

ST. LOUIS MOSAIC PROJECT

REGIONAL PROSPERITY THROUGH IMMIGRATION AND INNOVATION

Betsy Cohen - Director, St. Louis Mosaic Project
Anna Crosslin - President & CEO, International Institute of St. Louis



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Introduction



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St. Louis Mosaic Project mission is to be the fastest growing area for immigrants by 2020.

#6 of top 20 now at 2.35 vs. 5% growth in Baltimore (2006-2012 ACS)

Why? Immigrants offer high economic and cultural value to any community, especially to St. Louis which will benefit from growth.

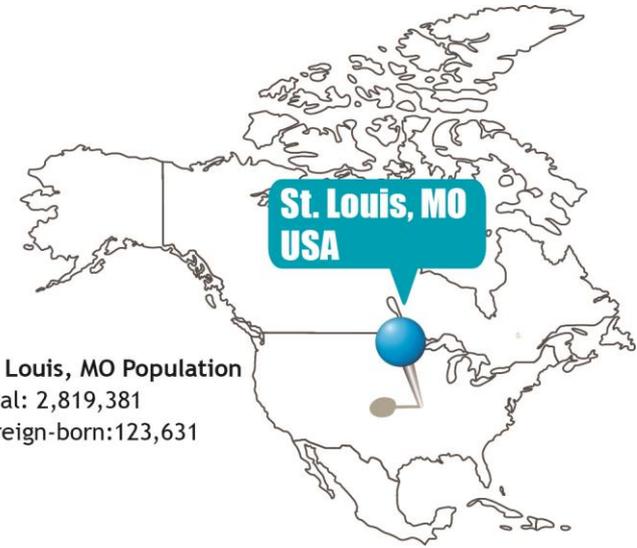


Background



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- 150 years ago, St. Louis was the 4th largest US city.
- Today, we are 19th metropolitan area in US; down from 10th in 1970.
- City of St. Louis is so old that it is not part of the surrounding County of St. Louis.
- 9 Fortune 500 corporate headquarters; more than 20 colleges & universities



St. Louis, MO Population
Total: 2,819,381
Foreign-born: 123,631



Precipitating Factors



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Sense of urgency:

- Declining manufacturing sector.
- Seemingly irreversible population loss in urban core and near suburban ring.

Catalyst for change/the spark:

- Three community leaders with good ideas & connections. They brought authenticity, knowledge and money to the table.
- 2012 Strauss study “Economic Impact of Immigration.”

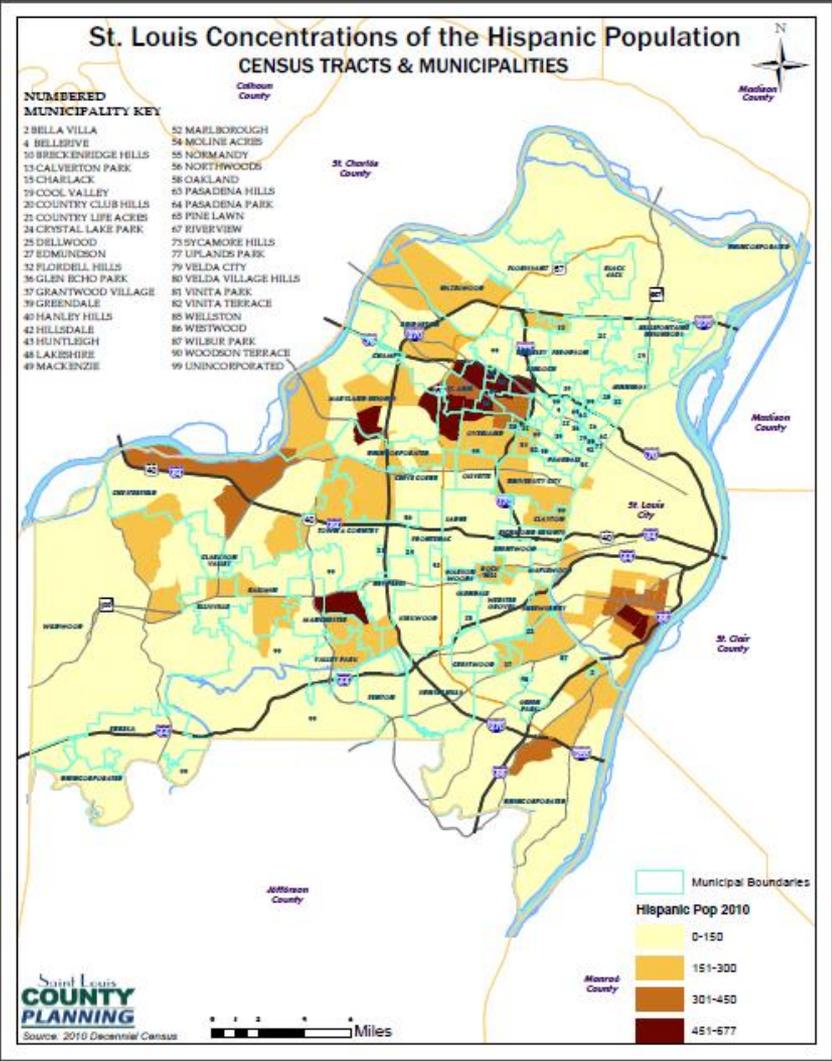


Hispanic Population



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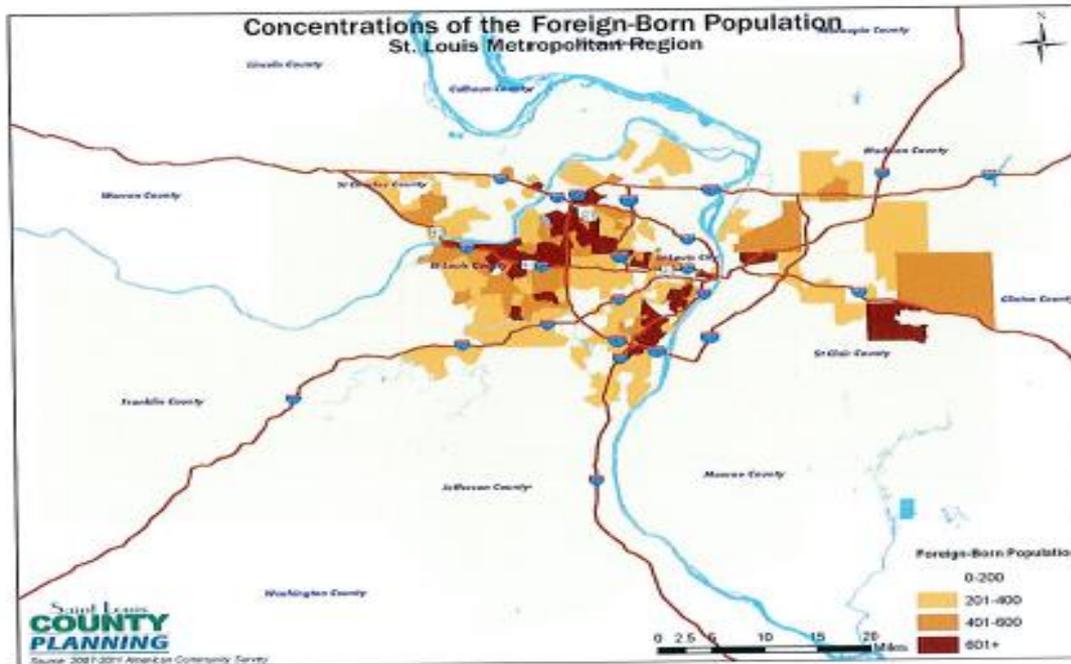


Regional Bi-State



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Ethnic Population Composition in the St. Louis MSA

Within County	% White	% Black	% Asian	% Hispanic	% Two or More Races
Madison County, Illinois	88.2	7.9	0.8	2.7	1.8
Monroe County, Illinois	98	0.2	0.4	1.4	0.8
St. Clair County, Illinois	64.6	30.5	1.2	3.3	2.2
Franklin County, Missouri	96.8	0.8	0.4	1.4	1.2
Jefferson County, Missouri	96.5	0.8	0.6	1.6	1.3
St. Charles County, Missouri	90.7	4.1	2.2	2.8	1.8
St. Louis County, Missouri	70.3	23.3	3.5	2.5	1.9
St. Louis city, Missouri	43.9	49.2	2.9	3.5	2.4
St. Louis, MO-IL MSA	76.5	18.4	2.1	2.6	1.8

The table below should be read vertically, showing each county's share of the regional (East-West Gateway area) total.

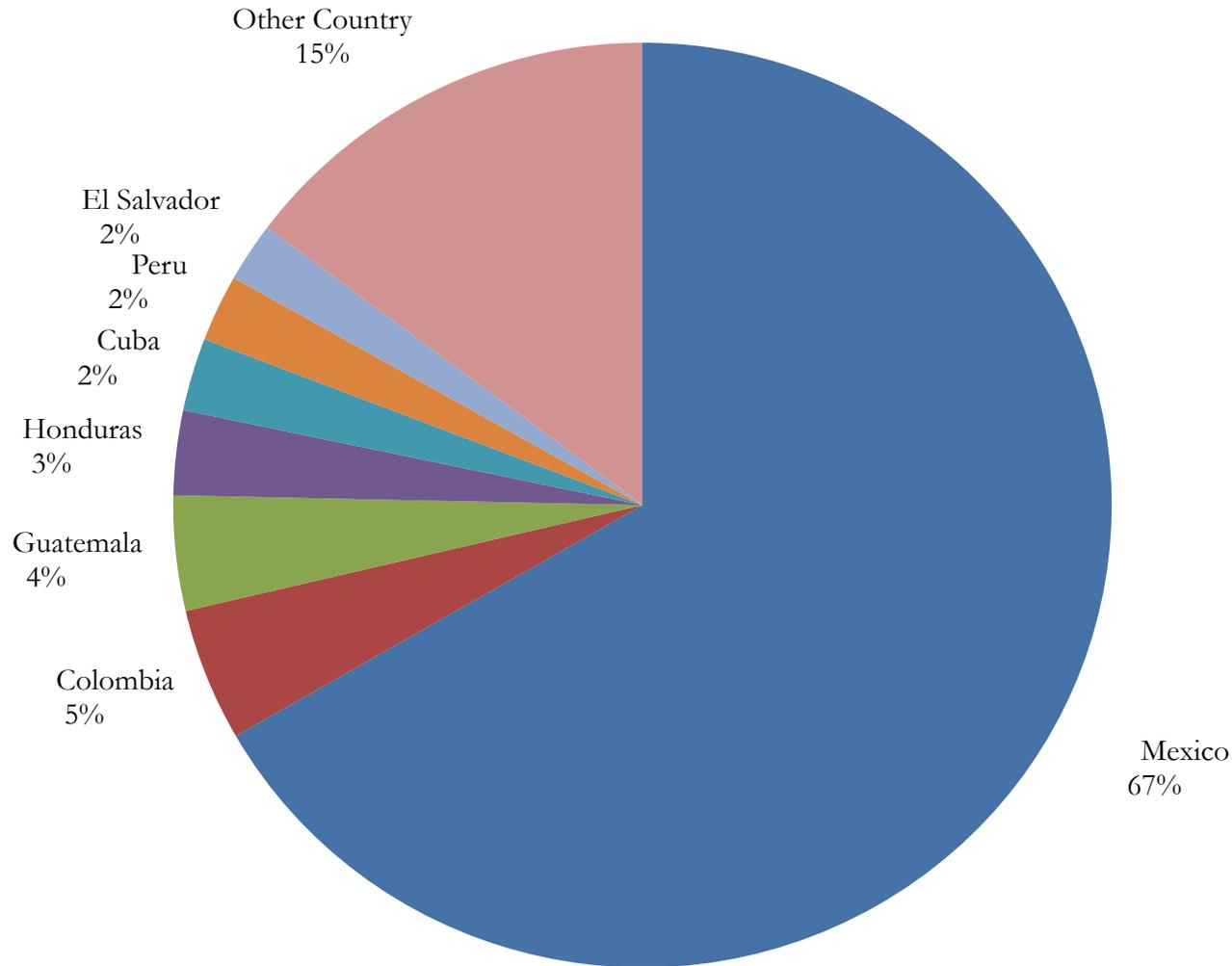


Place of Birth For The Foreign-Born Latino Population (N=20,415)



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Source: 2006-2010 American Community Survey 5-Year Estimates



Mosaic Project Key Elements



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First Stage

1. Community & Immigrant Engagement

- Mosaic Ambassadors: over 350 now
- Professional Connectors: 37 in process
- Regional Business Council Mentorship Project
 - 11/144 international students mentored up to 22 next year
- Women's Connector Program for Corporate ex-pat wives to engage quickly, happily (May launch, 4 already)

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2. Welcoming Initiatives

- Messaging (100 stories, presentations)
 - Entrepreneurship, feature immigrants hiring
 - Population growth
 - Assets St. Louis has to offer
- Website Development
 - Focus on 11 ethnic communities
- Mobile/Pop Up Welcoming Services



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Second Stage

1. Immigrant Entrepreneurship
2. International Student/Corporate Hiring
3. New Campus for International Institute fall 2014
 1. Serves 7,500 immigrants annually including 700+ new refugees
 2. Will have space to expand services to higher skilled

Mosaic Project Key Elements



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Upcoming work: Career Paths – Health Care & Engineering

- Immigrant needs: language, cultural & academic support
- Environmental & regulatory assessment
- Capacity Building for employers
- Recruitment of candidates & employers



Lessons Learned/Recommendations



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- Irrefutable data & broad but well-staged community engagement essential to success.
- Develop a plan that includes short-term and long-term goals.
- Secure funding for the initiative.
- Sustaining consensus & forward direction.

