



# Post Disaster Economic Recovery

## St. Louis: A Case Study

January 26, 2012

Denny Coleman, CEcD, FM  
President & CEO – St. Louis County Economic Council  
Immediate Past Chair – International Economic Development Council



# Background



# The St. Louis Landscape

- The St. Louis region's multi-jurisdictional landscape comprises 16 counties, two states and 2.8 million people
- St. Louis County is Missouri's largest county with a population of nearly 1,000,000 and 90 municipalities
- Major corporations include:  
Boeing, Emerson, Monsanto, Energizer,  
and Express Scripts
- History of manufacturing



# Impact: Defense & Automotive

## Defense Adjustment – 1990s

- 60,000 defense jobs lost in the region.
- Over 25,000 McDonnell Douglas/Boeing jobs lost.
- With one in seven jobs tied to the military industry, defense downsizing impacted nearly every family in St. Louis.



## Automotive Closures

*Ford* – closed 2006

- Loss of 2,500 jobs.
- Resulted in loss of 11,377 jobs in St. Louis MSA.

*Chrysler* – closed 2008/9

- Loss of 6,365 jobs.
- Resulted in loss of 43,845 jobs in Missouri.



# Impact: Natural Disasters

## Floods of 1993 and 1995

Considered the most costly and devastating floods in modern history. Completely inundated the Chesterfield Valley and parts of Lemay community.

## Tornadoes

Many local businesses were physically and/or economically damaged as a result of the 2011 tornado.

St. Louis County was one of five counties in Missouri to qualify as part of the federal major disaster declaration.



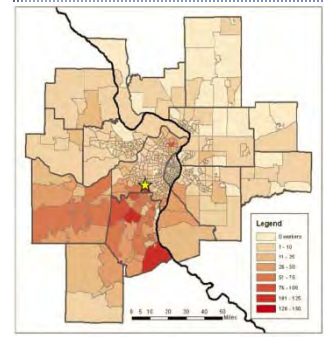
# Planning



# How to Rebuild, Strengthen, Diversify?

In the wake of economic disasters, a Comprehensive Economic Development Strategy (CEDS) helps a region create a road map for recovery.

- Strategies for direct disaster response
- Regional SWOT analysis:
  - Strengths, weaknesses, opportunities, threats
- Action plan



# Keys to Successful Planning

Regional partnerships and input

Collaboration in implementation

Communication with federal partners

Leveraging federal resources:

- EDA, OEA, DOL, etc.





# Results



# Entrepreneurship/Innovation

## Five Small business incubators (St. Louis Enterprise Centers)

- Current and graduate clients have created over 1,073 jobs with annual revenue of \$207.7 million.
- 60 percent minority-, women- and immigrant-owned.

## Revolving Loan Fund

- Seven St. Louis-area counties.
- Largest, minority-owned and privately held company; now \$3 billion in revenues.
- Reinvesting loans repaid into other companies.



# International Trade

Export value 2008	Export value 2009	Export value 2010
\$11.6 billion	\$9 billion	\$11.1 billion

*St. Louis Metropolitan area. WTC estimate.*

World Trade Center St. Louis was formed to provide export assistance and facilitate international business growth.

Directly impacts exports throughout Eastern/Central Missouri.

International Cargo Hub.

Asia Trade Desk.



# Technology Commercialization

## Center for Emerging Technologies

- Nurtured 44 companies since 1998 with 90 percent success rate.

## Danforth Plant Science Center / Greenhouse III

- Partnered with the Danforth Center to build additional greenhouse space.

## Bio-Research & Development Growth (BRDG) Park

- Home to eight life science companies, 340 jobs.

## Helix Center

- The Helix Center: Small business incubator for plant & life science companies.

## i6 Challenge Grant – *1 of 6 national winners*

- Promotes the country's best ideas in technology and economic growth in plant and life sciences.

## Jobs Accelerator Grant (SBA, DOL, EDA)

- Only region to win both.



# Workforce Training

## Metropolitan Education and Training (MET) Center

Serves the underemployed, unemployed and displaced workers.

More than **9,500** clients received services over five years

2009 Estimated Economic Impact: **\$31.9M**

- Offers comprehensive skill-based training
- Enrolled over 3,600 residents in programs
- Placed over 1,700 job seekers in employment at approximate wages of \$9 per hour



# Lessons Learned



# The Role of Partnerships

Partner at the regional/federal level

Collaborate with the public/private sectors

Communicate – early and often

Create an action-oriented plan

Plan for long-term results





## Denny Coleman, CEcD, FM

President & CEO,  
St. Louis County Economic Council

[www.slcec.com](http://www.slcec.com)

[dcoleman@slcec.com](mailto:dcoleman@slcec.com)

314.615.7663

@STLCo\_growth

Immediate Past Chair,  
International Economic  
Development Council

[www.iedconline.org](http://www.iedconline.org)

