

PARK CENTRAL DEVELOPMENT

ANNUAL REPORT
&
COVID 19 IMPACT
2022



@pcdstl



@parkcentraldevelopment



@ParkCentralSTL

www.parkcentraldevelopment.org

ABOUT US

Park Central Development is a 501c3 community development corporation that works to strengthen and attract investment that creates and maintains equitable, vibrant urban neighborhoods and commercial districts where people live, work and play.

Park Central provides and facilitates full-service neighborhoods with amenities that the City of St. Louis is unable and unwilling to provide. Park Central coordinates and facilitates safety and security, housing, parking, entertainment districts, and other services to create vibrant neighborhoods that stakeholders benefit from.

These unique districts and neighborhoods provide a competitive advantage when trying to attract top talent. Park Central provides place-based community development as well as coordination of initiatives & priorities on a neighborhood level to advance activity that impacts the local area to gain community support.

Our Board of Directors

Aminah Wright
Brian Davies
Brian Phillips
Brian Pratt
Chauncey Nelson
Colleen Autry
Gerald Kirk
Guy Slay
Hank Webber
Leslie Gill
Colleen Autry
Patrick Brown
Peggy Lents
Phil Minden
Yusef Scoggin

OUR STORY

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. In 2017, PCD redefined its mission and core service area, and stabilization efforts in order to meet the greater community need of Bridging the Delmar Divide. We now serve as a Community Development Corporation (CDC) an estimated 35,000 residents in our core neighborhoods. We serve an additional 25,000 residents in our legacy neighborhoods through contract services and technical assistance to community stakeholders.

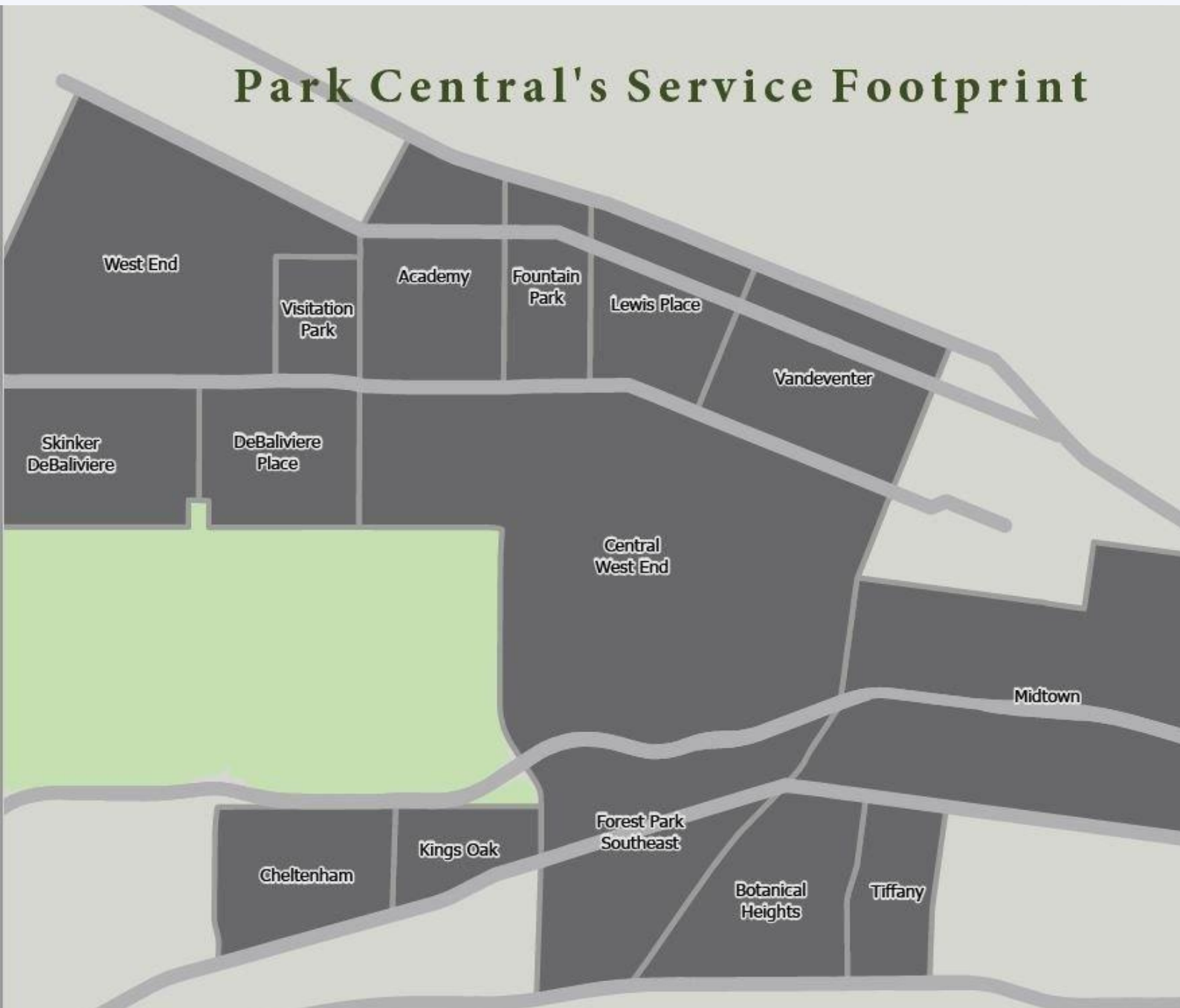
Over the past 15 years, PCD has worked to fulfill our mission which is to work to strengthen and attract investment that creates and maintains equitable vibrant urban neighborhoods and commercial districts where people want to live, work and play.

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- Neighborhood Planning & Services
 - Major Infrastructure Projects & Improvements
 - Administration of Commercial, Business and Special Taxing Districts
 - Technical Assistance to the Investment Community to Facilitate Private Investment in the Community
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OUR NEIGHBORHOODS

We strive to connect the neighborhoods of St. Louis

Park Central's Service Footprint





Neighborhood Engagement

Neighborhood Planning

Park Central was selected by the Lincoln Institute in 2022 to be the lead CDC Partner for it's Legacy Cities Initiative for the city of St. Louis, which would focus on a planning initiative for the Delmar Corridor in partnership with the City of St. Louis, SLDC, Delmar Main and the groups along the Delmar Corridor. Neighborhood planning on a comprehensive level helps residents and business owners identify community priorities, plan for the long term, and build consistency around the community's goals. We strive to create cohesive neighborhoods through participatory community engagement and neighborhood planning processes.



STAY IN PLACE PROGRAM

The Park Central Model for Anti-Displacement

As Urban Neighborhoods Revitalize, Equity of Existing Stakeholders must be at the center of development and neighborhood plans. Park Central Development believe that all families and businesses should have access to safe, stable, affordable housing and retail locations. This means providing assistance to these stakeholders allowing them a.) stay in their homes and businesses, b.) participate in the process to realize the financial gain in their existing homes and businesses from the upward growth of private development and increased investments. Park Central's Stay in Place Model aims to assist long term stakeholders or individuals with resources and technical assistance to become stable or scale up in the areas we serve.

These are foundational tools that lay the framework for anti-displacement for responsible neighborhood development, and should be apart of resources allocated by the city and developers.



Aging In Place

Seasonal Maintenance Program: (Grass Cutting and Snow Removal Services for Seniors to assist with Access and Quality of Life Issues)

Chore Helper (Assist Seniors with Quality of Life Assistance to allow the senior to age in place)



Residents & Homeowners

Rental and Mortgage Assistance

Real Estate Tax Assistance

Home Repair Programs

Utility Assistance



Small Business Assistance

Small Business Grant & Technical Assistance Program

Micro Lending

How Park Central Development is incorporating the Anti-Displacement Model



Aging In Place

Home Repairs

Residents who are eligible for assistance can receive up to \$15,000 per home as of 2023 in the 17th/9th Ward for Homes and up to \$3,000 in it's other service areas

Seasonal Exterior Maintenance

Senior residents are eligible for lawn services and snow removal services

Senior Cleaning Program

Senior residents are eligible for residential deep cleaning services and pest control (\$500 per home)



Residents & Homeowners

Real Estate Tax Assistance Program (RETAF)

Residents who are on the Land Tax sale are eligible for assistance with their property taxes (\$3,500 per home)
www.retaf.org

Mortgage Assistance

Residents who are on late on their mortgage are eligible for assistance (\$7,000 per household)

Emergency Utility Assistance

Residents who are late on either their water or sewer bill are eligible for assistance (\$500 per household)

Delmar Tax Relief Fund

For homeowners on the Delmar Corridor that live north, are eligible for tax assistance, as the property values increase. (\$1500 per household)



Small Business Assistance

Small Business Grant & Technical Assistance Program

\$3,000-\$5,000 Grant Program and Business assistance to scale administrative systems

The Grove Retail Incubator

A retail incubator for MWBE popup businesses to grow in a retail storefront into it's own brick and mortar space or online business. They are provided all the necessary technical assistance to scale up. (Fall of 2023)

2022 Outcomes

Anti-Displacement Residential Outcomes

400

Homes served through the Stay in Place Program

\$485,751.16

Provided in direct anti-displacement funds

Home Maintenance

145

Homes Serviced

\$231,848 in funds provided

Aging in Place

89

Homes Serviced

\$32,780.87 in funds provided

Anti Displacement Resource Fund

79

Homes Serviced

\$222,698.76 in funds provided

(Real Estate Tax Fund and Utility assistance)

To whom it may concern I would like to express my sincere gratitude for the tax relief program 2022!...Lately it has been difficult for me to make ends meet financially. This program literally saved my home from going up for auction in as little as two weeks!



I want to thank you for your thorough and efficient help. I was in a very precarious position, about to lose my home...

You have made such a positive impact in my life and I thank you so much!!!



"I want to say this program is a blessing...."



2022 Outcomes

Small Business

15 business grants given

Provided **31** businesses with technical assistance

Assisted in opening **12** new businesses in our footprint

Development

\$215 million invested in new development

Provided **250** hours of technical assistance to neighborhood groups

Provided **\$1.1** million in new infrastructure improvements in our footprint

65 units of affordable housing rehabbed valued at **\$11** million

Special Taxing Districts

\$100 million in sales tax generated in our commercial districts

Facilitated renewal for the DeBaliviere Place Special Business District

Zero audit findings in our special taxing districts

The Covid 19 Emergency Order is set to expire in 2023. These are Park Central's collective response to Covid 19 to mitigate the impact of Covid 19 in the St. Louis region.

COVID-19 Anti-Displacement Impact 2020-2022

Residential and Homeowner Anti-Displacement Impact

\$1,423,626 total funds provided



599 Homes Serviced



348 Homes provided home
maintenance



Prevented **143** homeowners
from being displaced



251 homeowners accessed
anti-displacement funds

Small Business Anti- Displacement Impact

\$550,000 provided in direct
grant assistance to **74** businesses



Provided **320** businesses with
technical assistance



Prevented **41** businesses from
closing



Assisted **93** businesses in
securing PPP loans, business
grants and other federal funding



2022 FINANCIALS

