



North St. Louis Small Business & Non-Profit Grant Program Informational Webinar

February 23, 2024



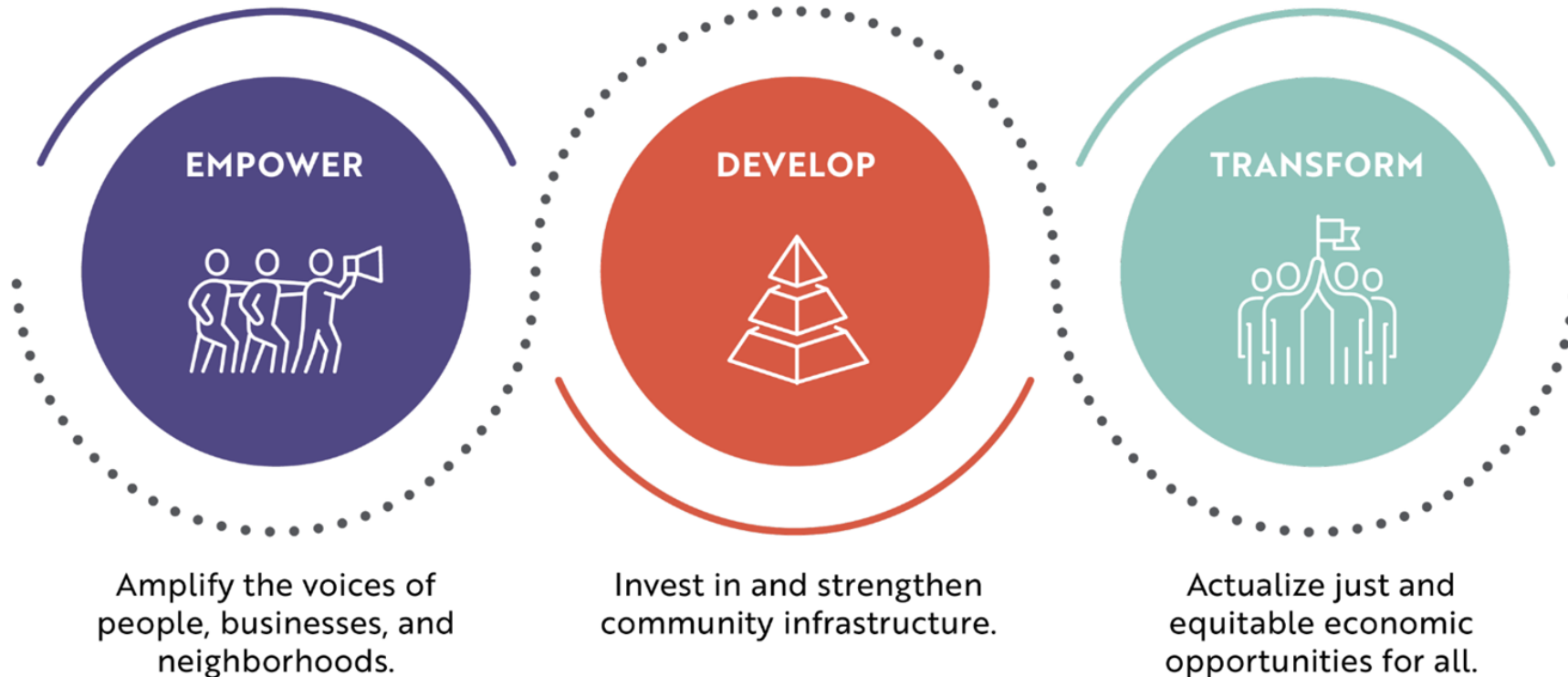
ST. LOUIS DEVELOPMENT CORPORATION

Agenda

- About SLDC & the Grant Program
- Grant Program Purpose
- Grant Program Geography
- Available Grants
- Grant Program Timeline
- Steps Toward Funding
- 1:1 File Review Meetings
- Conclusion & Next Steps

Who is SLDC?

SLDC is the independent economic development agency serving the City of St. Louis, Missouri. It is an action-oriented organization that exists to empower, develop and transform St. Louis through a vibrant, just and growing economy where all people can thrive.



Economic Justice Action Plan



5 PRIMARY GOALS



3 PILLARS

The Economic Justice Action Plan proposes an unprecedented investment in under-invested communities in St. Louis—particularly North City—and is comprised of three strategic pillars: *economic empowerment*, *equitable & inclusive development*, and *neighborhood transformation*. Each pillar is critical to the future of our city and the region at large.

Economic Justice Action Plan

3 Pillars



Equitable & Inclusive Development

Leverage real estate development and business retention, expansion, and attraction ("BREA") efforts to catalyze equitable and inclusive economic growth.



Neighborhood Transformation

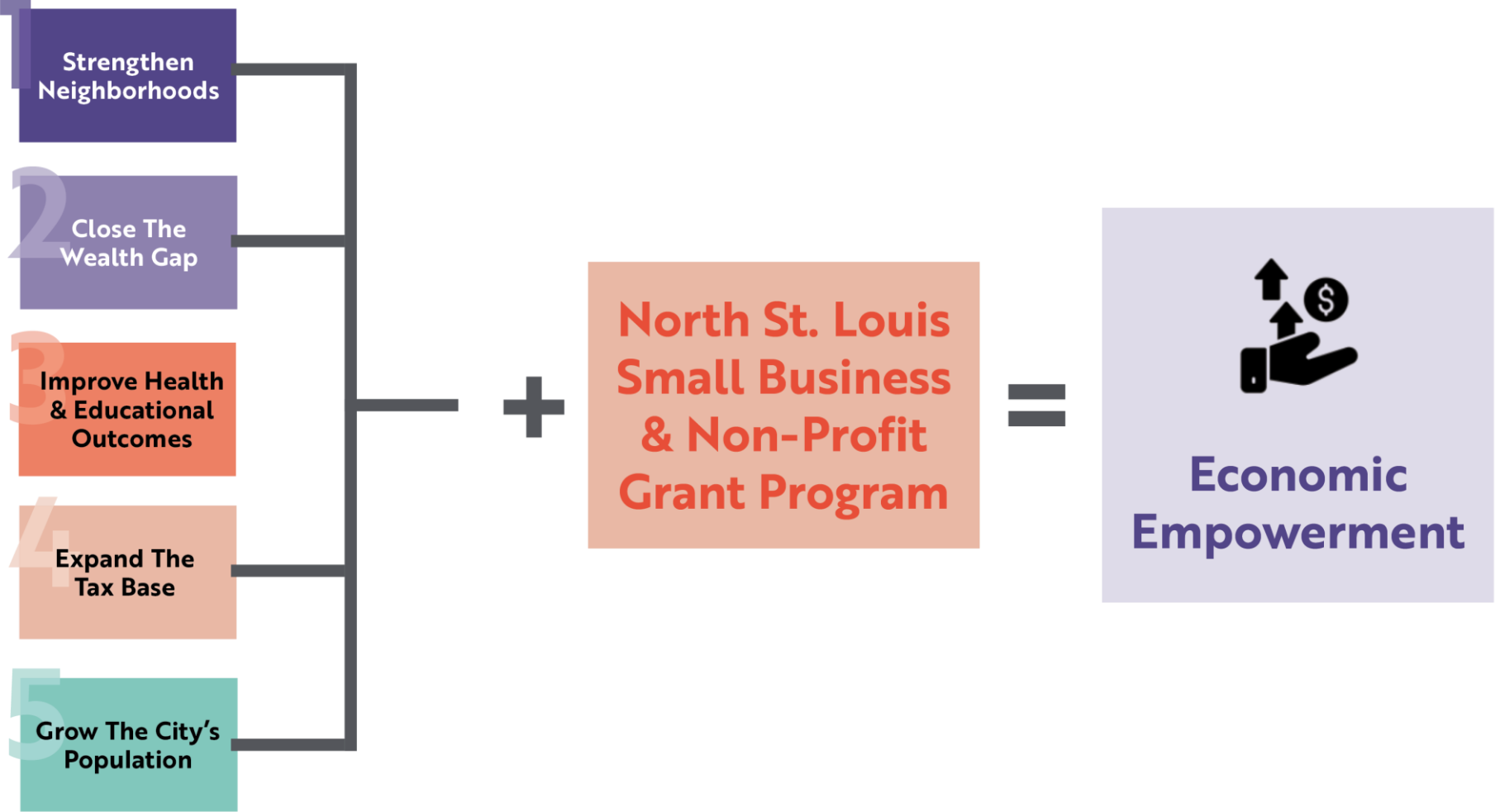
Leverage community assets to transform physical, social, and economic aspects of historically disinvested and marginalized neighborhoods to build their collective capacity and wealth-building opportunities.



Economic Empowerment

Invest in an ecosystem that provides opportunities for businesses to launch, grow, and sustain their operations. Create the workforce of the future through mentorship, training, and quality jobs.

North St. Louis Small Business & Non-Profit Grant Program: Economic Justice in Action



North St. Louis Small Business & Non-Profit Grant Program

Small Business Stabilization, Expansion, Community Enhancement & Community Need

The City of St. Louis, through its Community Development Administration has allocated \$37 Million of Coronavirus State and Local Fiscal Recovery Funds (SLFRF) to the St. Louis Development Corporation (SLDC), for the administration of a North St. Louis Small Business & Non-Profit Grant Program, originally defined in Board Bill 82 (2022–23 session) and amended in Board Bill 37 (2023–24 session).

Purpose: North St. Louis Small Business & Non-Profit Grant Program

- Intended to assist small businesses and non-profits in North St. Louis City that have been disproportionately impacted by the COVID-19 pandemic and are located in targeted geographic areas.
- Provide economic development and empowerment assistance to small businesses and non-profits located in North St. Louis, where there exists a demonstrated need to reverse the effects of decades of disinvestment.

Program Geography: North St. Louis Small Business & Non-Profit Grant Program

The program will focus investment in the following geographic areas:

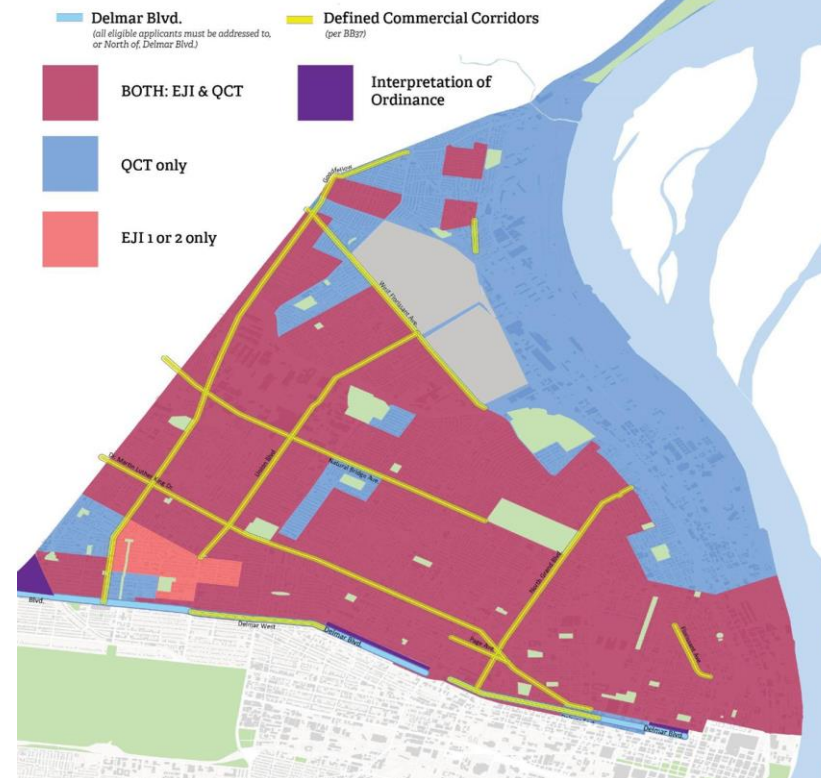
- Business or non-profit located on or North of Delmar Boulevard
- Located in a HUD-designated Qualified Census Tract (QCT) OR
- Located within a SLDC designated Economic Justice Index (EJI) Areas EJI-1 and EJI-2

North St. Louis Small Business & Non-Profit Grant Program

Geographic eligibility map

Map 3:

HUD QCT and EJI 1 & 2



Grant Options: North St. Louis Small Business & Non-Profit Grant Program

Capacity Building

All geographically eligible applicants who submitted a complete application on time will qualify for the capacity building grants. SLDC is offering \$2,500 for each business or non-profit that completes the Technical Assistance Academy and \$2,500 for completing their business financial assessment, for a total of \$5,000.

Small Business Stabilization Grants

First Come First Serve Grants for small for-profit and non-profit businesses for operational stabilization

Small Business Expansion Grants

Competitive Grants for small for-profit and non-profit businesses for operational expansion.

Community Needs

Competitive Grants for small for-profit and non-profit business organizations, NEW to a neighborhood, and fills a gap in needed neighborhood services, including health services, enhanced retail or cultural offerings. **ONLY for established businesses expanding into eligible geographic areas with site control.**

Community Enhancement (*Façade, Rehabilitation, and New Construction*) Grants

Competitive Grants for small for-profit and non-profit businesses for community enhancement that includes, facade improvements, site rehabilitation and new construction with proven capacity, need for enhancement and meet eligible program expenditures

Program Timeline: North St. Louis Small Business & Non-Profit Grant Program

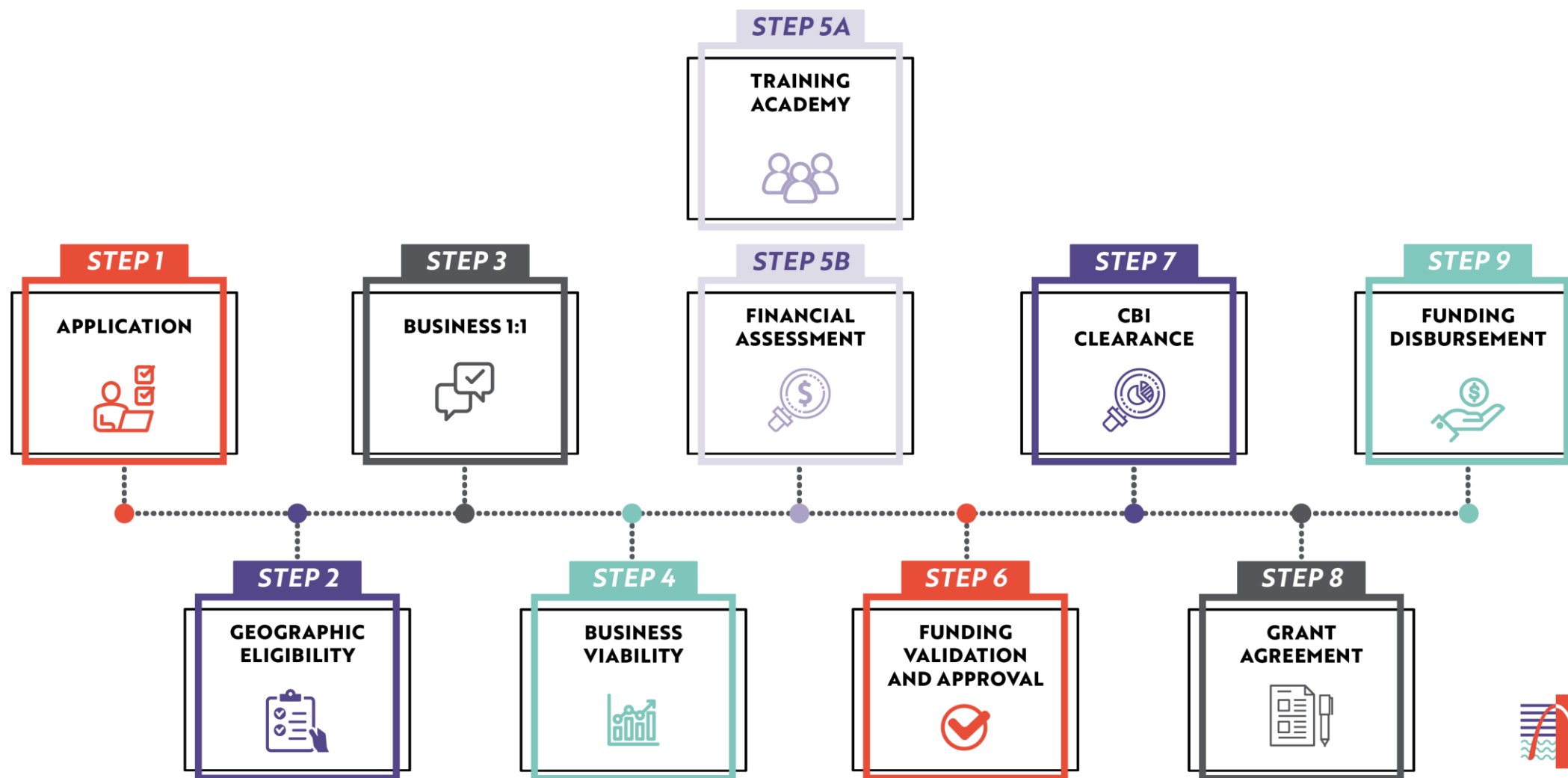
PROGRAM ACTIONS	DATE
BB 82 – Ordinance Signed Into Law	May 5, 2022
Launch of First Application (Operational Stabilization, Expansion and Façade Only - No Application Deadline)	June 1, 2022
BB 37 – Ordinance Signed Into Law	July 12, 2023
Launch of Second Application	August 1, 2023
Close of Second Application	October 30, 2023
Request for Document Completeness	December 15, 2023
SLDC Board Approval (Funding for Training and Financial Assessment – not to exceed \$10,000)	February 15, 2024
Program Update Email Communication	February 16, 2024
Program Webinar	February 23, 2024
One-on-One Opportunities for File Review	March 4 – 29, 2024
Deadline for Competitive Program (Documents Collection)	April 15, 2024

STEPS TOWARD FUNDING – NON-COMPETITIVE GRANTS



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Capacity Building (Training Academy & Financial Assessment) and Stabilization Program



Capacity Building (Training Academy & Financial Assessment) and Stabilization Program

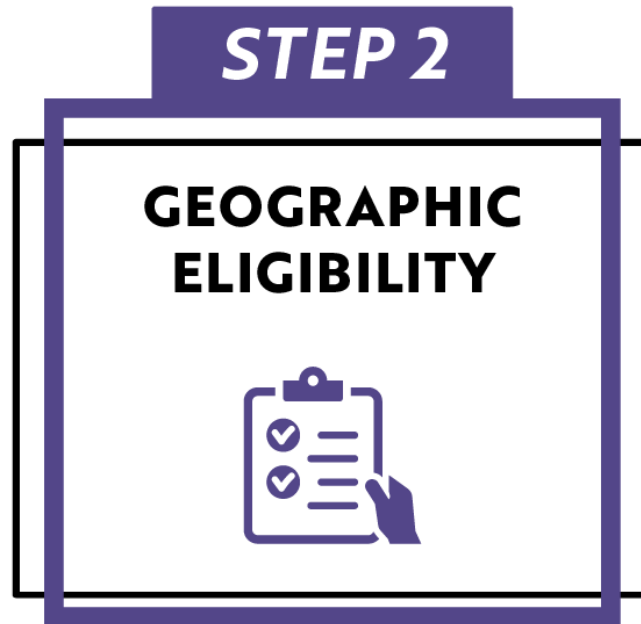


Purpose:

SLDC Receives Applications

Trigger for Next Step:

Application Submitted prior to Deadline



Purpose:

SLDC Verifies Business
Operating Address is within
Program Geographic Boundaries

Trigger for Next Step:

Business Operating Address Verified
as Geographically Eligible



Purpose:

SLDC and Morgan Graves Consultants (MGC) verify program selection and completes file completeness review

Trigger for Next Step:

Attended a 1:1 Session and received document completion status



Purpose:

MGC* Conducts business viability assessment and site visit

Trigger for Next Step:

Complete File with Supportive Documents and Completed Viability Assessment

* If applied prior to 8.1.23, Grow America (formerly NDC). If applied after 8.1.23, Morgan Graves Consultants (MGC).

STEP 5A

**TRAINING
ACADEMY**



Purpose:

Grow America Provides Business Owners capacity building support to ensure future success

Step 5a and 5b can run concurrently

Trigger for Next Step:

Grow America provides SLDC with certification of completion of Training Academy

STEP 5B

**FINANCIAL
ASSESSMENT**



Purpose:

Grow America Collects Financial documents to support financial position/health of the business

Trigger for Next Step:

Grow America Provides SLDC with a completed Financial Assessment

STEP 6

**FUNDING
VALIDATION
AND APPROVAL**



Purpose:

Capacity Building

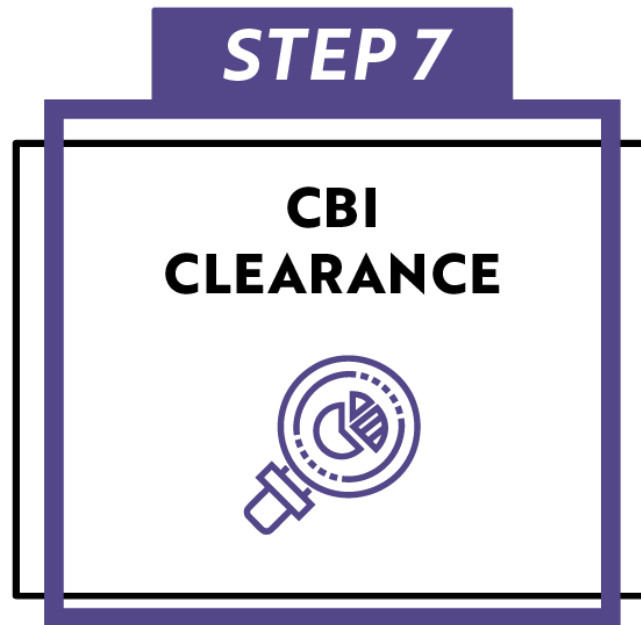
SLDC verifies completion of Training Academy and/or Financial Assessment

Stabilization

SLDC reviews Financial Assessment and overlays program funding criteria

Trigger for Next Step:

Program Funding Eligibility

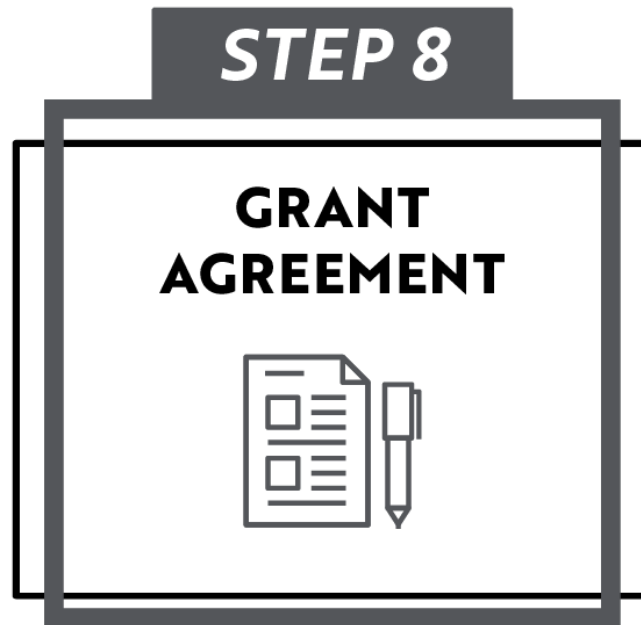


Purpose:

Ensure that businesses are in good standing with the City of St. Louis Collector of Revenue and Business License Office – a requirement to receive federal funds

Trigger for Next Step:

Collector of Revenue and Business License Office provide clear status



Purpose:

Formally define requirements and compliance related to receiving funding within the selected program

Trigger for Next Step:

Docu-Signed grant agreement with designated eligible expenses and use of funds

STEP 9

**FUNDING
DISBURSEMENT**



Purpose:

Disburse Funding – Based upon Grant Agreement

Trigger for Next Step:

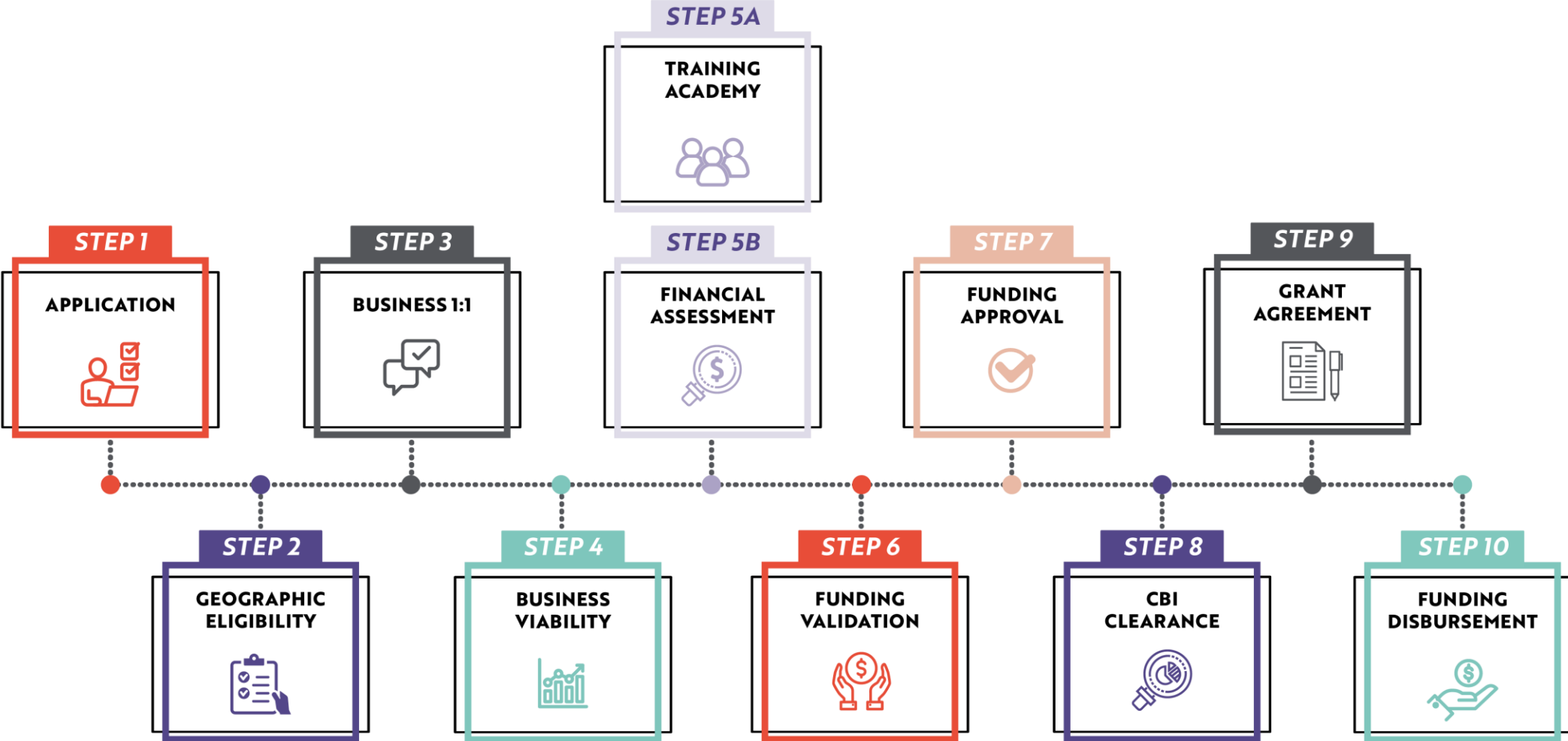
Secured ACH payment routing from
Business Owner

STEPS TOWARD FUNDING – COMPETITIVE GRANTS



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Expansion and Community Enhancement/Facade



Expansion and Community Enhancement/Facade



Purpose:

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Purpose:

Grow America Provides Business Owners capacity building support to ensure future success

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Trigger for Next Step:

Grow America provides SLDC with certification of completion of Training Academy

STEP 5B

**FINANCIAL
ASSESSMENT**



Purpose:

Grow America Collects Financial documents to support financial position/health of the business

Trigger for Next Step:

Grow America Provides SLDC with a completed Financial Assessment

STEP 6

**FUNDING
VALIDATION**



Purpose:

SLDC Review Committee reviews and rates Financial Assessment, Application narrative and budget and overlays program funding criteria

Trigger for Next Step:

Program Overlay Alignment

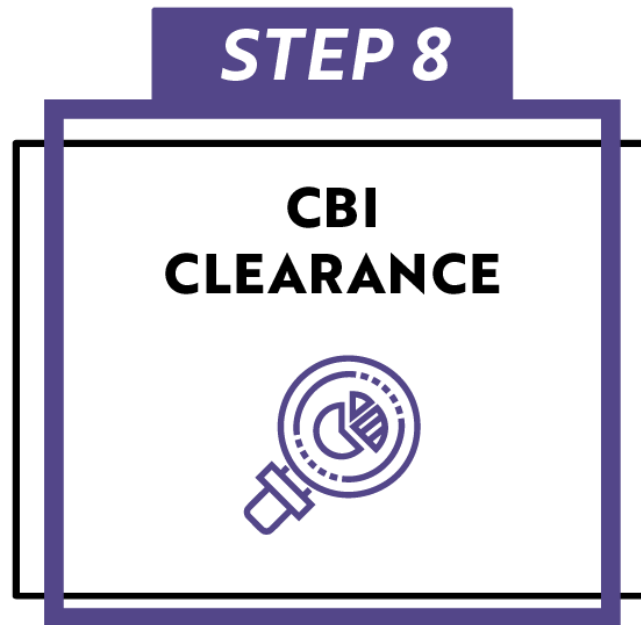


Purpose:

SLDC Selection Committee, Substantial Awards Committee and/or SLDC Board Approves Funding validation provided by SLDC Review Committee

Trigger for Next Step:

Approval from all required levels

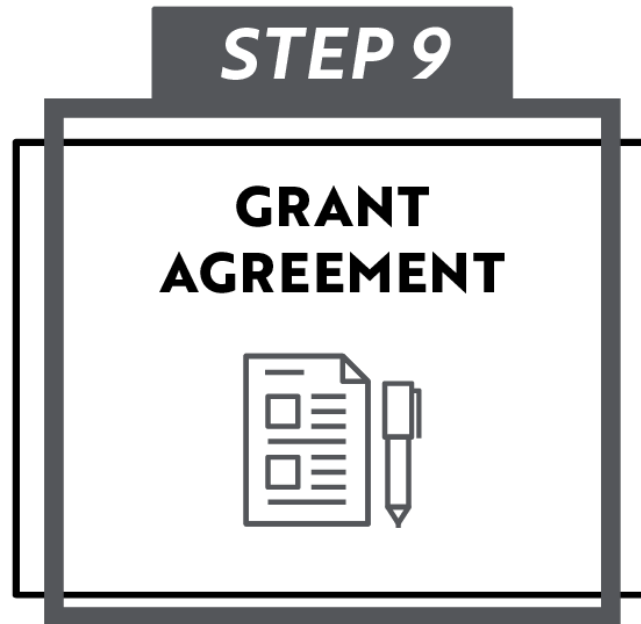


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Purpose:

Formally define requirements and compliance related to receiving funding within the selected program

Trigger for Next Step:

Docu-Signed grant agreement with designated eligible expenses and use of funds



Purpose:

Disburse Funding – Based upon Grant Agreement

Trigger for Next Step:

Secured ACH payment routing from Business Owner

1:1 File Review Meetings

Mandatory In-Person Sessions at the Northside Economic Empowerment Center: March 4 – 29, 2024

- Mondays | 2 – 5 p.m.
- Tuesdays | 10 a.m. – 1 p.m.
- Wednesdays | 2 – 5 p.m.
- Thursdays | 10 a.m. – 1 p.m.
- Fridays | 10 a.m. – 1 p.m.

During the allotted times, SLDC Grant Staff and its agents will offer one-on-one business document review and program/application status updates and next steps based upon where you are in the process.

These sessions are first come, first served, limited to 30 businesses per session and registration is required. If you do not register and arrive at the NEEC for a session, your file will not be on-site, so you will be turned away.

Details and registration links will be emailed the week of February 26.

Prepare for 1:1 File Review Meeting

Non-Profits

- City Business License/Letter of Indefinite Exemption
- Address Supporting Document
- Sam.Gov Unique ID
- Federal Tax ID Number (EIN) or
- Social Security Number
- State Issued Photo ID (Drivers/Non Drivers)
- Articles of Incorporation (MO Secretary of State)
- Missouri Sales/Use Tax Waiver
- List of Current Board Members
- Non-Profit Bylaws
- Application Budget
- Signed Grant Selection Statement

For-Profit Businesses

- City Business License
- Address Supporting Document
- Sam.Gov Unique ID
- Federal Tax ID Number (EIN) or
- Social Security Number
- State Issued Photo ID (Drivers/Non Drivers)
- Application Budget
- Signed Grant Selection Statement

Conclusion & Next Steps

- The recording of this webinar will be posted to <https://www.developstlouis.org/nstlsmallbizgrant> by end of day on Monday, February 26.
- Continue to monitor your email for updates from nstl-grant@stlouis-mo.gov
 - When emailing SLDC and its Consultants, please always include your business/entity name and the owner's name in the subject line.
- Schedule your 1:1 File Review when you are notified.

THANK YOU!



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