



DOWNTOWN COMMUNITY
IMPROVEMENT DISTRICT

Services, Programs & Improvements

The major programs and services authorized within the current CID Management Plan:

1. **SECURITY PROGRAM**

The mission of the CID Security Program is to support the St. Louis Metropolitan Police Department (SLMPD), building owners, residents and businesses in reducing crime and improving perception of safety while offering a customer service orientation to office workers, residents and visitors to the downtown area..

From 2006-2008, SLMPD statistics show that total crime downtown has decreased 20%

Major security services include:

Community Improvement District (CID) Guides

Dressed in bright gold and black uniforms, CID Guides are full-time, professional, assertive and friendly individuals who patrol seven days a week on bikes and on foot, serving both a public safety and hospitality role. There are currently 20 CID guides typically operating on three shifts a day from 7:30 am to 9:30 pm. After completing a program of customized classroom and field training, CID Guides work directly with the SMPD, serving as additional “eyes and ears” on the street and working to reduce public nuisance violations. CID Guides also perform courtesy services such as conducting business checks, giving directions, helping lost persons, providing visitor information, escorting employees to cars, and monitoring and reporting the condition of downtown infrastructure (streets, sidewalks, lights, etc.)

In the past year, the CID Guides documented over 59,000 customer interactions.

Supplemental Police Patrols

District assessments fund a cooperative agreement with the SLMPD that provides supplemental bike, foot and motor patrols to help deter crime and address public nuisance issues such as aggressive panhandling, public drinking, urination, prostitution and trespassing. Officers also assist with traffic and crowd control for special events or emergencies. The fund supports the cost of patrols, equipment, supplies, uniforms and training.

In April '09, CID funds supported the addition of a full time designated Downtown Liaison Officer provided by SLMPD.

Communication Exchange Network (ComEx Net)

A 24/7 dispatch and two-way radio network established as an information exchange between the SLMPD, District organizations and security personnel throughout the downtown area. The ComEx Net can be effective in reducing the incidences of crimes such as shoplifting, bad check passing, aggressive panhandling, illegal vending, burglary, and car break-ins as well as serving as an integral part of downtown’s emergency response system.

Currently there are 26 businesses participating in the network.

2. **MAINTENANCE & BEAUTIFICATION**

The mission of the CID Maintenance and Beautification Program is to improve the physical environment and aesthetics of the District through enhanced cleaning, maintenance and beautification (primarily through landscaping).

Major maintenance and beautification services include:

“The Clean Team” Trash and Litter Removal

Dressed in bright purple uniforms, the CID “Clean Team” operates seven days a week, removing trash from curbs, gutters and other public areas throughout the District. The nine full-time “Clean Team” members provide broom and pan cleaning and also operate two street/sidewalk sweeper machines. In partnership with the St. Louis Cardinals and St. Patrick Center, “The Clean Team” is expanded to fifteen members from April through September. This expanded group, known as the “Green Team” recycles trash outside Busch Stadium during home games and supplements cleaning throughout the rest of the District during the peak spring/summer season.

Graffiti Removal

Contracted crewmembers remove street level graffiti and other physical defacement visible from the sidewalk. All “tags” are removed within 24 hours. In addition, paper signs and handbills, considered another form of graffiti, are removed from buildings, public property, utility boxes, poles and telephones.

In the past year, the graffiti crew removed 519 graffiti tags and handbills.

Landscaping

The CID employs a full time certified arborist who oversees the purchase, planting and maintenance of over **1,100 street trees, 275 planters and 160 hanging baskets.**

Street Furniture

The CID purchases and maintains tree grates and **327 trash receptacles, 47 bike racks and 37 benches.**

Sidewalk Cleaning

The CID provides ongoing pressure washing of sidewalks throughout the District on an “as needed” basis (weather permitting).

Sidewalk Repair

The CID offers a 50% matching grant – up to \$5,000, for sidewalk repair projects within the District.

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3. ECONOMIC AND HOUSING DEVELOPMENT

The mission of the CID Economic and Housing Development Program is to enhance the value and vitality of downtown by attracting and retaining businesses, supporting job growth and expanding the residential population within the District.

Major economic and housing development services include:

Market Research and Analysis / Data Collection & Distribution

The primary focus of CID Economic Development work is to serve as a lead source of information on downtown and the District. Through direct research, collaboration and outside resources we generate, collect, organize and distribute data on downtown buildings, businesses, workers and residents. We track investment and development, benchmark use and perceptions, and monitor market conditions.

The CID responds to over 300 information requests annually and produces annual Progress Reports, Housing Reports, etc., conducts bi-annual residential, office and market-wide surveys and maintains an interactive website for distribution of all of our market data.

Office Recruitment & Retention

The CID networks with city and state government, developers, property owners, businesses and brokers to identify, facilitate and support opportunities for retention, recruitment and job growth. The CID tracks leases and space inventory, provides on-line searches and manages the newly formed Downtown Economic Development Council (DEDC) dedicated to expanding marketing and peer-to-peer communication to support business development.

Retail/Restaurant/Services Recruitment & Retention

The CID works with developers, building owners, brokers, retailers and business prospects to support the growth and success of retail, restaurant and services within the District. The CID managed the implementation of a Downtown Retail Strategy that included a targeted leasing plan, devoted resources for recruitment, and collaboration with the city of St. Louis on a city funded \$450,000 Forgivable Loan Program.

Since 2003, over 100 street level shops, restaurants and services have opened representing over 350,000 sf of new businesses. This includes 20 businesses who received direct funding through the Forgivable Loan Program.

Residential Marketing

The CID coordinates the Downtown Living Tours, develops and funds targeted advertising and collateral materials and offers an on-line database with information on downtown living. Our website includes the opportunity to search for rental and for sale housing (including re-sales through a partnership with the St. Louis Asso.of Realtors).

Developer & Investor Recruitment

A carry over service from the previous CID management plan, direct recruitment of developers and investors has not required a formal program. However, the CID works continually with developers and investors to provide market data that assists with their decisions related to development and/or investment within the District.

Manage & Market Financial Incentive Programs

4. MARKETING (IMAGE AND COMMUNICATIONS):

The mission of the District Marketing Program is to improve public awareness of downtown offerings and shape the public image of downtown through marketing and public relations initiatives.

Major marketing programs and services include:

Regional Marketing Campaign (Image and Co-op Advertising)

Working in collaboration with the CID Economic Development, **the CID funded over \$125,000 in consumer advertising in 2008, primarily supporting retail and restaurant businesses**

Public Relations Services

Support for Economic/Housing Development, Downtown Events, Grand Openings, etc.

In 2008, the CID helped to generate over 3,000 downtown stories/mentions in TV, print and radio which represented over \$10,000,000 in media value.

Downtown Publications

Visitors Guide, Dining Guide, Parking Guides, Clean & Safe Brochures

Total Production/Distribution of 200,000 guides with pass along readership of 750,000.

District Communications

Website, Newsletter, Events Calendar, Annual Progress Report and Email Updates
DowntownSTL Website is number one site for downtown St. Louis in all top search engines with 521,000 visits, 981,000 page views and 10,000,000 hits. Annual Progress Report is distributed to 125,000 HH through the St. Louis Post Dispatch. Over 321,000 E-blasts delivered with monthly newsletters, grand opening announcements, and updates on special events, transportation, etc.

5. SPECIAL EVENTS

The mission of the District Special Events Program is to improve and expand special events programming within the District to encourage new and additional visits to downtown, support businesses and enhances the image and awareness of what downtown has to offer.

Major services include:

Coordination of downtown events

Coordinate with city departments for permitting, street closing, etc. and communication with businesses and residents.

Solicitation and support for additional/new downtown events

CID representatives serve on planning and marketing committees for major downtown events including Live on the Levee, MLB All Star Game, Women's Final Four, NCAA Wrestling Championship, among others.