DRAFT REPORT FOR PUBLIC FEEDBACK: DECEMBER 3, 2020

STL 2030 JOBS PLAN:

DRIVING A DECADE OF INCLUSIVE GROWTH

GREATER ST. LOUIS INC.

NEW LOCALISM ASSOCIATES

Meeting Purpose:

- Present overview of draft STL 2030 Jobs Plan
- Outline five draft growth strategies
- Get your feedback!

GREATER ST. LOUIS INC.

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Speakers/Presenters:

Jason Hall

Valerie Patton

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GREATER ST. LOUIS INC.

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Agenda

01 PLAN GOAL AND PROCESS

02 FIVE STRATEGIES FOR ACTION

03 QUESTIONS AND DISCUSSION

04 WAYS TO GIVE INPUT

STL 2030 Jobs Plan Goal

Goal: Develop a 10-year jobs plan to drive inclusive economic growth in the St. Louis metro area.

Scope: Advanced industries, innovation and business districts, workforce development, small business and entrepreneurship, and governance/finance.

Plan Geography

- The St. Louis MSA encompasses both shores of the Mississippi River, stretching into Missouri and Illinois and covering over 7,800 square miles of land.
- St. Louis is the 20th largest metropolitan statistical area in the United States by population, containing 2.8M residents.
- St. Louis' is the nation's fastest-shrinking MSA, with an annualized population decrease of -1.1% from 2014 to 2019.
- The region's population demographics are 73% White, 18% Black, 3% Asian, 3% Hispanic and 3% Other.

Project Process: Regional Plans

The STL 2030 Jobs Plan builds on the work of and provides the potential for linkages to previous regional studies and efforts, a selection of which are listed below.

2020 Vision: An Equitable Economic Development Framework	**Design Downtown STL**
For the Sake of All: A Report on the Health and Well-Being of African Americans in St. Louis and Why It Matters for Everyone	**The Ferguson Commission Report**
The State of the Report: Tracking the Ferguson Commission's Calls to Action	**State of the St. Louis Workforce**
Where We Stand – 8th Edition	**GeoFutures Report: A Strategic Roadmap for Advancing the Geospatial and Location Technology Cluster in the St. Louis Region**
2021 Priority List of Freight Projects	**Chouteau Greenway Framework Plan (now called Brickline Greenway)**
Connected 2045: Long-Range Transportation Plan for the St. Louis Region	**Advanced Manufacturing Innovation Center**

Project Process: Additional Research

The STL 2030 Jobs Plan also integrates desktop and community research to gather data on the region.

Baseline Economic Analysis	• Analyzed St. Louis' economic environment and trends from 2012 to 2018, using 13 public and private data sources to compare the region to 8 peer cities.
Working Groups	• 6 Focus Area Working Groups met throughout August-December. • Engaged 120+ stakeholders via Working Groups.
Interviews and Research (Ongoing)	• 100+ interviews to date across a wide range of sectors. • Group discussions with leaders in best-practice cities. • 60+ studies reviewed and cited in final plan draft.

Working Groups

Diagnostic: Recent Economic Momentum

After years of stagnation, the St. Louis economy improved in recent years.

Real GDP growth 2012 to 2018 compared to peer metros and the US
(index 100)

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Diagnostic: 5 Driving Clusters and 3 Emerging Sectors

St. Louis' economy is disproportionately driven by the metro's advanced industries and could be dramatically shaped by three next-generation sectors: Geospatial, Fin Tech, and Ag Tech.

Advanced Business Services

Biomedical & Health Services

Advanced Production

Aerospace Vehicles, Automotive and Defense

Transportation, Distribution and Logistics

Geospatial

Financial Technology

Agricultural Technology

Diagnostic: Entrepreneurial Ecosystem

St. Louis is characterized by a growing mix of entrepreneurs and startup activity.

- This ecosystem is maturing and recognized nationally.
  - *Forbes* – **St. Louis is the #2 rising city in the nation for startups**.
- Part of St. Louis' success stems from outsized R&D prowess. Between 2013 and 2019, St. Louis-based biosciences companies raised over 70 percent of all capital invested in St. Louis startups.

Diagnostic: Black-owned Small Business

St. Louis' small business landscape is not yet inclusive.

- **The region ranks 50th out of 50 large cities in Black-owned startups** and small businesses.
- St. Louis' Black-owned business have disproportionately low revenue, with $107,000 annual sales on average. This is 10x less than average sales of Black-owned businesses country-wide.
- The ecosystem is under-capitalized, primarily relying on government and nonprofits rather than market investment.

Diagnostic: A Regional Constellation of Supportive Intermediaries

The past decade has seen the rise of a collection of capable organizations and practitioners.

Diagnostic: Spatial Obstacles for Metropolitan Growth

Structural racial, spatial and institutional challenges have impeded the metro's performance.

- Decentralization has undermined performance. St. Louis would have an additional 130,000 jobs in the city's greater downtown if St. Louis had the average employment concentration of U.S. metros.
- Race and space are intertwined. St Louis is characterized by areas of low-density Black communities that have long been disinvested and underserved.
- Over 280,000 residents and nearly 13,000 businesses are located in predominantly Black communities with poverty rates higher than 20%.

Vision: A Decade of Inclusive Growth

STL 2030 Jobs Plan makes a bold, unwavering declaration: it's time to make St. Louis a recognized national leader on inclusive growth.

Create a clear "North Star" for the metro to follow.

Set a few high-profile numerical goals to signal priorities and hold the region accountable.

Select key metrics that can be tracked on a real-time and comparative basis.

Vision: Definition of Inclusive Growth

"***Broad-based economic growth*** that enables all stakeholders in the Saint Louis metropolitan area (including residents, workers, entrepreneurs, companies and communities) to realize their full potential. Such growth enables the widest range of people and places to both contribute to and benefit from economic success.

Its purpose is to achieve more prosperity alongside greater equity in opportunities and outcomes by substantially ***increasing the number of quality jobs*** while ***radically reducing racial and spatial disparities in income, health and wealth*** that have undermined metropolitan performance for decades."

The Benefits of Inclusive Growth

The St. Louis metro is poised to unlock the full value of its assets and become a national model for inclusive growth -- if it addresses its racial, spatial and institutional challenges.

- Racial divisions and racial disparities cost the region enormously. The 2012 GDP for the region would have been 10% higher– $151.3B instead of $137.57B –if not for racial disparities in household income.
- If Black St. Louisans started and owned businesses at the same rate as white residents, the MSA would have more than 8,000 additional employer businesses and approximately an additional 66,000 jobs in the economy.

Solutions: Strategy Overview

Steward an Inclusive Economy

In successful metros, business and civic leaders band together to steer and steward the economy.

- **Greater St. Louis, Inc.**
- **STL Pledge**
- **STL Inclusive Capital Initiative**

Restore STL Core as the Vibrant Jobs and Cultural Center of the Metro

For the region to thrive, the heart of St. Louis City must realize its full potential.

- **Brickline Greenway**
- **Neighborhood Transformation Initiative**
- **Innovation Districts**

Build a World Class Ecosystem for Small Businesses and Entrepreneurs

To grow community wealth, all small business owners must have ready access to reliable customers, quality capital, experienced advisors and investors, and vibrant commercial corridors.

- **Supply STL – Enabling Demand**
- **Entrepreneurial Surge – Deploying Capital**
- **Main Street STL**

Make STL a Talent Engine and Magnet

Cultivate mutually beneficial relationships between education, workforce training and industry that lead to strong alignment between program offerings and projected skills needs.

- **3-year Talent Surge**
- **10-year Investment in Workforce Collaboratives**

Make STL a Hub for 21st Century Industries and Technologies

St. Louis has the opportunity to grow several powerful advanced clusters.

- **Quadruple Down on Biosciences**
- **National Center for Location Sciences**
- **Advanced Manufacturing Innovation Center**
- **Economy-Enabling Infrastructure**

Sequence of Relief and Recovery Legislation

There will be a "one-two punch" of Federal relief, with recovery legislation sequenced for different purposes.

January: New COVID Relief Package	• **$1400 direct payments** • **Unemployment insurance extension** • **State and local government aid** • **Vaccine distribution support**
Spring: Large Stimulus Package	**Countercyclical investments in innovation, infrastructure and human capital**

STL 2030 Implications: Infrastructure

Infrastructure is a focal point of Build Back Better, with a proposed $2 trillion investment

- **Transit and Rail:** High quality transit options for cities over 100,000
- **Power Sector:** Carbon-pollution-free by 2035
- **Buildings:** Upgrade 4 million buildings and weatherize 2 million homes
- **Housing:** Spur construction of 1.5 million homes
- **Broadband:** Invest $2 billion in rural infrastructure
- **Auto Industry:** Called for 500,000 EV charging stations
- **Environmental Justice:** Target clean energy investments in disadvantaged communities

Questions and Comments

STL 2030 Jobs Plan Public Comment

Read the full Draft STL2030 Jobs Plan and share your thoughts at www.GreaterSTLInc.com/JobsPlan.