



**Federal Reserve Bank of St. Louis
Investment Connection Proposal**

Proposal title	Kingsway Business Development
Contact	Abdul-Kaba Abdullah
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Organization name/address	Park Central Development Corporation St. Louis, Missouri 63110
Mission statement	Park Central Development is a not-for-profit community development corporation that strives to strengthen and attract investment to neighborhoods throughout the St. Louis region.
Overview of organization	Park Central Development is the local community development corporation for the Central Corridor and has led many successful community efforts to revitalize the neighborhoods. Throughout the Central Corridor, Park Central Development serves over 12,000 residents. Park Central Development's coordinated community efforts includes the facilitation of public infrastructure and beautification projects, the implementation of special events that brings thousands of visitors into our neighborhoods, as well the collaborative efforts with service providers and community stakeholders to bring

	<p>additional resources to address specific neighborhood needs.</p> <p>Formed in 2009, Park Central Development is a consolidation of the former Central West End Midtown Development Corporation and the Forest Park Southeast Development Corporation. The merger assisted in creating greater staff capacity and streamlined services to serve the central corridor of the City of St. Louis. Park Central Development also helps coordinate special events for the neighborhoods it serves. Examples of events include Grove Fest in Forest Park Southeast, Trunk-or-Treat in Tiffany, National Night Outs and community BBQs. The organization also conducts neighborhood needs assessments and uses the data collected to help the members in the neighborhood with various action projects.</p>
Website	www.parkcentraldevelopment.org
Social media link(s)	Facebook '@parkcentraldevelopment
Location of project/activity	Missouri St. Louis City County
Geographic Impact	Citywide Neighborhood(s)
Support request	Grant
Requested dollar amount	\$25,000
Proposal description and structure	<p>Park Central Development is currently seeking funds to enhance the economic development opportunities in the Kingsway Merchants District of Saint Louis, Missouri. There are two components to this project. The first component is to attract new businesses into the area by highlighting available commercial/retail spaces. Park Central Development will conduct an evaluation of the area and identify appropriate venues for new businesses. The second component is to retain the existing</p>

	businesses by connecting with them individually and supporting their unique business's needs. By building relationships with individual businesses and understanding their needs, Park Central Development will be able to connect them to the appropriate resources and funding opportunities available through our many partners.
Issues addressed	Small Business Development/Technical Assistance
Target population/geography	The project is focused in the Fountain Park and Lewis Place neighborhoods of Saint Louis, Missouri. Both neighborhoods are located north of Delmar Boulevard, an area that has been largely disinvested in the past decades. The boundaries of the project includes Delmar Boulevard on the south, Kingshighway Boulevard on the west, Martin Luther King Drive on the north, and Taylor Avenue on the east.
Population served including income	According to the U.S. Census, the Fountain Park and Lewis Place neighborhoods have a combined population sized of approximately 3,157 people, with a racial makeup of roughly 95% African-Americans between the two neighborhoods. The Median Household Income for these two adjacent neighborhoods is roughly \$17,484, with 85% of its' population having less than \$50,000 in household income. Similarly, the poverty rate is at 49.5%. According to Missouri Department of Elementary & Secondary Education's Free Reduced Enrollment tracking, two of the schools serving the neighborhood's children, Washington Montessori School and Soldan High School, had a reported 100% enrollment rate for their free lunches for October 2016 (for total of 952 students).
Anticipated outcomes/impact	The goals for enhancing the economic development opportunities are to attract more businesses to the Kingsway Merchant District, as well as to retain and support the existing businesses in the area. We will do this by: 1) Identify available spaces for commercial and retail spaces; 2) Create a database system to track business opportunities; 3) Connect with area's businesses and work closely with the businesses to identify their needs for growth and sustainability; and, 4)

	Work with bank partners to connect them to businesses with available resources and financial support.
How will the program be evaluated	The project will be evaluated based on the number commercial and retail spaces identified, the database created to track business opportunities, the number of outreach activities conducted to connect with business and property owners in the area, the number of contacts and communication staff will have with community stakeholders, as well as the number of connection made with bank partners or other service providers.
Project time frame	New Program Project Duration: 1-3 Years
Other significant partners in the proposal	Kingsway Merchants Association Technical Assistance/Expertise https://www.kingswaymerchants.org/ Other
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