

# 2017 North County Inc. Accomplishments

## Economic & Community Development

- Invested in the development of and provided the **“Building Blocks for Growing Your Business” small business educational and capacity building initiative** in partnership with St. Louis Community College-Florissant Valley and U.S. Bank.
- Contracted with the Public Policy Research Center to develop the **2017 North County Economic Profile Report**
- Connected SSM Health and University of Missouri-St. Louis (UMSL) leadership to collaboratively **increase access** to primary care and OBGYN doctors for area residents and students. These services are located in the new **Patient Care Center** on UMSL’s campus with their state-of-art Optometry services.
- Developed the initial framework for an **educational initiative** that will increase awareness and understanding around the **economic cost of racial inequity** in North County.
- Served on the **University Square Board** (working on economic revitalization along Natural Bridge Road corridor) in partnership with UMSL and the City of Normandy.
- Assisted in the development of and sponsored **North County Staycation** hosted by Pallottine Renewal Center., an opportunity to experience and explore North County’s historical sites and landmarks as well as restaurants and shops.
- Celebrated accomplishments of other community stakeholders at the **NCI Annual Leadership Breakfast** and **30 Leaders in Their Thirties Event**.
- Received **2017 Community Service Award** from North County Churches Uniting for Racial Harmony and Justice for recognition of outstanding contributions and service in the economic and social development of North County.

## Education

- Advocated for policies that provide **equitably funding for education** and for the expansion of **early childhood education**.
- Promoted the achievements of our schools and young scholars.
- Advocated for **job & workforce development** funding.

## Healthcare

- Worked with stakeholders on key community health issues and **advancing access to care**.
- Promoted healthcare providers’ community educational programs and opportunities for **improving quality of life**.
- Celebrated the success of the Mallinckrodt Pharmaceutical **grant of \$100,000** that helped Christian Hospital and SSM Health DePaul Hospital to **increase capacity** of the Community Health Access Program. The program helps low-income, non-emergent residents receive the right care from the right resource, at the right time.

## Marketing

- Invested in the development of **“Discover North County”** a long-term marketing initiative for community stakeholders to work collaboratively.
- Organized a **North County Marketing Ambassador** group comprised of marketing professionals throughout the community to increase awareness about the investment in, advancement of and activities in our area.
- Provided community **business leaders networking opportunities** at NCI events.
- Hosted and promoted **NorthStLouisCounty.com** and **ExploreNorthStLouisCounty.com**, comprehensive websites marketing area’s attractions, recreational and historic assets with quality of life information.
- Distributed marketing materials promoting North County area assets.
- Promoted hundreds of member events and accomplishments through our monthly eNewsletter and social media.
- Sponsored and supported community events by **increasing awareness** of these events via social media.

## Transportation

- Advocated the need to fix the funding shortage for transportation.
- Advocated successfully for **\$157 million** needed for MoDOT for **Phase 1 I-270 North Corridor Project** and the importance to *forward fund* these **north corridor improvements** so project may be completed in four, not 20 years.
- Supported funding for multiple municipal road improvement grants.