


**Meeting Community Needs During the COVID-19 Pandemic: Successes in the Promise Zones Webinar Series**

**Webinar #2:** Promoting COVID-19 Business Relief and Job Opportunities

Featured Promise Zones:

- St. Louis Promise Zone
- IndyEast Promise Zone
- San Antonio Eastside Promise Zone
- South Carolina – Low Country Promise Zone

March 16, 2021



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**Michele Perez**  
Assistant Deputy Secretary for Field Policy and Management  
U.S. Department of Housing & Urban Development



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## Moderators and Presenters

- ❖ **Michele Perez**, Assistant Deputy Secretary for Field Policy and Management, U.S. Department of Housing & Urban Development
- ❖ **Mark Brodziski**, Acting Administrator for the Rural Business-Cooperative Service, U.S. Department of Agriculture
- ❖ **Maude Trost**, Community Development Project Manager, STL Partnership, St. Louis Promise Zone
- ❖ **Danielle Massey**, Economic Development Coordinator VISTA, John Boner Neighborhood Centers, IndyEast Promise Zone
- ❖ **Mariella Ozuna**, Vice President of Research & Innovation, San Antonio for Growth on the Eastside, San Antonio Promise Zone
- ❖ **Ed Burgess**, Special Consultant, and Acting Promise Zone Coordinator, South Carolina – Low Country Promise Zone
- ❖ **Rommel Calderwood**, Program Analyst, Office of Field Policy and Management, U.S. Department of Housing & Urban Development
- ❖ **Jacqueline Ponti-Lazaruk**, Chief Innovation Officer for Innovation Center, U.S. Department of Agriculture

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## Mark Brodziski

Acting Administrator for the Rural Business-Cooperative Service  
U.S. Department of Agriculture

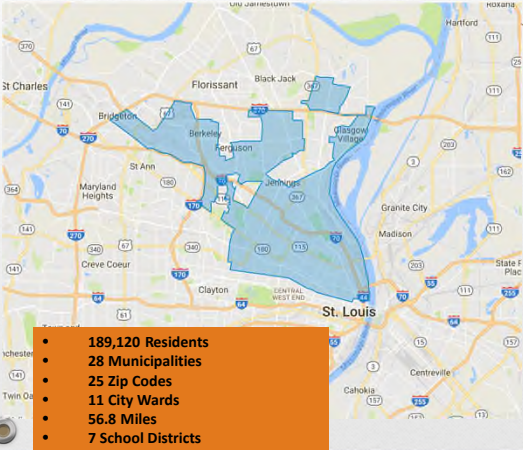


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**Maude Trost**, Community Development Project Manager

**ST. LOUIS PROMISE ZONE**

## About St. Louis Promise Zone



- \$5.93B in development project
- 63,392 Total Employees
- 4,620 Total Businesses
- \$12,758,925M Total Sales
- 34.3 Median Age
- \$75,707 Median Home Value
- 77.5% Avg. Graduation Rate
- 30% Poverty Rate

- 189,120 Residents
- 28 Municipalities
- 25 Zip Codes
- 11 City Wards
- 56.8 Miles
- 7 School Districts

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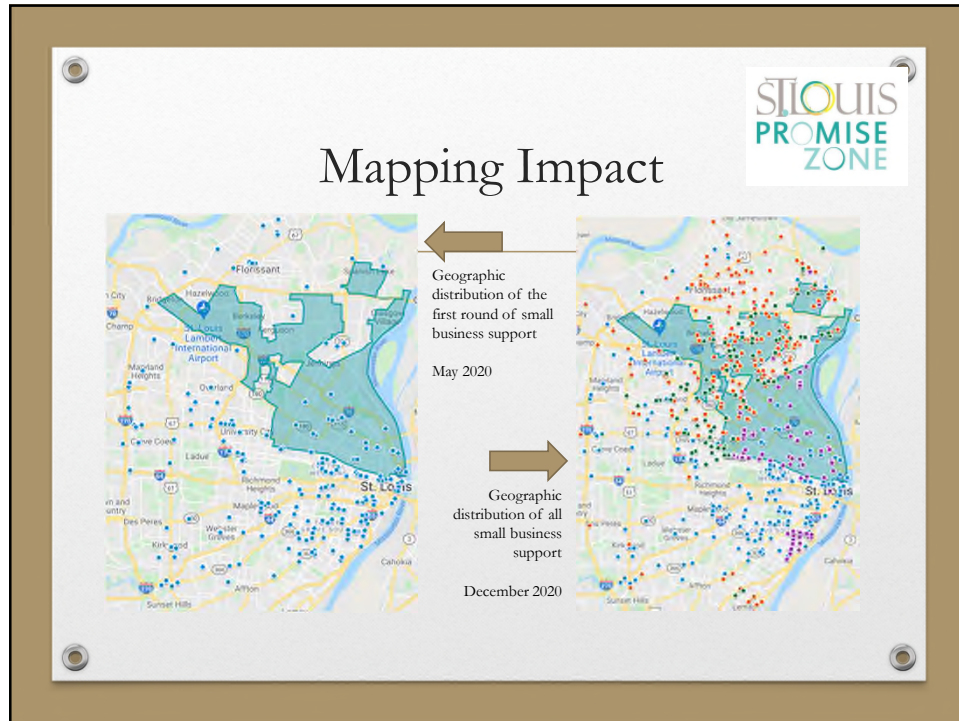
**ST. LOUIS PROMISE ZONE**

## Small Business Relief Programs

- Small Business Hotline + Technical Assistance
- Small Business Resource Program – \$5,000 Bridge Loans
- InvestSTL Neighborhood Solidarity Fund – Grants from \$3,000 to \$7,500
- Small Business Discretionary Grant – \$500 for Sole Proprietors
- Small Business Rapid Deployment Fund – \$5,000 CARES Act Grants
- Co-Working + Incubator Grant – \$18,075 for Wellston Business Incubator
- About \$25,000,000 to over 2,300 businesses

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## Contact Info + Questions

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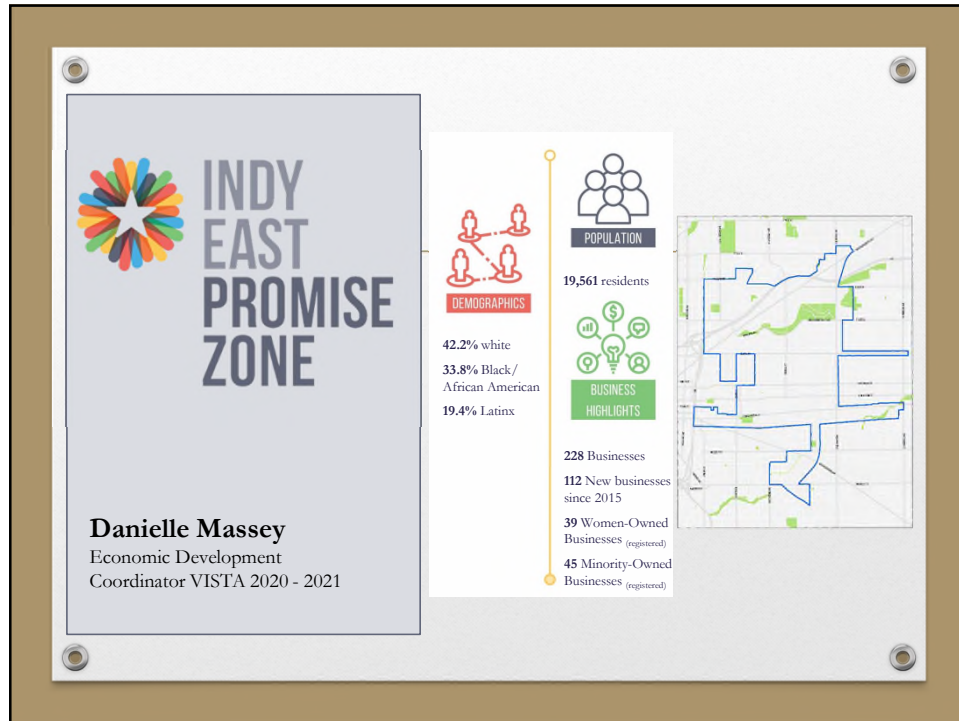
**Lavoughnda White**  
Community Investment Project Manager  
314-374-5102  
[lwhite@stlpartnership.com](mailto:lwhite@stlpartnership.com)

The STL Partnership made the [grant application] process really easy and straight forward. With the closure of two Walgreens located within a few miles of this location, when the [previous] owner decided to sell, I ... acquir[ed] it to help prevent a pharmacy desert in this underserved area.

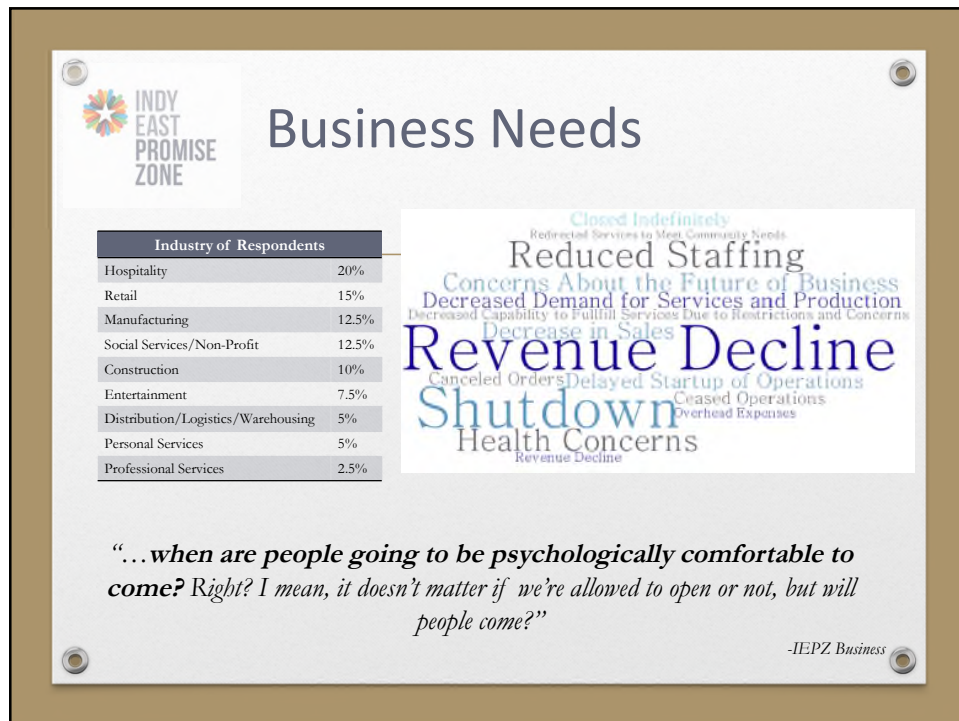
- Rebecca Mawuenyeg, Owner, Dellwood Pharmacy

**ST. LOUIS  
PROMISE  
ZONE**

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## Business Outreach

- 176 Businesses emails on file
- 74 Businesses as members of NEBA
- 53 General Business Survey respondents
- 40 COVID-19 Business Survey respondents
- 10 in-depth qualitative interviews with small business owners



### COME #SHOPSMALL WITH US



Near Eastside Business Association (NEBA)  
# Private group - 65 members

### COVID-19 SMALL BUSINESS RESOURCE GUIDE

Created by the Indy East Promise Zone

1. MANAGING CASH FLOW + DIVERSIFYING REVENUE
2. MARKETING DURING COVID-19
3. SUPPORTING EMPLOYEES
4. NEW POLICIES THAT AFFECT YOUR BUSINESS + OPENING BACK UP
5. COVID-19 LOANS + GRANTS
6. ADDITIONAL RESOURCES

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## Results

*"Letting us know about the LISC Lowe's Neighborhood Business Grant was an unbelievable break for us. The e-mails with grant and other funding opportunities are invaluable."*

-IEPZ Business

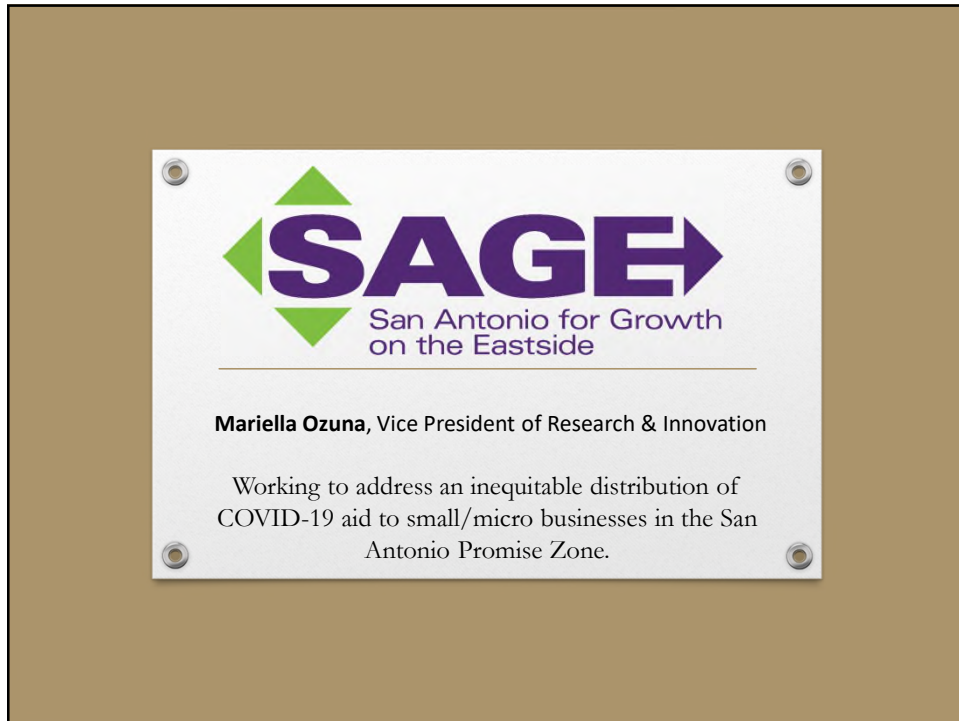
#### Grants/loans secured by area businesses:

- SBA Small Business PPP Loan
- SBA COVID-19 Economic Injury Disaster Loans
- Indiana Humanities CARES Grant
- Indiana Small Business Restart Grant
- COVID-19 Grant from Arts Council of Indianapolis
- LISC Lowe's Neighborhood Business Grant
- LISC Façade and Property Improvement Program

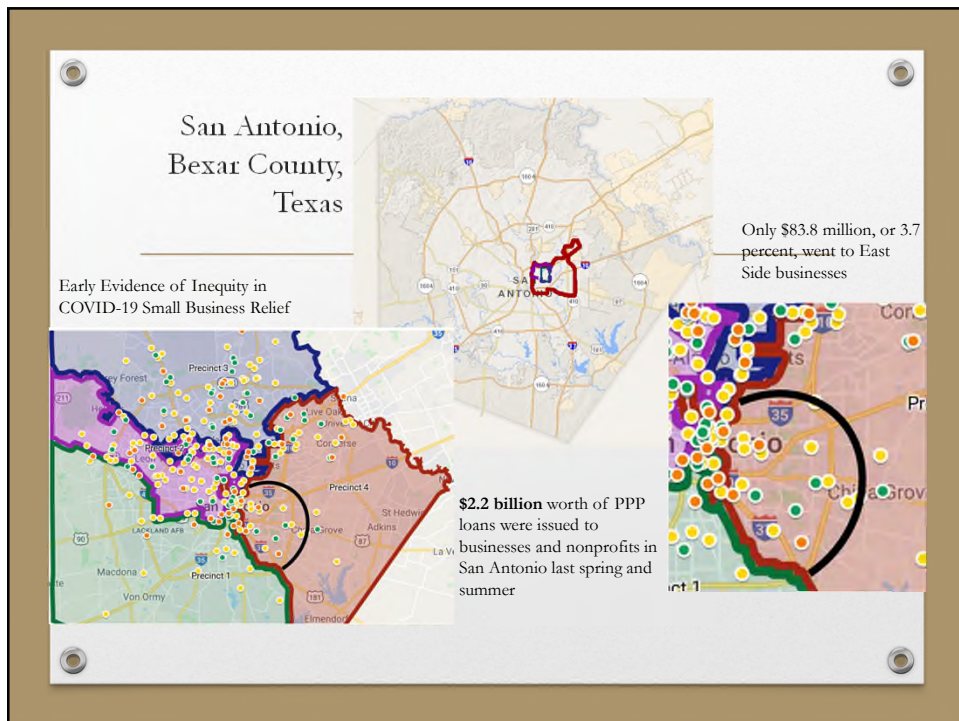


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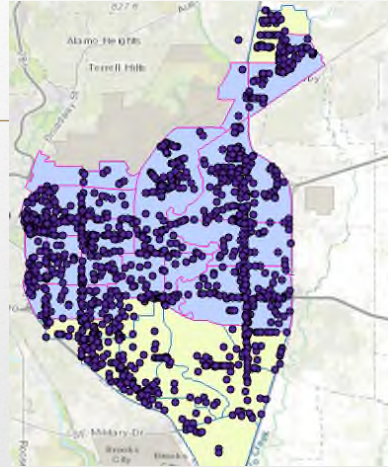
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## Four-Part Response:

- Identify Target Businesses
- Outreach & Needs Survey
- Educate, Inform, Intensive T.A. and Guidance
- Advocate



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## COVID-19 Relief Initiatives and Programs

### Bexar County Strong Small Business Grant

\$1.7 million awarded to Eastside Precinct

SAGE assisted 363 Eastside businesses; 117 Successful Applications

### SAGE/Bexar County Grant Emergency Fund

Grants up to \$10k for small/micro businesses

283 applications received

\$314,989 awarded

### City of San Antonio Emergency Housing Assistance Program

\$9,071,201 awarded to the Eastside

56 tenants/homeowners received direct application assistance from SAGE

### Small/Micro Business Outreach Program & Survey

2059 businesses targeted- phone call, email, door knock

600+ (30%) completed needs survey

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## Next Steps- Where do we go from here?

Continue with 3 parts of our 4-part response

Monitor and respond to impacts of Texas Gov Abbot's Executive Order  
Effective 3/10/21:

All businesses of any type may open to 100% capacity  
Statewide mask mandate lifted

Improve web content & visibility; Expand in-person and online business resources

Focus on Search Engine Optimization (SEO), Google Analytics,  
Google Ads Campaign (\$10,000 monthly Google Ad Grants budget),  
It Takes a Village Web Series, Ask an Expert Web Series, Grow SBOP

Conduct a commercial corridor study

Build staff resiliency; promote self-care

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Ed Burgess- SouthernCarolina Alliance



James Leslie- USDA Rural Development



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## Partners Sharing the Good News!



And



- Worked with partners to set up webinars with SBA on assistance.
- Used Facebook and website to share grant information and updates.
- Used GoToMeeting for virtually meetings with partners to discuss their needs and engage as helpers.
- Used Lead Organization's Existing Industries Program Agents to Provide Information to Companies

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## Going Forward



- SouthernCarolina's Small Business Microloan Program- Funded by USDA
- Continue the use of PZ website and social media to get the word out

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