

# 2020 FISCAL YEAR REPORT

OUR IMPACT ON THE PROGRAMS,  
PROJECTS, AND NEIGHBORHOODS  
SURROUNDING THE MEDICAL  
CAMPUS



**WASHINGTON UNIVERSITY  
MEDICAL CENTER  
REDEVELOPMENT**

## A STATEMENT FROM OUR EXECUTIVE DIRECTOR

The FY 2019-2020 cycle was an extremely productive one, despite being disrupted by a global pandemic. Our expanded role in the neighborhoods along the Delmar corridor allowed us to deepen our partnerships with community leaders and stakeholders in the diverse set of communities that call this area home.

The Central West End, Fountain Park and Lewis Place neighborhoods came together to celebrate National Night Out by Bridging the Delmar Divide. The leaders of Academy-Sherman Park & The Maker's District forged a stronger bond through community planning, while the West End & Visitation Park neighborhoods continued to work on their community planning efforts through Invest STL. The newly formed Delmar Collaborative, which brings together neighborhood leaders and community development practitioners, is a new promising effort to promote a common vision along Delmar from the city limits to Vandeventer Avenue. Building and expanding foundational community partnerships such as these efforts will allow us to work more collaboratively with our neighborhood partners.

Meanwhile, in our historic core neighborhoods of Forest Park Southeast and the Central West End, the momentum continues. In the Central West End, the newly completed 100 Above the Park building has dramatically altered the skyline and a number of new residential projects continue to move through the development pipeline. In addition, the Euclid North and South Community Improvement Districts are planning major infrastructural upgrades along the corridor that will enhance the pedestrian experience and maintain the competitiveness of the districts for years to come. In Forest Park Southeast, development continues at breakneck pace. Hue, the final phase of the Chroma development along The Grove Entertainment District is almost complete. The final phases of development in response to our Forest West Properties Request for Development Proposals are underway. Mangrove Properties completed a series of rehabs and new construction projects in the 4300 and 4200 block of Swan. J2 Environs have completed several market-rate modern homes on Norfolk and Vista Avenues. Finally, Greenstreet St. Louis is about to embark on an ambitious 6-site 168-unit rental project in the 4400 blocks of Norfolk and Vista Avenues that will include over \$3m in public infrastructure improvements that will enhance pedestrian and vehicular circulation in the area.

Finally, we continue to engage our neighborhood partners through our programming efforts. Our annual Holiday Outreach was a huge success, surpassing fundraising records which allowed us to assist area families and seniors. We have continued our partnership with the Neighborhood Security Initiative to enhance neighborhood safety in our core neighborhoods. During the onset of the pandemic, we've partnered with Park Central, our local community development corporation, to provide a robust response to this once in a generation crisis. As we move into a new fiscal year, we will continue to strengthen our local partnerships in an effort to serve as a model anchor institution. I hope that you enjoy this report and we are looking forward to keeping you updated on our efforts.

Brian K. Phillips  
Assistant Vice Chancellor and Executive Director

This year marked a significant final step in a multi-phase Request for Proposals that was originally published in 2015. In June of 2020 Forest West Properties (FWP), Greenstreet Development & Unify Grove, completed the final execution on the sale of 17 properties in the Forest Park Southeast neighborhood.

## REAL ESTATE

The final phase of the project is the development of new construction rentals that includes Market Rate & Workforce Housing, spread across six sites in the Forest Park Southeast neighborhood south of Manchester. Along with these housing developments Greenstreet will be implementing an infrastructure plan that includes:

- Street/Alley repaving
- Sidewalk replacement/repair/ADA improvements
- Curb/gutter repair or replacement
- Streetlighting enhancements
- Stormwater infrastructure improvements
- Proposed: Street openings @ Vista, Norfolk, & Swan



This final phase of the 2015 original request rounds out the award of formerly FW owned properties to a total eight developers:

- ATB—Completed residential rehab-rental
- Mangrove —Residential Rehab, New Construction, for-sale & rental
- J2 Environs—New Construction For Sale
- Restoration St. Louis Inc. — Parking Lot
- Unify—Residential Rehab For Sale
- Unify Grove—Residential New Construction For Sale
- Adams Grove, RISE—New Construction low-income Rental
- Greenstreet—New construction Market Rate & Workforce Housing Rental

## Unify Grove & Greenstreet





# PROGRAM RESULTS

Each year WUMC works with community partners, medical campus departments, and neighborhood stakeholders to provide and assist community development programming in an effort to continue our mission of stabilizing and revitalizing the neighborhoods surrounding the Medical Campus.

## 2019 School Supply Drive

In August of 2019, WUMC partnered with the Biome School, located in the Northeast section of the Central West End Neighborhood, whose mission is to engage children in an individualized and challenging educational environment.

During the 2019/2020 school year, the Biome School served 220 students in kindergarten through fifth grade. Each student resided within city limits and 70% qualified for free or reduced lunch.

In total the school supply drive raised over \$1,000 for our staff to purchase supplies directly. In addition to the monetary donations, the Pediatric Cardiology Department, Pediatric Billing Department, EPIC 1 Rev Cycle, Pathology Department, and Mangrove Development all purchased school supplies to donate to the drive.





The “Delmar United” National Night Out event took place on October 1, 2019. Participating organizations included the Urban League, Love n’ Light Wellness, BJC School Outreach & Youth Development, Midwest Bank Center, Stifel Bank, Launchcode, Park Place Housing & Economic Development, The Magic House at MADE, The CWE Neighborhood Security Initiative, The City’s Finest, and the St. Louis Metropolitan Police Department.

# 2019 National Night Out

**Central West End,  
Fountain Park, Lewis  
Place**



Activities at the event included BMX bike stunts, a rock-climbing wall, bubble bus, photo booth, carnival games, air dancers, snow cones, as well as tables by local food vendors including Mom’s Chicken and LeGrand’s Catering. Many residents both north & south of the Delmar Divide participated in the event and had the opportunity to learn more about many of our community partners.

Residents from the Academy-Sherman Park Neighborhood and organizations from the Marker’s District worked together to plan and execute a National Night Out event. WUMC contributed deadbolt locks, light bulbs, sash locks, fire extinguishers, car clubs, and neighborhood watch signs.

**Academy-Sherman Park  
& Maker’s District**

Participants included: Academy-Sherman Park Neighborhood Association, Academy-Sherman Park Neighbors, the Honorable Jesse Todd -- Alderman 18th Ward, the Honorable Shameem Clark-Hubbard -- Alderwoman 26th Ward, Kevin Bailey -- Neighborhood Improvement Specialist 18th Ward, Chiemica Johnson -- Neighborhood Improvement Specialist 26th Ward, Ivory Perry -- Park Concert Committee, Chez Mathy Restaurant -- Authentic African Cuisine, and M.A.D.E.



## Holiday Outreach

# PROGRAM RESULTS

Families participating in the 2019 program lived in Forest Park Southeast, Central West End, Tiffany - Botanical Heights, Fountain Park - Lewis Place, and Vandeventer.

The Holiday Outreach Program is WUMCRC's annual community outreach initiative that provides gifts to children & families, essential household items to the elderly, and assists area families and individuals with utility and food assistance.

Each year, participating departments of the Washington University School of Medicine and BJC HealthCare are matched with local families to provide assistance with utility payments, grocery store gift cards and other items from their wishlist.

**31**

Participating  
Departments

**\$3,615**

in outstanding  
utility bills paid

**\$16,140**

in total donations





## Elderly Care

# PROGRAM RESULTS

In December 2019, through relationships established with Senior Housing Facilities located in the Central West End Neighborhood, 112 seniors received baskets that included household items and Schnucks gift cards. Individual donors to the program that helped raise \$10,800 included:

**112**

Seniors

**\$10,800**

in donations  
raised

- Don Bellon,
- Robert Blaine,
- Robert & Sandy Cannon,
- Mary Cocoran,
- Sonia Francis,
- Joseph Lengyel,
- Richard Liekweg,
- Karen May,
- Constantino Ochoa,
- Debbie Pfeiffer,

- Brian Phillips,
- Carman Powell,
- Gwendalyn Randolph,
- Mark Rubin,
- Eric Snchable,
- Sarah Sellers,
- Guy Slay,
- James Whyte,
- Drury Hotels,
- Missouri Foundation for Health.



# COVID-19 PANDEMIC RESPONSES

During the last month of the third quarter of the 2020 fiscal year, COVID-19 had reached its pandemic level and on March 16th, Chancellor Martin announced alternate operations for the University. After the announcement WUMC staff quickly shifted from in-person meetings to virtual appointments and began working with community members to assess organizational needs. This allowed staff to continue ongoing neighborhood initiatives as well as launch new programs as a direct result of the impact that COVID-19 has on our most vulnerable community members.

## Kindness Meals Program

Partnering with Park Central Development, the Euclid South CID, the Downtown CID, and additional generous philanthropic donors, the Kindness Meals program is a collaborative initiative to provide meals and support for BJC, Cardinal Glennon and Saint Louis University Hospital emergency room frontline staff in the fight against COVID-19. Beyond a financial contribution to the program, WUMC Staff provided internal technical support to launch the [website](#) and provided valuable connections to the administrative staff at BJC. To date, the Kindness Meals program has donated:

**9,507**

Meals

**\$114,087**

in donations  
raised



Park Central Development, in partnership with funding from Washington University in St. Louis, The Forest Park Southeast Development Corporation, and the Missouri Foundation for Health, raised funds to help combat the impact of COVID-19 on our neighborhoods, particularly families with children, vulnerable adults with low-incomes, and seniors.

# Kindness Groceries Program

Throughout April and May, the Kindness Groceries Program worked with City Greens Market and Fields Foods to provide fresh grocery deliveries to 150 families and seniors with no-contact grocery delivery that included a selection of meat, dairy (milk/eggs), and veggies and fruits in the Central West End and Forest Park Southeast Neighborhoods.



Utilizing established relationships with additional place-based community organizations, Park Central worked with Cornerstone CDC, Park Place, and the Academy-Sherman Park Neighborhood Association to launch the “Delmar Kindness Groceries Collaborative” and provided groceries through a no-contact delivery service to residents in the Academy-Sherman Park, Fountain Park, and West End neighborhoods.



Fiscal Year 2020 was the biggest year in the history of the LNYW program for both Washington University & BJC HealthCare in terms of the number of loans issued, the total loan amounts, and overall home values despite COVID-19 related challenges. Spring housing fairs scheduled for May were cancelled as a result of the city-wide stay at home orders and the institutional policies for alternative operations resulted in a drop in program inquiries that month. However, the number of inquiries rebounded in June. Furthermore, despite institutional furloughs and layoffs, loan issuances remained strong in quarter four with 14 issued between April and June.

## LIVE NEAR YOUR WORK

Despite these unique challenges, loans were issued in the Academy and Lewis Place neighborhoods for the first time in program history as part of an effort to mitigate the impacts of the Delmar Divide. WUMC Staff also presented information about the program to 1st, 2nd, and 3rd shift employees of BJC and WUSM Housekeeping, Maintenance, Operations, and Facilities Management departments, resulting in more program applications.

<u>2020</u>	<u>2019</u>
<b>41</b> forgivable loans closed	<b>37</b>
<b>\$388,500</b> closed loans	<b>\$354,500</b>
<b>\$10,253,000</b> in homes purchased	<b>\$8,763,934</b>
<b>\$250,073</b> average purchase price	<b>\$236,863</b>



*\*All record highs in the LNYW program*





## COMMUNITY OUTREACH & TECHNICAL ASSISTANCE

Each year, WUMC makes financial contributions to our partner organizations allowing them to build internal capacity, support programming, and strengthen community development initiatives. In addition to these financial contributions, WUMC staff also provide capacity-building technical assistance to our partners in the communities neighboring the medical campus. Technical assistance ranges from strategizing and conducting community engagement activities to strategic planning in various initiatives and programs related to areas like safety and security or economic development.

In FY 2020, these organizations included the Academy-Sherman Park Neighborhood Association, the Central West End Neighborhood Security Initiative, Cornerstone, Delmar Makers District, Park Central Development, Park Place Housing and Economic Development, Kingsway Development, and the West End South CID Stakeholder group.



## Detroit Trip

In November of 2019, WUMC staff organized a trip to Detroit, utilizing the connections made through the Anchor District Forum. This gathering allowed for local St. Louis community development professionals to connect with peers and learn best practices from similar, mission-driven organizations in another city.



During this trip, community development professionals from St. Louis were able to hear and learn from similar organizations such as Midtown Detroit Inc., TechTown, Hatch Detroit, Detroit Development Fund, and Invest Detroit.

The trip also included a walking tour of Midtown Detroit and a question and answer session with one of the businesses who went through the Hatch Detroit Program.

The Anchor District Council is a coalition of nonprofit community service corporations working in partnership with education, medical, and arts/cultural anchor institutions to transform city anchor districts and their adjacent neighborhoods. The consortium formed in 2012 when the group first convened in Cleveland to share ideas and best practices for collaborative community development. The group meets annually at the Anchor District Forum, located in a different city each year.





In early 2020, members of the WUMC team created a website and Twitter and Instagram accounts for the organization, expanding their social media footprint and online presence. Beyond creating and posting early content, WUMC team members conducted trainings and created guides to outline how community residents and stakeholders can take ownership over and administer the content of the newly created social media pages and website.

## Academy-Sherman Park Neighborhood Association

In addition to assistance with marketing and communications for ASPNA, WUMC made a \$5,000 donation to the Academy-Sherman Park Neighborhood Association Beautification Committee, with \$4,500 earmarked for a garden fence/gate, and \$500 for the committee to purchase supplies like lawn rakes and garden tools to help beautify the neighborhood.

The CWE NSI provides Court Advocacy and coordinates secondary patrols in the residential sections of the Forest Park Southeast neighborhood and throughout the Central West End. In addition to patrol coordination between the Special Taxing Districts located in the Central West End, they also provide the administration, maintenance, and support for the camera network located in both the Central West End and Forest Park Southeast neighborhoods. Between July of 2019 and June of 2020, CWE NSI staff conducted 737 reviews, resulting in 258 arrests relative to evidence captured by cameras federated into the network.



In the spring of 2020, early into the COVID-19 Pandemic, secondary patrols in both neighborhoods were heavily impacted both by temporary reductions in crime, as well as minimal availability of officers to participate in secondary patrolling shifts. The changes to staffing shifts of secondary patrols and proactive responses by the CWE NSI staff is due to their unique ability and position to coordinate comprehensive safety & security initiatives for the Special Taxing Districts located throughout the Central West End.

## Central West End Neighborhood Security Initiative

In sum, WUMC spent a total of \$255,018 in support of security in Forest Park Southeast and the Central West End -- approximately 76.58% of the budgeted amount for the year.

# Cornerstone

As one of the first awardees of grant funding from Invest STL, Cornerstone needed to quickly build out its capacity in efforts to serve as a place-based community development organization. To support this work, WUMC staff provided technical assistance to the Community Development Committee, and the organization's Executive Director throughout the 2020 Fiscal Year.



In the fall of 2019, WUMC staff conducted an assessment and created a summary of the various types of development review committee structures across the city. Based on this analysis, stakeholders were able to decide on a temporary structure for the committee. WUMC staff also provided support in creating the committee application, a new page for the Cornerstone Website for the DRC, and an online application for developers to submit their projects for review. In tandem, as these systems were being established, WUMC staff began conducting trainings with Cornerstone's executive director to serve as the staff administrative support for the newly established committee. These trainings were combined with committee trainings and WUMC staff-facilitated meetings that allowed the committee to establish ground rules and best practices for project evaluation and future project recommendations.

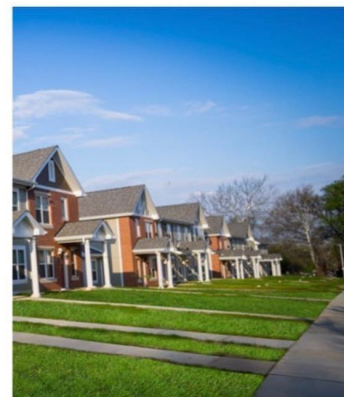
This technical assistance was also accompanied by a quick pivot in connecting an experienced social work master's candidate from the Brown School to the organization when the university needed projects for student workers early in the COVID-19 Pandemic. WUMC staff were able to identify a need for additional support to Cornerstone's recently hired resident champion. This support included assistance in building out a system to track and monitor interactions and follow ups between Cornerstone staff and their residents.

## Developer's Showcase

### Featured Developments:

- Delmar Divine – Maxine Clark
- Village at Delmar Place II – Yaphett El-Amin
- Cabanne Courtyard – Dave Mastin
- Good Shepard Early Learning Center – Cortaiga Collins & Montina Mullen
- Vatterott Properties – Greg Vatterott Jr.

Each project is in varying stages of development and will have 10 minutes to present and 10 minutes for Q&A.



WEST END & VISITATION PARK



Each year WUMC provides a \$50,000 financial contribution that helps pay for administrative support and organizational capacity for Park Central. This annual investment helps boost their capacity and provides place-based services and programs that aid in their mission of strengthening and attracting investment that creates and maintains vibrant neighborhoods and commercial districts in the City of St. Louis.

This fiscal year, Park Central Development expanded their Community Resource Counseling program and continued the Community Impact Fund. Early into the COVID-19 Pandemic, Park Central successfully organized several programs that provided meals to first responders, and groceries to high risk elderly and families.

The Delmar Maker District is located along Delmar Blvd. between Kingshighway and Union. This past fiscal year, WUMC staff helped create, organize, and facilitate the Delmar Maker District Planning Committee. This steering committee of area residents, business owners, and community leaders was created to engage with the community and promote participation from neighbors when envisioning the future of the Delmar Maker District.

## Delmar Maker District

## Park Central Development

Currently Park Central Development facilitates various neighborhood committees including the Central West End Development Committee, the Forest Park Southeast Development Committee, and the Forest Park Southeast Infrastructure Committee among others. In addition to committee facilitation, Park Central Development also administers a majority of the Special Taxing Districts that are located in the Forest Park Southeast, Central West End, and DeBaliviere Place Neighborhoods.



In addition to the assistance that WUMC provided to the Delmar Maker District Planning Committee, staff worked with the leadership of the Delmar Maker District as they were establishing their nonprofit organization. This past fiscal year, WUMC team members also expanded and updated the online mapping resources for the district, including infrastructure and property ownership information. Other assistance included creating content for updates and communication related to programming and initiatives in and along the corridor.

WUMC staff have been assisting residents in the West End Neighborhood since late 2016 by establishing a special taxing district in the neighborhood's southern portion. In late 2019, after conducting several community engagement events the previous fiscal year and continuously collecting feedback from their neighbors regarding the structure for governance and oversight of future funding raised, the group was able to move forward on a decision regarding how the special assessment would be structured and what the priorities of the district would be once approved.

Park Place Housing & Economic Development is a community development organization that serves the communities of Fountain Park and Lewis Place. Our mission is to promote healthy, mixed-income communities where everyone has an opportunity to thrive.

WUMC staff have been providing technical assistance to the board members and committees of PPHED in partnership with Park Central Development.

## Park Place Housing & Economic Development

## West End South CID

At the beginning of 2020 WUMC staff was able to leverage its existing relationship with the Bryan Cave Law firm, and the group was able to receive pro bono assistance, allowing them to have the petition, typically a process costing several thousands of dollars, at no cost to the stakeholders.



## Kingsway Development

The mission of the Kingsway Development project is to stimulate growth within the Kingsway District beginning with the development of new commercial businesses along Delmar Blvd beginning on both the North and South sides of the street.

WUMC staff continues to provide technical assistance to Kingsway development in relation to community engagement and development.





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