



## **BENEFITS OF CERTIFICATION** for Business Enterprises



- Certification provides entry to a highly progressive and abundant market region within the St. Louis Metropolitan area, offering numerous opportunities for contracting which leads to growth and development.
- Firms have the chance to participate in bidding for government contracts at the federal, state and local levels through our MWBE Certification Program. Additionally, non-governmental companies that embrace our certification also fulfill minority goals in contracting and procurement.
- A certified business through the CertifySTL Program will have access to the Northside Economic Empowerment Center (NEEC), as well as the essential resources for successful growth and expansion, including educational, marketing and trade training, as well as back-office support.
- One of the oldest and reputable and most widely accepted certifications in the region.
- Provides credibility and demonstrates a firm's capacity to do the work.
- Access to public and private organizations and opportunities to bid for work.
- Growth and networking opportunities for a firm.
- Education and tools to help you succeed.
- Validation of the firm's status with a seal they can use on their website and marketing materials.
- An opportunity to support other firms like them.
- Specific industry requirement that typically contracts with entities that recognize certification or procure your goods or services.
- For firms working in industries that contract with entities that require certification for procurement of goods or services.
- Shows a firm is willing to be flexible and modify what they do to meet the needs of those offering contract opportunities.
- Certification supports and aligns with a firm's business strategy.
- Certification gives a sense of comfort and confidence that a firm is legitimate.
- Certification provides an opportunity for eligible firms to take advantage of Cities, States, the Federal government, Public and Private diverse program opportunities.

For more information about the CertifySTL Certification Program, contact:  
[certification@stlouis-mo.gov](mailto:certification@stlouis-mo.gov) • 314.327.7234  
[www.developstlouis.org/certify-stl](http://www.developstlouis.org/certify-stl)



STL PARTNERSHIP



## THE GOALS

When organizations hire certified firms, they meet goals that help them create a more diverse workplace. These are the participation goals for certified firms:

### CITY OF ST. LOUIS

The standard goals for projects seeking city incentives are to have a percentage of contracts go to minority- and women-owned firms for enterprise, workforce and professional services following this formula:

#### Enterprise

- **21%** African American-owned business enterprises
- **2%** Hispanic American-owned business enterprises
- **.5%** Asian American-owned business enterprises
- **.5%** Native American-owned business enterprises
- **11%** Women-owned business enterprises

#### Workforce

- **20% Apprenticeship Goal:** All Labor Hours on a project are to be performed by apprentices enrolled in any training program approved or recognized by the United States Department of Labor, Employment and Training Administration or Office of Apprenticeship.
- **25% Minority Participation Goal:** All Labor Hours are to be performed by minorities .
- **7% Women Participation Goal:** All contract Labor Hours are to be performed by women.
- **23% City Resident Goal:** All Labor Hours are to be performed by persons who reside in the City of St. Louis.

#### Professional Services

- **25% Minority Participation Goal:** All Labor Hours are to be performed by minorities
- **5% Women Participation Goal:** All contract Labor Hours are to be performed by women.

### ST. LOUIS COUNTY

#### Construction Projects Overall Goal:

- **24%** MBE and **9.5%** WBE participation

#### Workforce Goals:

For Projects over \$1,000,000.00

- Minority – **25%** of all workforce hours
- Women – **7%** of all workforce hours
- St. Louis County Residence – **23%** of all workforce hours

#### Professional Services Goals:

Architecture and Engineering Projects

- **16%** MBE participation
- **15%** WBE participation

#### Note:

*St. Louis County set goals on a project-by-project basis to maximize opportunity for M/WBE firms.*

*St. Louis County has a provision that if the project cost is greater than \$75,000, contractors are required to hire and maintain apprentices on the project. Apprentices must come from a program that is registered with the U.S. Department of Labor and is compliant with 29 C.F.R. Part 29 and 29 U.S.C. Sec. 50.*

# SLDC has a variety of Economic Development Incentives available to develop and transform sites and buildings in the City of St. Louis.

- Real Estate Abatement
- Tax Exempt Revenue Bond Financing
- Residential Incentive Programs
- Commercial/Industrial Incentive Programs
- Business, Retention, Expansion & Attraction (BREA) Incentive Programs
- Enhance Enterprise Zone



Scan the QR code to learn about each of the incentives.



ST. LOUIS DEVELOPMENT CORPORATION



# NORTHSIDE ECONOMIC EMPOWERMENT CENTER

*Powered by SLDC*

**SLDC's Northside Economic Empowerment Center (NEEC) is a one-stop-shop for businesses – no matter where they are in their entrepreneurial journey.**

As a *strategic, centralized center focusing on business empowerment, capacity building and workforce development for businesses and residents*, the NEEC targets small businesses to provide access to technical assistance, capital and back-office support services. Workforce development services and training opportunities for residents are also provided at the NEEC. Receive in-person training and support at the NEEC located in the William J. Harrison Education Center at 3140 Cass Ave., St. Louis, MO 63106.

**The NEEC is open Monday – Friday from 8:30 a.m. to 5 p.m.**

**Phone: 314.617.0360**

Learn more at [developstlouis.org/nec](https://developstlouis.org/nec)

## **BOSS PORTAL**

Small Business owners looking to start up or grow can also take advantage of the Back Office Support System (BOSS) Portal – a streamlined, tech-enabled system designed to build a community of small businesses throughout the City of St. Louis, especially North City.

Business owners can access the BOSS Portal 24 hours a day, 7 days a week online and through a mobile app or visit [www.developstlouis.org/boss-portal](https://www.developstlouis.org/boss-portal) to learn more.

# RESIDENTIAL INCENTIVE PROGRAMS & FINANCING TOOLS



As the independent economic development agency serving the City of St. Louis, St. Louis Development Corporation (SLDC) is committed to expanding access to homeownership and providing safe, stable and affordable housing options. To encourage development and investment in new residential construction and residential renovation projects, SLDC offers various economic development incentives. These incentives are financial tools available to government agencies and economic development organizations like SLDC. Incentives support development and job creation in the city by lowering barriers for financial investment. SLDC is charged with evaluating applications for incentives for development and redevelopment projects. SLDC also administers these incentives as recommended by the various development boards it staffs and authorized by the Board of Aldermen.

The following Residential Incentive Programs are available to assist individual homeowners, not-for-profits and for-profits with rehabilitation, renovation and new construction projects:

<b>Name of Incentive/ Program</b>	<b>Description</b>	<b>Applicable Uses</b>	<b>Agency</b>
Real Estate Tax Abatement (LCRA, PIEA, Port Authority)	Real Estate Tax Abatement freezes property tax assessment at pre-development levels for developers, or individuals undertaking renovation or new construction projects. May also require a payment in lieu of taxes (PILOTS).	Construction and rehabilitation of single-family housing, multi-family housing, condos or mixed-use development. Rental or owner-occupied.	SLDC
Tax Increment Financing (TIF)	Tax Increment Financing (TIF) uses new or incremental tax revenues from completed projects to finance economic improvement and public benefit projects.	Construction and rehabilitation of multi-family residential. Owner-occupied or developer. Infrastructure. Community use projects (not-for-profit or public facility).	SLDC
Affordable Housing Assistance Program (AHAP)	The Affordable Housing Assistance Program (AHAP) is available to not-for-profit, community-based organizations to be distributed to donors for the donation of cash, equity, services, or real or personal property, for the purpose of providing affordable housing assistance activities or market rate housing in distressed communities.	Construction or rehabilitation: residential. Developer or owner-occupied. Infrastructure.	Missouri Housing Development Commission (MHDC)
Neighborhood Preservation Act (NPA) Tax Credits	The Neighborhood Preservation Act (NPA) tax credit is issued to individuals and not-for-profits upon project completion, contingent on final eligible cost approval.	Not-for-profit affordable housing programs and projects.	Department of Economic Development (DED)
Neighborhood Assistance Program (NAP) Tax Credits	NAP tax credits are available to not-for-profits, certain businesses and certain faith-based organizations to be distributed to donors for projects in NAP-eligible categories: community services, crime prevention, education, job training and physical revitalization.	Construction or rehabilitation of single-family homes. Homeownership-focused.	Department of Economic Development (DED)
Affordable Housing Trust Fund	The Affordable Housing Trust Fund (AHTF) awards loans and grants to not-for-profit, for-profit and individual entities to develop affordable housing projects.	Service delivery or real estate acquisition, rehabilitation or new construction to support projects in NAP-eligible categories.	The Affordable Housing Trust Fund (AHTF)
Historic Preservation Tax Credits (HTC)	The Historic Tax Credit (HTC) Program is available to any person, firm, partnership, trust, estate, limited liability company or corporation except not-for-profit entities and government entities for the redevelopment of residential historic buildings in Missouri and nationwide.	Grants: Education/Training/Database, Disability Modification, Home Repair, Lead Abatement, Transitional Housing, Rent/Mortgage/Utility Subsidy, Homeless Prevention/Shelter Loans: Construction and rehabilitation: residential.	State/Federal

CDA CDBG & HOME:	Funds are available for not-for-profit housing organizations (e.g., Neighborhood Development Organizations, CHDOs, CBDOs), private builders and for-profit developers to support new construction or rehabilitation of residential or mixed-use development projects. Additionally, these funds provide homeownership assistance to buyers of city-subsidized homes. Homeownership assistance to homebuyers purchasing city subsidized homes.	Energy efficiency and renewable energy projects - for profit, non-profit, municipal, commercial, agricultural, residential.	Community Development Administration (CDA)
Affordable Housing Production - Rental and For Sale	Funds are accessible for not-for-profit housing organizations (e.g., Neighborhood Development Organizations, CHDOs, CBDOs), private builders and for-profit developers to aid in the new construction or rehabilitation of permanent supportive housing and provision of supportive services.	Construction or Rehabilitation: for sale & rental affordable housing. Homebuyer Affordability Assistance: Forgivable loan to be used for down-payment or mortgage buy-down.	Community Development Administration (CDA)
CDA HOME-ARP: Permanent Supportive Housing	Funds may be used to acquire, rehabilitate or construct rental housing primarily for occupancy by individuals and families that are at risk of homeless or fleeing domestic violence.	Acquisition, rehabilitation or new construction: multi-family rentals, tiny homes, hotel-motel conversions, manufactured/modular/container housing, non-congregate shelter, etc. with partnering supportive services program.	Community Development Administration (CDA)
Low-Income Housing Tax Credit (LIHTC)	LIHTC is available to investors in affordable housing.	Acquisition, construction and rehabilitation of affordable housing: rental (single-family, multi-family, condo).	Missouri Housing Development Commission (MHDC)

## ELIGIBILITY REQUIREMENTS, FUNDING AMOUNTS, APPLICABLE LOCATION & APPLICATIONS

To access more detailed information about Residential Incentive Programs available in the City of St. Louis, visit [www.developstlouis.org/residentialincentives](http://www.developstlouis.org/residentialincentives) or scan the QR code.



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# ARE YOU A SMALL BUSINESS OWNER?



*The BOSS Portal can help you start up and grow.*

Business owners can access the BOSS Portal 24-hours a day, 7-days a week online and through the mobile app.

Scan the code to access the BOSS Portal or visit [www.developstlouis.org/boss-portal](http://www.developstlouis.org/boss-portal)



*Visit us at the NEEC* 3140 Cass Ave.,  
St. Louis, MO 63106 or call 314.617.0360.

*The NEEC is funded in whole or in part of the Coronavirus State and Local Fiscal Recovery Funds (SLFRF) passed through the St. Louis City Community Development Administration.*

# INTERESTED IN OTHER PROFESSIONAL DEVELOPMENT AND TRAINING SESSIONS?

Scan this QR code or learn more at  
**[developstlouis.org/events](https://developstlouis.org/events)** for a  
complete listing of opportunities.



# NEW LOW-INTEREST LOANS AVAILABLE FOR ST. LOUIS SMALL BUSINESSES & NON-PROFITS



## SLDC Hopes to Expand Access to Capital for Qualified Entities Who May Not Be Able to Obtain Traditional Financing

St. Louis Development Corporation (SLDC) – the economic development arm serving the City of St. Louis – understands that Small Businesses and Non-Profits need access to capital to grow and expand. To meet immediate capacity building and cash flow needs, SLDC has invested \$2.5 million to create a new loan to support growing small businesses and non-profits: **ScaleUpSTL**. We have partnered with St. Louis Community Credit Union (SLCCU), in collaboration with the Small Business Empowerment Center (SBEC), to fund qualified entities operating within the City of St. Louis. In alignment with SLDC's Economic Justice Action Plan, special emphasis will be placed on financing for qualified entities located in and/or serving the Southeast and Northern half of the City. Women- and minority-owned businesses are encouraged to apply.

**To fund this unique program, SLDC is putting a portion of its Federal ARPA allocation into a loan fund to reduce interest rates and de-risk investments, giving entities that may not have the ability to obtain a traditional loan from a bank or financial institution another option. This will provide greater access to capital and lower the cost of capital for Small Businesses and Non-Profits in the City of St. Louis.**

## ABOUT ScaleUp:STL BUSINESS GROWTH LOANS

Traditional and SBA 7a & 504 commercial loan products available to qualified borrowers for \$10,000 to \$5 million include:

- **Working Capital Lines of Credit** – 12-month term, interest-only payments and principal due upon maturity.
- **Construction Lines of Credit** – 60-month term with interest only payments due monthly the first 12 months. Payments for months 13 to 60 include both principal and interest. At the conclusion of the term, the balance is converted into a real estate term loan.
- **Term Loans (i.e. equipment)** – Typically made for 5 to 10-year term with principal and interest paid monthly.
- **Owner-Occupied Commercial Real Estate Loans** – Typically 5-year term loans with principal and interest paid monthly, but based on 15 to 25-year amortizations.
- **Investment Real Estate Loans** – Typically 5-year term loans with principal and interest paid monthly, but based on 15 to 25-year amortizations.

### Requirements

- Two (2) years in business (with corresponding tax returns)
- Individuals owning 20% or more of the business must be US Citizens or legal permanent residents
- Borrowing business must not have defaulted on any government-backed loans
- Business owner has not filed bankruptcy or had a foreclosure in the past three (3) years and no current, significant credit challenges
- Ability to calculate cash flows using tax returns, YTD Profit & Loss and Balance Sheet, Business Debt Schedule and most recent six (6) months of business bank statements
- Personal financial statement

### Below Market Interest Rates

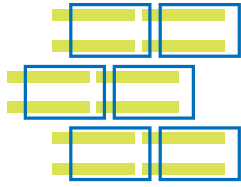
As a general rule, SLCCU prices commercial loan products for qualified borrowers as low as 1.5% APR below prime to .5% APR above prime.

[developstlouis.org/scaleupstl](https://developstlouis.org/scaleupstl)

The ScaleUpSTL Business Growth Loans are wholly funded with Coronavirus State and Local Fiscal Recovery Funds (SLFRF) passed through the City of St. Louis Community Development Administration (CDA).

SLDC does not determine creditworthiness or make lending decisions. Meeting program eligibility requirements does not guarantee funding.





# Stabilize:STL

## LRA Ready-to-Rehab StabilizeSTL Sales Policy

The Ready-to-Rehab StabilizeSTL Sales Policy provides guidelines for the sale of buildings that have received stabilization investments from public sources, including the Building Division's Stable Communities STL program (Executive Order #76). Properties stabilized through the Proposition Neighborhood Stabilization (Prop NS) Program are not included in the StabilizeSTL Policy. StabilizeSTL properties are stabilized before arriving in LRA's inventory, generally receiving more extensive stabilization investment than is currently permitted under the Proposition NS ordinance.

### LRA Property Eligibility

- Buildings that have received stabilization investments from public sources
- Properties in the Prop NS Program are not eligible

### Offeror Eligibility

- Must be legally able to own real estate in the State of Missouri
- If an entity, must be in good standing
- If other properties are owned in the City of St. Louis, must
  - Be current on all real estate taxes owed to Collector of Revenue
  - Have no outstanding code violations with the Building Division
  - Have no outstanding service fees due to Forestry Division
  - Have no open problem property cases with City Counselor's Office
- If previously purchased LRA property, must be within compliance of any LRA contracts and agreements

### Offer Process

The LRA Board of Commissioners will review offers to purchase and will select the purchaser based on an assessment of financial and/or other capacity to complete the rehab.

### Offer Requirements

- Offer Submission Form & supporting documentation
- Proof of financing demonstrating at least 25% of estimated project budget
- Offer Processing Fee

### Purchase Process – Straight Sale Only

Offers to purchase Ready-to-Rehab StabilizeSTL buildings are ineligible for Options.

### Closing Requirements

Within 60 days from Board approval of a straight sale, the purchaser must schedule a closing appointment to submit the project scope of work and budget, to receive deed and begin construction.

- Actual rehab budget
- Proof of financing equal to at least 75% of rehab budget

### Post-Closing Requirements

LRA will retain a reversionary interest in the property being sold through a right of reentry and/or deed of trust that would be recorded at closing against the property and released upon completion of the project.

## ABOUT LRA

### Properties and Possibilities

The Land Reutilization Authority (LRA) of the City of St. Louis is responsible for the stewardship and sale of previously abandoned and foreclosed properties. With programs designed to convert these unoccupied properties back into productive use, the LRA strives to provide housing, new industry and jobs for citizens, and returned tax revenues for the City of St. Louis.

### Occupancy Opportunities

Offers to purchase properties are reviewed by the LRA Board of Commissioners, who may choose to accept, counter or deny the offer to purchase. LRA's purchase programs describe offer and sale requirements, with guidelines that are designed to ensure successful property reuse projects.