Business Receiving Improvements in Business Operations

20 Business Owners receiving Core services identifying as MWB Business Receiving Capacity Building Grants/

7 Business Owners access advanced training and life coaching services

75% of Business Engaged and Receiving Resources Maintain in Operation

## Program Overview

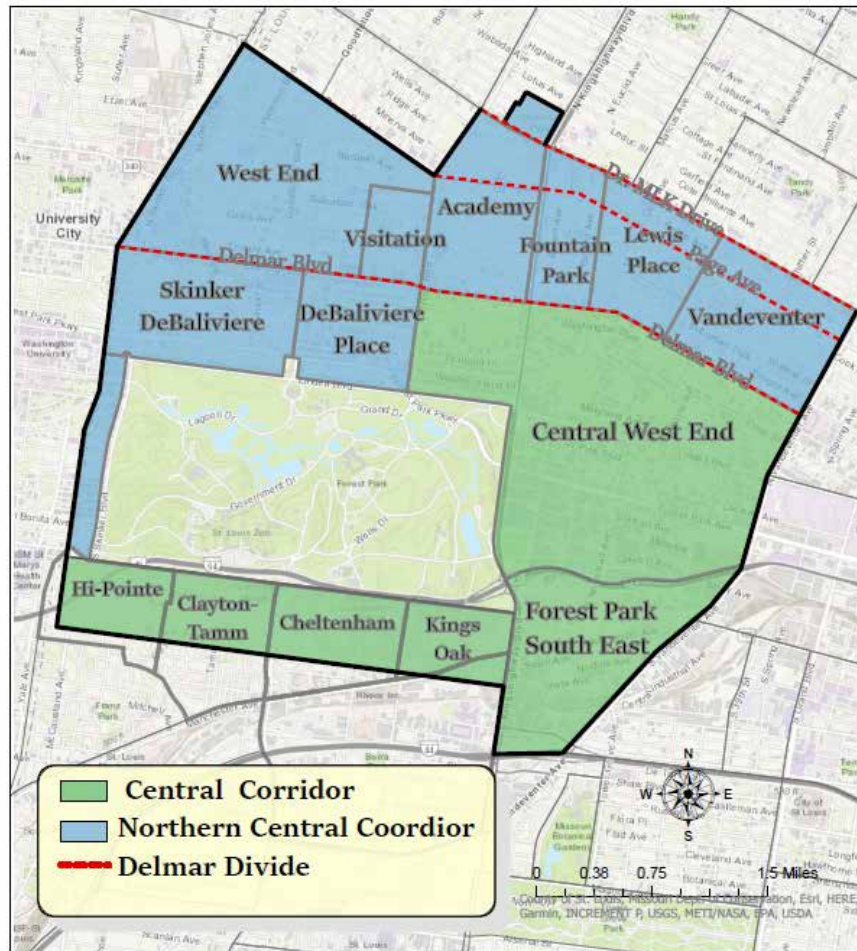
### Service Area

The Stay In Place Program (SIPP) will focus on existing and Pop-Up underrepresented businesses located within the following commercial districts along the Delmar (Delmar Divide) and the Central Corridor in the City of St. Louis: The East Loop Community Improvement District, MAKERS District, Kingsway District, The CWE North Community Improvement District, The Euclid South Community Improvement District, The Grove Community Improvement District, & The Forest Park Southeast Business Association.

This collection of contiguous Business Districts located within a 2.5 square miles radius, represents over 600 businesses and the largest concentration of functioning minority and women owned Business in the City of St. Louis. The goal of the initiative is to stabilize established businesses through providing technical assistance in strategy, operations, technology, and accessing of capital, grants, and loans to mitigate the impact of COVID-19 on their current business operations and foster recovery.

### The Delmar Divide Stay In Place Program (SIPP):

## SERVICE AREA



After the stabilization and successful completion of program milestones by businesses through the program, we will partner with additional business development and accelerator programs to provide additional resources that allows healthy viable business to scale its operations and facilitates business retention along our respective corridors. This placed-based approach will allow the Delmar & Central Corridors to have a cohesive connective ecosystem to serve all stages of businesses and creates a pathway to leverage other programs/resources based on the current level of readiness of the business.

**Program Partners:**

1. SBA: **Primary Program Funder**
2. Park Central Development: Program Administrator/Coordinator/ Small Business Grant Funder-**HUB**
3. Small Business Empowerment Center: Technical Assistance Coordinator/Service Provider- **Primary Technical Spoke**
4. East Loop CID: Placed Based Recruitment Partner- Small Business Grant Funder-**Spoke**
5. MAKERS District: Placed Based Recruitment Partner -**Spoke**
6. Kingsway Special Business District: Placed Based Recruitment Partner--**Spoke**
7. Euclid South CID: Placed Based Recruitment Partner-Small Business Grant Funder-**Spoke**
8. CWE North CID: Placed Based Recruitment Partner- Small Business Grant Funder--**Spoke**
9. FPSE Business Association: Placed Based Recruitment Partner-Small Business Grant Funder -**Spoke**
10. Greater St. Louis Inc. Incubator/Accelerator Partner-**Spoke**
11. WePower: Incubator/Accelerator--**Spoke**
12. Bank Partner-Simmons Bank-Lender
13. Washington University Medical Redevelopment Corporation: Program Evaluation and Programmatic Impact- **Evaluation Partner**

## Program Design

### ***Recruitment & Outreach***

Recruitment and outreach will be conducted and coordinated by Park Central in Partnership with the local program staff in each placed-based business district also known as a community improvement district (CID). The Community Navigator and respective commercial staff will conduct direct business to business outreach to every business within the district with a focus on MWBE businesses. The Navigator will work with the commercial district staff to conduct, and lead placed-based informational sessions for the respective businesses in each district and will utilize their respective database of businesses to ensure critical mass is reached in outreach to MWBE businesses. Weekly informational sessions will occur until 90 percent of all businesses have been reached in every district.

### ***Program Intake***

Program Intake will be coordinated and conducted by Park Central Development and The Small Business Empowerment Center (SMBEC). Park Central will conduct the primary intake and assessments for all businesses and share the information with all placed based partners, to connect them with immediate resources being offered in the district, prior to being referred to core services or seminars offered through the Small Business Empowerment Center.

Upon the Community Navigator providing a warm handoff of the business to the SMBEC, a second intake and enrollment will be conducted to ensure the proper services are provided for each business. The information and business needs of each business will be shared through our partnership with PCDC and the respective placed based commercial district managers for additional resource support that maybe available as needs and action plans are developed by the SBEC.

After the intake is conducted, The Small Business Empowerment Center will develop an action/coaching plan for each business to meet the specific needs determined by their Business Coach. Every business enrolled in the program will have access to the technical assistance/experts and receive up to:

1. 3 Hours of Individual Business Consultation (SWOT Analysis)
2. 3 Hours-of Strategic Planning/SWOT Implementation
3. 3 Hours of 1-on-1 Business Counseling & Coaching

### **Program Core Technical Assistance Services**

These services will be provided by SBEC. Business enrolled in the program will have access to the following technical assistance/experts in the following areas as determined by their SWOT Analysis and/or Business Coaching session:

1. Assistance with the establishment, maintenance, and upgrade of websites
2. Establishment/upgrading for online ordering/sales platforms
3. Basic IT Infrastructure/Hardware Configuration to support operations
4. Establishment/Upgrading of Social Media Sites and Basic Marketing platforms and tools
5. Architectural/Design Assistance for upgrading/retrofitting the physical business space
6. Banking Partners and Account Establishment
7. Business Relocation and Lease Negotiation Assistance
8. Legal

### **Advanced Technical Assistance & Wrap Around Services:**

Upon successful stabilization and completion of the SIPP program, businesses will have access to \$5K capacity grants provided through Park Central and the Place-Based Recruitment partners.

Advance Strategic Planning and business acceleration services in partnership with Greater St. Louis Inc. and WePower will be provided. Greater St. Louis Inc. is the Regional Chamber of Commerce for the City of St. Louis. The St. Louis Regional Chamber Diverse Business Accelerator is designed to address the interests and challenges of diverse business owners as they work to scale their businesses through a three-month program designed for Diverse and women-owned small businesses in the St. Louis region; Black, Hispanic, Native American, Asian/Pacific Islander, and other people of color (but not exclusively). This will be for businesses with 2 or more employees and revenue of \$500K or more with 51% minority ownership

Elevate/Elevar operated by WePower Accelerator is a 6-month entrepreneurship development program for Black & Latinx entrepreneurs. Through the Accelerator, they support founders with curriculum, connections, community, and access to capital through grants. All Accelerator program graduates will receive a \$5K capacity building grant.

### ***Program Outcomes and Retention***

The Program will serve a minimum of 150 businesses through this program. 50 Businesses will Receive Core Intensive Services, 25 Businesses will receive capacity building grants for operational improvements, and 85 percent of businesses remaining in operation for 3 or more years. We will provide 3, 6, and 12 months follow up services of business enrolled in the program. We will also track the following measurable outcomes:

Measurable Outcomes:

- The # of Businesses provided resources information on capital/relief funds.
- The # of Businesses provided technical Assistance.
- The # of small businesses who were assisted in navigating federal, state and local programs financial programs (PPP, Loans, Grants, small business funds, and Increasing Revenue).
- The # of Minority and Women Owned Business receiving services
- The # of Businesses receiving relief funds/access to capital.
- The # of Businesses making improvements made to business operation:  
(Point of Sale Systems, Online Ordering Platform, Marketing Platform, Website Upgrades, making Physical improvements and upgrades to business, signing new leases)
- The # of jobs saved or preserved



## **Program Evaluation**

Washington University Medical Center Redevelopment Corp. & PCD will provide, pre-and post-surveys to measure and evaluate for the effectiveness and quality of service of this program. The pre-survey will be conducted with the first three meetings with the client. The first section will ask about clients' demographic information, which include annual business revenue, personal income, and recruitment method information. Retention and follow up services will be conducted by the Business Outreach and Retention Coordinator. We will track programmatic outcomes in a web-based data tracking system.

## ***Program Execution & Implementation***

Park Central will be able to operationalize this program within 30 Days of award notification.

July 10, 2021

RE: Letter of Commitment for the SBA Community Navigator Grant with Park Central Development

XXXXXXXXXXXX, would like to express our commitment to partner with Park Central Development and its application for the Stay in Place Program funded through the SBA Community Navigator Grant. XXXXXXXXXXXX is committed to project and will partner in the role of a recruitment partner for the project. We will coordinate with Park Central Development and their Community Navigators to conduct outreach and provide contact information for businesses within the commercial districts we manage.

Due to the negative impact of Covid-19 has had on the businesses, particularly underrepresented businesses within our district, this is a much-needed resource to help our district provide additional supports for businesses to connect to that will aid them to achieve full recovery.

Thank you for giving Park Central's proposal the utmost consideration.

Sincerely,