

Withdrawal/Redaction Sheet

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. memo	Memorandum for the NEC; RE: personal info [partial] (1 page)	06/23/1999	P6/b(6)

COLLECTION:

Clinton Presidential Records
Policy Development
Lisa Green
OA/Box Number: 20590

FOLDER TITLE:

St. Louis

2012-0043-S

ms264

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
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C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

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- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

East St. Louis

HUD

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June 23, 1999**MEMORANDUM FOR THE NEC**

FROM: **Jacquie Lawing** **Tricia Enright**
 202.708.0270 p **202.708.2116 p**
 202.708.4087 f **202.619.8257 f**
 Jacquie_Lawing@hud.gov **Patricia_Enright@hud.gov**

SUBJECT: POTUS VISIT TO EAST ST. LOUIS

Per your request, we have prepared the following memorandum regarding the President's visit to East St. Louis. Please know that as of the writing of this memorandum, we have not yet received information from other federal agencies regarding their commitments to the E. St. Louis area. We have meetings today that will provide the necessary additional information from other federal agencies and it is our expectation that we will update this memo accordingly.

OVERVIEW

East St. Louis represents exactly what the President means when he talks about "new markets." Population loss, job and business loss, high unemployment and poverty have conspired to leave the city far behind in the new economy. In fact, in 1998, the New York Times called East St. Louis "the epitome of a dying city." The President's visit to East St. Louis will provide an opportunity to bring attention to an area that is struggling to rebuild. This city, like others in the tour, stand to benefit tremendously from the Administration's policies which view these places not as national burdens but as untapped markets that can fuel continued economic growth.

In January 1999, St. Louis (Mo)/East St. Louis (Ill) was designated as a regional Empowerment Zone. As an Enterprise Community since 1994, East St. Louis recognized the enormous benefit EZ status would lend to its efforts to rebuild and once again enjoy economic vitality. The cities' joint EZ application "Building the Bridge" demonstrated that both St. Louis and East St. Louis, as well as the surrounding communities, understand that not only are their problems tied together, but so too are the solutions which could lead to a sustainable regional economy.

Once an active blue collar town of stockyards, meat packing plants, railroads and restaurants, the city began to decline when its industries stumbled in the '60's. Since then, East St. Louis has dramatically lost population and commerce. Between 1960 and

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East St. Louis

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1990, population and occupied dwelling units declined by 50 percent. Nearly half of its 40,000 residents live in poverty. Five years ago, while crime grew, there wasn't enough money to buy gas for police cars. Just one year ago, aside from liquor stores and wig shops, the only retail was a grocery store.

At the same time, even in the face of poverty and tough challenges, E. St. Louis boasts a strong sense of community and faith; it is that sense of hope that is leading the way toward revitalization. President Clinton's visit should capture both the challenge and the hope.

HUD's role in revitalization. The Department's commitment to the revitalization of the East St. Louis area includes: Enterprise Community and Empowerment Zone funding; CDBG; Hope VI; and HOME. HUD funds are evident in every place where there is activity. For example, CDBG has provided the funds to clear debris and abandoned buildings, as well as to lay the infrastructure and build roads surrounding Walgreens and the Jackie Joyner Kersee center (described later.)

St. Louis, MO	1993-1999	1998	1999
CDBG	\$198,867,000	27,506,000	27,671,000
HOME	30,614,000	4,666,000	5,038,000
ESG	5,755,000	1,087,000	982,000
HOPWA	10,472,718	888,000	944,000
total	245,708,718	34,147,000	34,635,000

Public Housing Capital Fund: \$19,300,859

Public Housing Operating Fund: \$13,867,779

Enterprise Community (designated 1995): \$2,950,000

East St. Louis, IL	1993-1999	1998	1999
CDBG	\$18,189,000	2,387,000	2,401,000
HOME	4,124,000	592,000	640,000
ESG	539,000	97,000	85,000
HOPWA	10,583,000	489,000	0
total	33,435,000	3,568,000	3,126,000

Enterprise Community (designated 1995): \$2,950,000

St. Louis Regional Empowerment Zone: \$3,000,000 to date

\$100,000,000 over 10 years

East St. Louis

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EVENT SUMMARY

New Business is Key to Tapping Market Potential. HUD is recommending that the President's visit to East St. Louis focus on the city's new economic activity, anchored by the opening of the first business in a new shopping center. Walgreens drug store (please see attached picture) has moved into the largest shopping center to be built in East St. Louis since the 1950's and is the symbol of real economic renewal. The President's visit to this tangible symbol of rebirth would resonate greatly with the people of East St. Louis. The grand opening of Walgreens has not yet taken place.

Regional Partnership. Assuming the President arrives in St. Louis, we would recommend including the travel from St. Louis to East St. Louis, signaling the President's recognition of the importance of the East St. Louis/St. Louis partnership – the "bridge" between the economies and futures of the two cities.

The Challenge and the Hope. In East St. Louis we have provided options for seeing first hand the effects on a community hit hard by the economic downturn. E. St. Louis illustrates the triple threat: population and business loss, high poverty and crime and high unemployment. We would include a brief neighborhood stop where the President could tour and meet with local residents who have chosen to stay and fight for the future of the city.

ARRIVAL

Riding the new Metrolink rail from St. Louis to East St. Louis provides the opportunity for the President to underscore the importance of using transportation to link the economies and the future progress of these 2 cities. No longer can a city isolate itself from the surrounding area – success will be measured by the strength of a regional economy.

Metrolink

- The development of the Metrolink between the cities of St. Louis and E. St. Louis forged a historic commitment to support the linkages between the two cities. It is an outstanding demonstration of the regional economic strategy that will be so vital to this area's rebirth. The Metrolink expansion has been described as a boost to the morale of the citizens of E. St. Louis.
- Upon landing at St. Louis Airport, the President could be taken to the St. Louis Metrolink Station. He would ride the train over the bridge, joined by local leaders from both cities, into East St. Louis, a 15 minute ride.
- From the Metrolink in East St. Louis, the President could drive to the next event.

If the President drives from St. Louis, we strongly recommend allowing the Mayors of St. Louis and East St. Louis join him, again underscoring the importance of their regional partnership.

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OPTIONS FOR THE PRE-WALGREENS EVENT

[001]

Visit to job training/transitional housing site.

President Clinton could drive through a Southside neighborhood to Phoenix Courts, a new public housing facility which provides educational opportunities and training for its residents. During the drive, he will see both dilapidated homes and pockets of new housing and condos recently constructed with HUD HOME funds. The President could see how improved housing opportunities and economic development go hand in hand.

- Phoenix Court is an excellent model of public housing transformation, built on opportunity and responsibility. The 74 unit development provides transitional housing opportunities with job training, mostly for families who are moving from welfare to work. Designated by HUD 2 ½ years ago as a "Campus of Learners," today its center offers Head Start for preschoolers, tutoring for older children and a 12 week job prep program is graduating its second class of adults.
- Families live at Phoenix Court for up to five years, during which time they receive job training and other essential support services to enable independent living.
- The President could visit Phoenix Court and the Campus of Learning Center. Administered in partnership with Southern Illinois University-Edwardsville, residents must working toward some educational goal. Classes are currently made up of 40 Enterprise Community residents.
- The President would have the opportunity to visit with residents and meet the children who attend the day care program that allows their parents to train for work.
- **Drucilla Fields** represents the success of this program. The 36 year-old married mother of five [redacted] P6(b)(6) Today, she is learning the skills she needs to get [redacted] P6(b)(6) into a job that will provide for a better future for her family. From her home in the cul-de-sac neighborhood, she walks to the Campus of Learners facility to take college courses. She has already gotten her GED.

Neighborhood tours.

The President could also use the opportunity to see the real challenges facing neighborhoods throughout the city, the spirit and pride of residents who refuse to give up and untapped potential for renewal and growth.

- The President could tour through the Denverside neighborhood, seeing first hand the range of living conditions of its residents. He would talk to local residents like **Greg Perry** who lives in a pocket of redeveloped land amidst boarded homes and burned out factories. Through the help of HUD homeownership programs, Greg is a new homeowner. *He and his wife chose to move back to her home town to lay down roots for one reason: "I knew things were going to happen here in E. St. Louis. I wanted to be part of the rebirth," he said.*
- We would also drive by the Katherine Dunham Museum, in a neighborhood that had been predominantly white and affluent. This museum celebrates the life Katherine Dunham, the mother of African dance and represents the importance culture and roots

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East St. Louis

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play in the lives of E. St. Louis residents. Today, young girls learn African dance and its history at an adjoining dance studio. The President would also have the opportunity to visit the new (still under construction) Jackie Joyner Kersee Center, a major new community center that will offer educational, social, recreational and health services. All these projects benefit from HUD programs as well as extensive private sector commitment.

ANCHOR EVENT: ECONOMIC DEVELOPMENT - WALGREENS GRAND OPENING

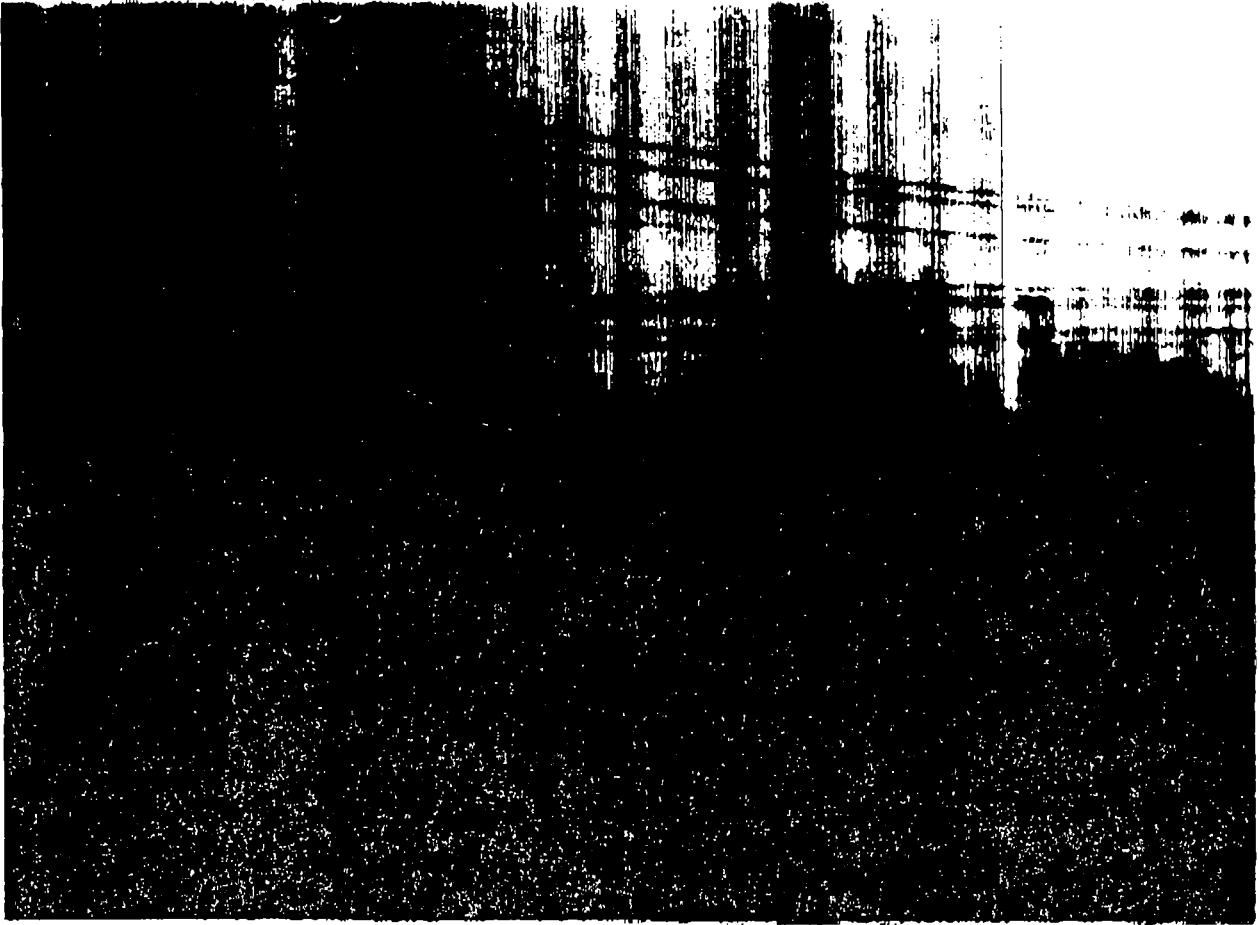
Located across from Shnucks supermarket in the heart of East St. Louis and the Empowerment Zone, Walgreens drugstore represents the untapped potential and a new beginning for the city. It is the first tenant of what will be a \$10 million, 50,000 square-foot shopping center that will include State Farm Insurance, Sav-A-Lot and a national video chain. The venue would provide the opportunity to tout the economic progress being made in the zone and to send a signal to the private sector that investing in places like E. St. Louis makes good business sense. We would be joined by local residents, community leaders, elected officials and the owners and employees of the new businesses, including the Jackie Joyner Kersee Center.

Description of Site:

- Walgreens, recently opened (June, 1999), is located at the intersection of State and 25th Street, in the former EC (now a shared EZ with St. Louis).
- The \$3 million, 13,900-square-foot store is part of a \$10 million, 50,000-square foot shopping center. The developer, Koman Properties, Inc., have letters of intent to lease space on that property from State Farm Insurance, a major national video store chain, Save-A-Lot and other stores.
- This site exemplifies the Administration's successful EC/EZ accomplishments in an area where it was desperately needed.
- Walgreens is planning a Grand Opening event (although it opened for business June 7) for July. We could approach Walgreens to reschedule that event to coincide with the President's visit.
- Again, the event could feature the following participants:
 - Secretary Cuomo, High level representatives from other businesses that have committed or will commit to moving into the Walgreens shopping center; a major national video store, State Farm Insurance, etc. The event would provide the platform to announce investments in both East St. Louis and St. Louis. We are working on identifying businesses in St. Louis that will commit to hiring residents of East St. Louis' EZ.
 - A broad range of representatives from all walks of the community: Local government, faith-leaders, community groups, etc.
 - A performance by the Baptist Youth Fellowship Choir, formed of children from 50 local churches.

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Page 1



Metrolink expands transportation to East St. Louis

P000589.jpg

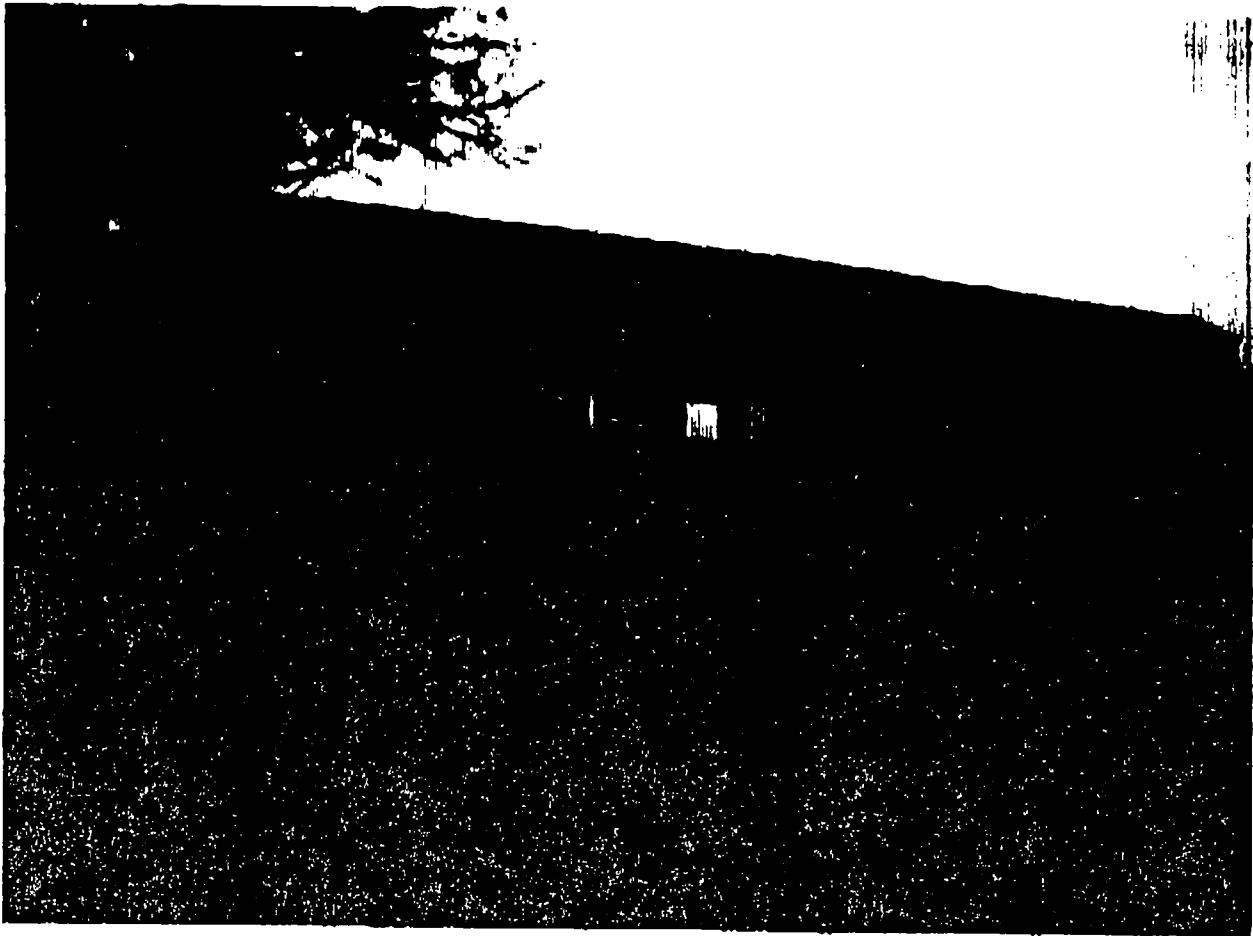
Page 1



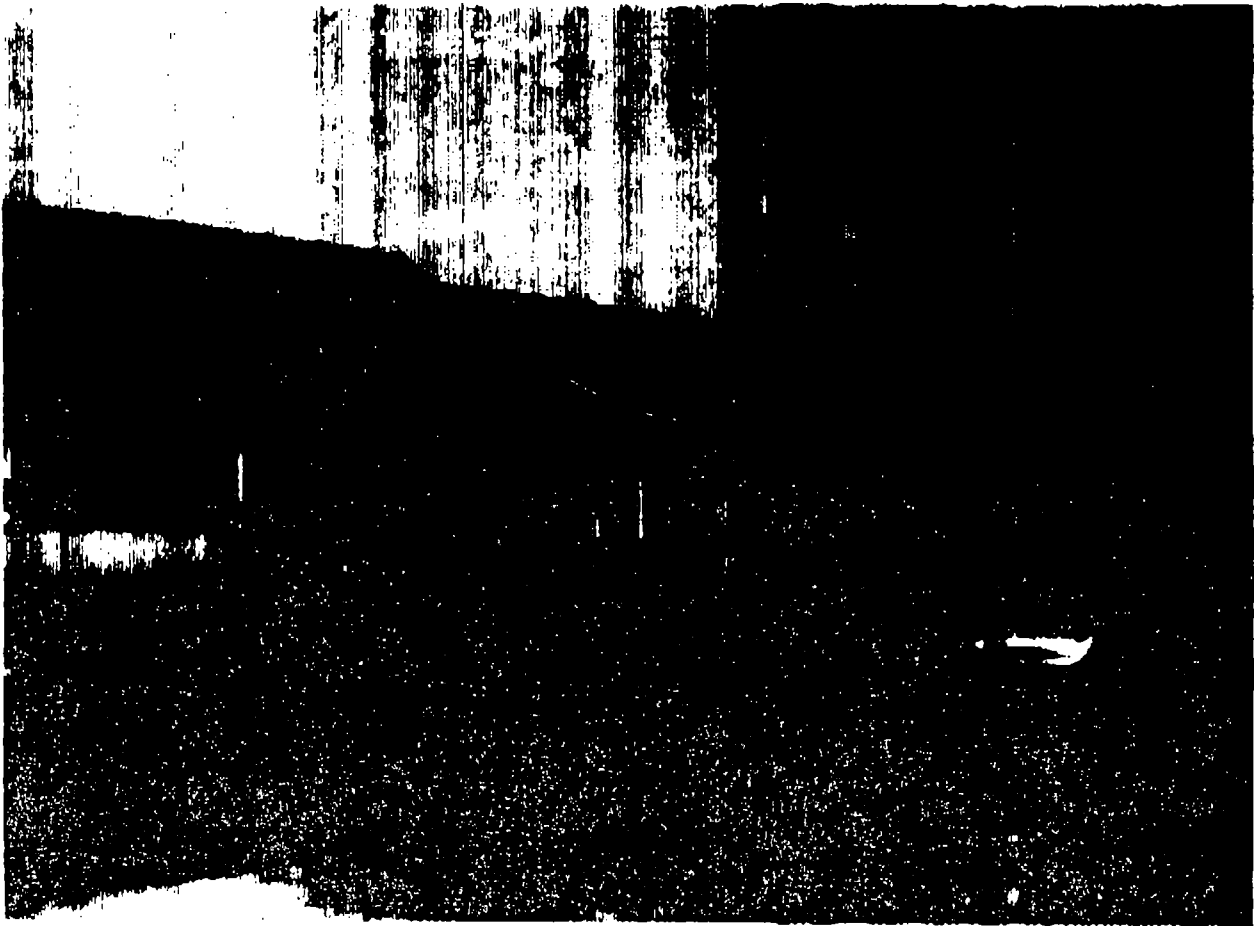
Vacant, dilapidated homes line the city's streets

P000573.jpg

Page 1



The 60's brought the decline of manufacturing
to East St. Louis



New construction will bring new homeownership opportunities to residents

P000569.jpg

Page 1



Greg Perry becomes a homeowner with the help of
HUD Home program.

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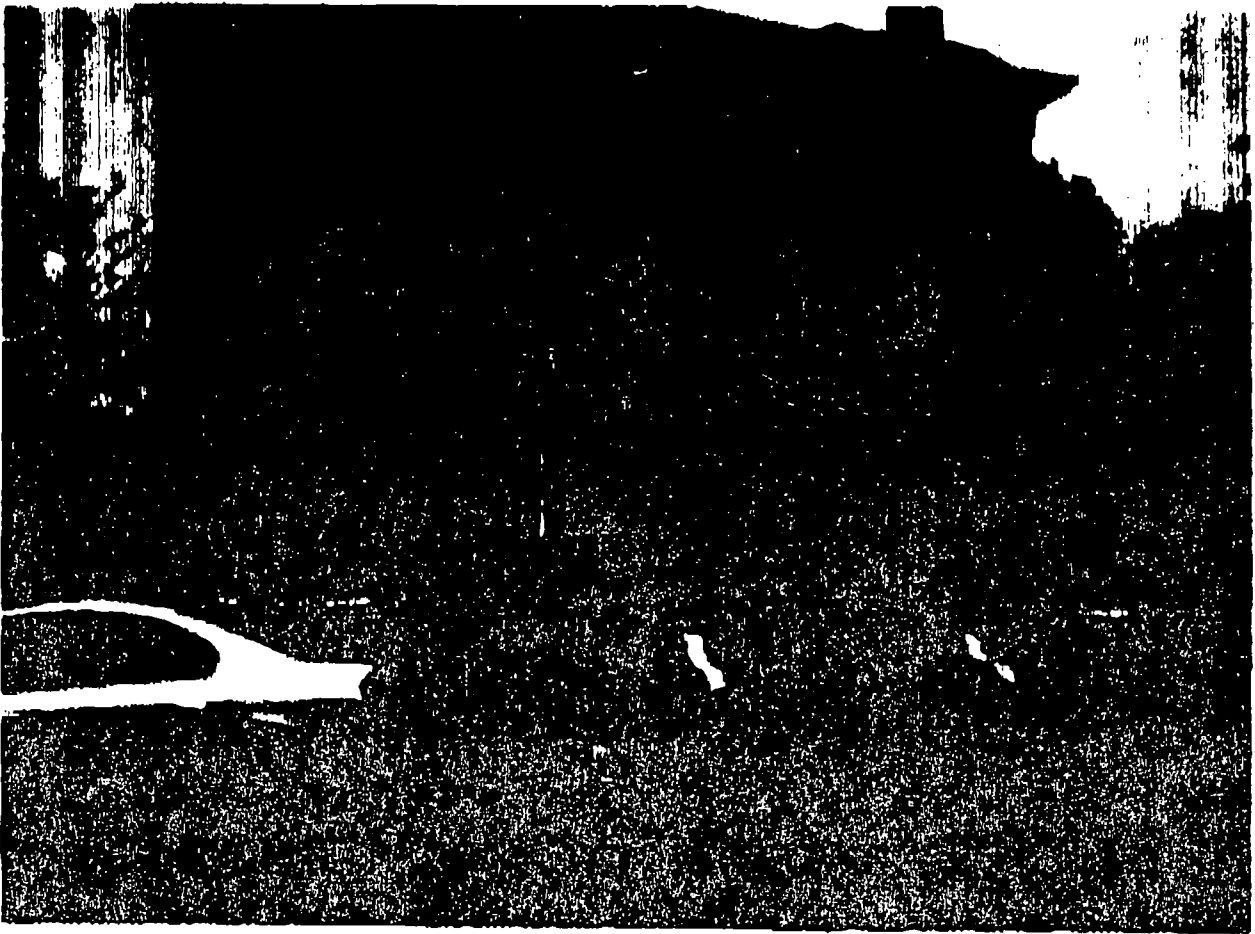
Page 1



Phoenix Court's "Campus of Learners" provides summer day care.

P000584.jpg

Page 1



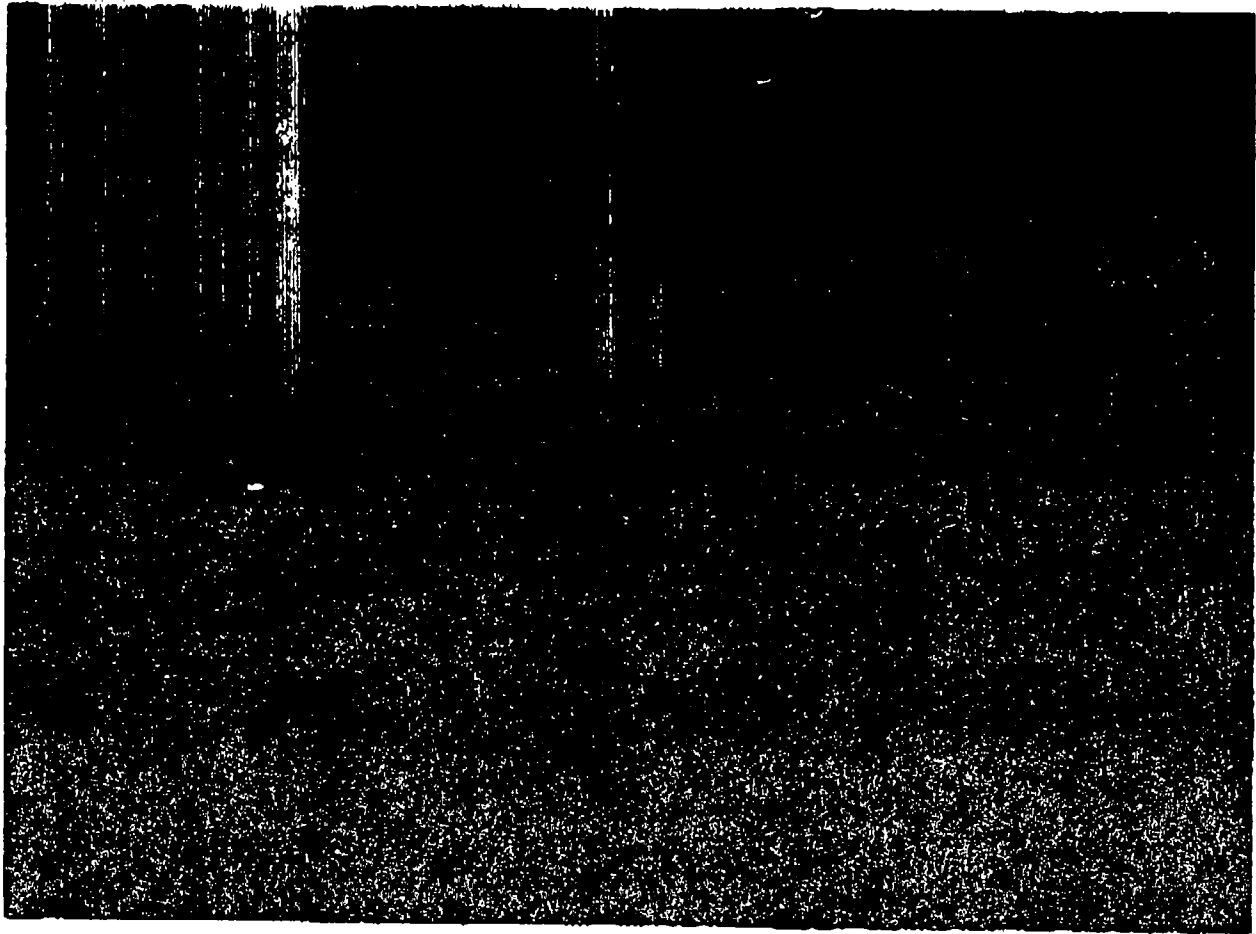
The Katherine Dunham museum celebrates African culture and dance.



An African village is replicated in the backyard of
the Katherine Dunham Museum

P000581.jpg

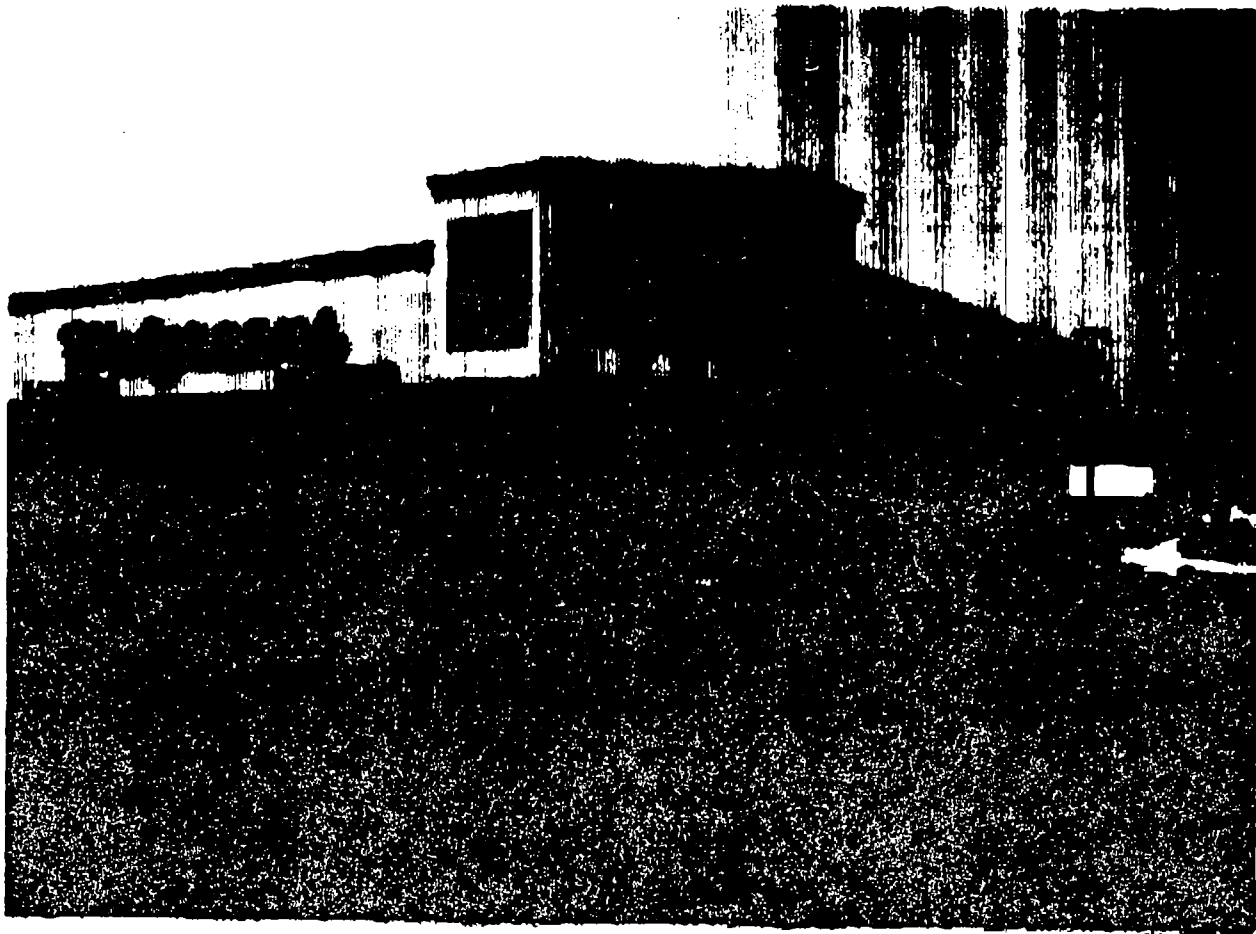
Page 1



The Future Jackie Joyner Kersee Center

P000574.jpg

Page 1



Walgreens becomes beacon of economic hope for the city.

UAW jobs.

- In addition, the City has seen growth of TCI, Colad and Graphic Controls.
- The small business incubator is expected to house five companies and create 75 jobs. Adjacent to the business center, Rural Metro Ambulance will build its new headquarters resulting in 90 new jobs over three years, with an capital outlay of over \$2m.
- A local construction firm, that was preparing to move out of the City, chose to invest approx. \$1m to remain in Buffalo and expand their operations.

Possible Announcement/Event

- With 90% of the incubator complete, the leases for two tenants are about to be signed. The President could preside at the lease signing, symbolically declaring the project "Open for business."
- Also, ribbon cutting of the facility may be arranged.
- A tour of the American Axle facilities and the economic growth it has sparked would provide strong visuals.

Other Comments:

- Other economic development activities include 1) Buffalo's Medical Corridor which is the region's center for medical enterprises and related businesses. It has already resulted in a \$9.7M 108 loan for a 100-room Medical Inn - Pillars Hotel, and a \$240 m renovation project at Roswell Park 2) Village Farms a former brownfield site is now a thriving hydroponics plant employing approximately 170 full and part-time workers. An adjacent site owned by LTV Steel will provide an additional 100-350 acres for a multi-year redevelopment project designed to retain and create 5,000 to 8,000 jobs. The City is researching the availability of funds for testing and remediation of this site, as well as, funds for redevelopment.
- City is currently finalizing plans for the Inner Harbor Project which is designed to encourage private-public growth of water recreational activities, cultural amenities and tourism. This development will include building new facilities and the potential location of corporate national headquarters. The City's vision is to develop the center for family recreation and entertainment and enhance downtown Buffalo's position as the regional entertainment center for Western NY. An estimated investment of \$27m in public funds would produce an overall private investment of more than \$120m.

EAST ST. LOUIS

Background/Highlights

- According to a report by the East St. Louis Action Project, East St. Louis "has long been seen as a prime example of urban blight in America."
- The population decreased by almost half from 1960-1980.
- In 1990, over half of the residents were living below the poverty level. Today, 40 percent of the 5,888 renter households in privately-owned units have annual incomes below

the poverty level.

- At one point, the City had so little revenue that it had to lay off 84% of its city work force and could not afford regular garbage pick-ups.

Government Investments:

- The former Enterprise Community (which is now part of the bi-city St. Louis EZ) gave rise to the **Jackee Joyner Kersee Community Center**, which will provide educational and recreational programs for youth. The project has garnered widespread community support.
- The St. Louis transit line, MetroLink, is being extended into East St. Louis. The federal government has committed to pay for two-thirds of the route, which will cost \$339 million.
- Levy Sign company, D and H Auto service, and Nails, Etc. are small businesses that have been pre-approved for loans through the small business development center. These businesses will create 25 new jobs for EZ residents

Private Sector Investments:

- Within the ECZ, Walgreens will locate an anchor store in the largest shopping center to be built in East St. Louis since the 1950. The \$3 million, 13,900-square-foot store is part of a \$10 million, 50,000-square foot shopping center. The developer, Koman Properties, Inc., said they also have letters of intent to lease space on that property from State Farm Insurance, Hollywood video, Save-A-Lot and other stores.
- A number of corporations have contributed to the Jackee Joyner Kersee center, including Enterprise Rent-A-Car, May Dept. Stores, and Nationsbank. 20 jobs will be created.
- The St. Louis 2004 Revitalize Neighborhoods Project features \$751 million in loans and investments by 18 local financial institutions and the creation of 200 jobs in East St. Louis and eight other targeted communities.

Possible announcements/Events:

- The Jackee Joyner Kersee Community Center, which received HUD funding, would be the site of the event.
- The first phase of the Center is expected to open in mid-1999, we are looking into the possibility of the date coinciding with the travel.
- In addition to the Community Center, there are many other projects which demonstrate the success of the EC/EZ. A description of one example, "Kim's Kids" is attached to this memo. These successful businesses could join us for an event at the Center, or may provide other announcements to be determined.
- This summer, Union Bank will host a grand opening of a new branch in East St. Louis.
- An event could be done at the new Walgreens, which has opened in the EZ and which is attracting new businesses.
- An event can also be held at the opening of a MetroLink Station at 15th and Baugh Avenue in East St. Louis. Local officials hope the route, which runs through several undeveloped or blighted areas, will spur development and give people new ways to

HUD

5

headquarters resulting in 90 new jobs over three years, with an capital outlay of over \$2m.

- A local construction firm, that was preparing to move out of the City, chose to invest approx. \$1m to remain in Buffalo and expand their operations.

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- The project has garnered widespread community support.
- The St Louis transit line is being extended into East St. Louis.

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- A number of corporations have contributed to the center, including Enterprise Rent-A-Car, May Dept. Stores, and Nationsbank.
- 20 jobs will be created.

Possible announcements:

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- HUD is looking into other announcements that could be made in East St. Louis.

NEW HAVEN, CONN**Background/ Highlights**

- Vital Statistics
 - Population:- 124,000
 - Empowerment Zone Population: 49,913
 - Approximate Zone Size: 5 square miles
 - Poverty Rate: 33.7%
 - Unemployment Rate: 12.9%
 - Education: 38% of Zone residents, over age 25, lack a high school diploma
- New Haven was an Round I EC and was awarded Round II EZ designation in January of 1999.
- Estimated Number of Jobs Created or Retained: 9,000
- Total Proposed Commitments: \$700 million
 - Public Sector: \$300 million
 - Private Sector: \$400 million
- Key Business Partnerships: Over 10 businesses made commitments in the Strategic Plan. Some of the key business partners are:
 - New Haven Savings Bank
 - Olin
 - Arts Industry Coalition
 - New Haven Chamber of Commerce
 - International Festival of Arts
 - Long Wharf Galleria, Inc.
 - Matthews Ventures
 - Regional Cultural Plan for New Haven
 - Science Park Development Corp.
- Other Key Partners:
 - Yale University
 - New Haven Board of Education
 - Community Foundation

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✓ **Sherry Davidson, Business Manager**
Kim's Kids, Inc. - East St. Louis, IL

618-271-7786, spoke with Sherry 5/6, she is sending photos, check on name spelling

"It is a family-owned business - three generations deep: a grandmother, a mother and three daughters" "Empower the people, empowers the community"

The entire family, originally from the area, decided to start a child daycare center for the people struggling to get off welfare or finishing their education, to give back to the community. The daycare center is named after Kim who was killed in a car accident on her way to East St. Louis. The daycare is a living memorial to her. The family acquired a delapidated, abandoned hardware store in 1992 for about \$60,000 and over the years put about \$200,000 worth of work on it. Much of the work they did themselves. The grandmother, at the age of 72 patched the roof herself. Now it is state-of-the-art facility.

The motto of Kim's Daycare is that "daycare is only as good as parent". This motto drives the mission of the daycare center. Kim's Kids offers free van service to help their clients coordinate work, school and daycare. The center is open 24 hours a day to serve the typical client who is between the age of 15 and 24 with an average of three children. In order to make things easier for the parents, Kim's Kids tries to offer coordinated services, such as making WIC coupons available on site.

Kim's Kids created several new jobs. The employees are 100 percent locally hired and/or welfare-to-work graduates. Several employees are working on their GEDs.

Kim's Kids recently won a state award, "Power of Minority Business Excellence Program".

For more information, contact Percy Harris, City of East St. Louis at 618-482-6642

Round II Urban Empowerment Urban Zone

St. Louis, Missouri/East St. Louis, Illinois

County Co-Sponsor: St. Louis County, Missouri

A. Zone Vital Statistics:

1. **Population of the Most Populous City:** St. Louis, MO - 396,685
2. **Zone Population:** 49,507
3. **Approximate Zone Size:** 14 square miles
4. **Poverty Rate:** 47%
5. **Unemployment Rate:** 24%
6. **Education:** 49% of Zone residents lack a high school diploma

B. Estimated Number of Jobs Created or Retained: 8,450

C. Proposed Leveraged Commitments: \$2.4 billion

1. **Public Sector:** \$1.6 billion
2. **Private Sector:** \$800 million

D. Key Business Partnerships: Over 20 businesses made commitments in the Strategic Plan. Some of the key business partners are:

- | | |
|-----------------------------|----------------------------|
| -Casino Queen | -Commerce Bank |
| -CTS | -GLCC |
| -Historic Restoration, Inc. | -MasterCard International |
| -May | -Minority Business Council |
| -ML Foods | -Operation Excel |
| -Sverdrup Corp. | -Youthland Family Center |
| -Thompson Coburn | -WAVE |

E. List of Other Key Partners:

- Annie E. Casey Foundation
- The Welfare-to-Work Partnership
- The Enterprise Foundation
- University of Missouri-St.Louis
- St.Louis Community College
- The Urban League
- Clergy Coalition
- African-American Churches in Dialogue

F. List of Developable Sites:

- North Riverfront Site
- Central Core Site
- Rivers South Site

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✓
Sherry Davidson, Business Manager
Kim's Kids, Inc. - East St. Louis, IL

618-271-7786, spoke with Sherry 5/6, she is sending photos, check on name spelling

"It is a family-owned business - three generations deep: a grandmother, a mother and three daughters" "Empower the people, empowers the community"

The entire family, originally from the area, decided to start a child daycare center for the people struggling to get off welfare or finishing their education, to give back to the community. The daycare center is named after Kim who was killed in a car accident on her way to East St. Louis. The daycare is a living memorial to her. The family acquired a delapidated, abandoned hardware store in 1992 for about \$60,000 and over the years put about \$200,000 worth of work on it. Much of the work they did themselves. The grandmother, at the age of 72 patched the roof herself. Now it is state-of-the-art facility.

The motto of Kim's Daycare is that "daycare is only as good as parent". This motto drives the mission of the daycare center. Kim's Kids offers free van service to help their clients coordinate work, school and daycare. The center is open 24 hours a day to serve the typical client who is between the age of 15 and 24 with an average of three children. In order to make things easier for the parents, Kim's Kids tries to offer coordinated services, such as making WIC coupons available on site.

Kim's Kids created several new jobs. The employees are 100 percent locally hired and/or welfare-to-work graduates. Several employees are working on their GEDs.

Kim's Kids recently won a state award, "Power of Minority Business Excellence Program".

For more information, contact Percy Harris, City of East St. Louis at 618-482-6642

East
St. Louis

get to new jobs.

Private Sector

Youthbuild (to be worked into body of memo).

YouthBuild East St. Louis (YBE) received a \$700,000 implementation grant in 1997. YBE has successfully completed two major projects, which included the demolition phase of St. Teresa Transitional housing project for the East St. Louis community using community development block grant (CDBG), and the renovation of a single family home, located at 1412 Trenley Ave., for the East St. Louis Housing Authority. They have submit an application for 1999. Please note that Mayor Powell has official express support for YBE. Application for 1999.

Also applying for 1999 Youthbuild program is Emerson Park Development Corporation (EPDC) and the Tomorrow's Builders YouthBuild Consortium both wishes to provide GED education, on the job training and leadership development for East St. Louis youth. EPDC has never received a Youth Build Program Implementation Grant and the total cost of the proposed Tomorrow's Builders YouthBuild Program activities is \$780,499. The EPDC successfully raised \$258,564 in cash contributions (\$100,000 from McCormack Baron and Associates and \$50,000 from Annie E. Casey Foundation) and leveraged an additional \$221,935 in in-kind contributions. They are requesting the remaining \$300,000 from HUD's to start the program.

Possible site for visit

Walgreens new Store, at the intersection of State and 25th streets, in East St. Louis, IL

NEW HAVEN, CONN

Background/ Highlights

- Vital Statistics
 - Population:- 124,000
 - Empowerment Zone Population: 49,913
 - Approximate Zone Size: 5 square miles
 - Poverty Rate: 33.7%
 - Unemployment Rate: 12.9%
 - Education: 38% of Zone residents, over age 25, lack a high school diploma
- New Haven was an Round I EC and was awarded Round II EZ designation in January of 1999.
- Estimated Number of Jobs Created or Retained: 9,000
- Total Proposed Commitments: \$700 million
 - Public Sector: \$300 million
 - Private Sector: \$400 million
- Key Business Partnerships: Over 10 businesses made commitments in the Strategic

East St.
Louis

From: Julia M. Payne on 06/23/99 08:27:54 AM

Record Type: Record

To: Laura A. Graham/WHO/EOP@EOP

cc: See the distribution list at the bottom of this message

Subject: Re: East St. Louis - Important FYI 

Laura, I would agree on your assessment of the issue which is that this is a local press story. Although this may be the topic of conversation in East St. Louis as long as we are not near a casino, **the casino is not part of the EZ/EC in any way**, and there are no more surprises from the Mayor, we should be ok but we should keep tabs on the story. The connection that our press corps would be looking for is one with the EZ/EC and the gambling community so we need to look into that aspect just to be sure.

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