

DOWNTOWN ST. LOUIS

THE CENTER OF IT ALL



GREATER
ST. LOUIS INC.



DOWNTOWN MOMENTUM

Downtown St. Louis is at the center of it all.

The geographic center of the St. Louis bi-state region.

The business center, home to over 2,300 companies.

The entertainment center with countless opportunities to cheer, gather, play and explore.

Downtown St. Louis has real momentum, powered by a mix of announced public and private investments with a value of more than \$2.2 billion. Downtown's residential population has grown by almost 40% over the past decade, adding thousands of new residents. On average, residents are younger and more educated than the metro area. Downtown continues its role as the city's most important economic anchor, hosting about a quarter of all private sector employment in the city.

Downtown St. Louis is poised for an economic resurgence with *Design Downtown STL*, the city-adopted comprehensive plan for Downtown St. Louis, and the *STL 2030 Jobs Plan*, an action plan for inclusive economic growth, as guiding frameworks for Downtown's next decade.

Downtown St. Louis invites you to be a part of the momentum. Join us at the center of it all.

DOWNTOWN STL BY THE NUMBERS

64,000
EMPLOYEES
WORKING
DOWNTOWN

2,300
Business &
government
employers

4
Coworking
spaces with
plans for more

\$2.2 BILLION
CURRENT INVESTMENT
IN DOWNTOWN
DEVELOPMENT
BUSINESS, RESIDENTIAL
& MIXED-USE

200
Options
for dinner
& drinks

10,000
Downtown
Population

29%
GROWTH IN
DOWNTOWN
POPULATION
2010-2020

1 U.S. NATIONAL PARK

GATEWAY ARCH NATIONAL PARK

The only National Park found within the downtown of any city in the U.S.

3 PRO SPORTS TEAMS

Joining the St. Louis Blues and the St. Louis Cardinals, St. Louis CITY SC will be kicking off in 2023 as one of Major League Soccer's expansion teams.

4 FORTUNE 1000 HEADQUARTERS

Combined annual revenues of over \$15 billion.

Peabody **spire** **STIFEL** **Ameren**

4 MAJOR INTERSTATES CONVERGE DOWNTOWN

Quick access to I-64, I-44, I-55, I-70

8 MUSEUMS

including City Museum - named by *Time Magazine* as one of the 'Fifty coolest places in the world' for kids.


A HUB OF THE REGIONAL ECONOMY

From startups to Fortune 1000 headquarters, Downtown St. Louis is a vibrant business hub. More than 2,300 business and government employers call Downtown home, providing jobs for more than 64,000 employees. Check out some of the key industries here...

GEOSPATIAL AND LOCATION INTELLIGENCE

The nearly \$2 billion western headquarters for the **National Geospatial-Intelligence Agency (NGA)** will open in 2024. This investment, a few blocks north of Downtown, has drawn geospatial tech companies to the city and has advanced St. Louis as the geospatial capital of the U.S.

GEOSPATIAL INNOVATION CENTER @ T-REX

Powered by 

The Geospatial Innovation Center at T-REX, Powered by Bayer, provides workspace for geospatial and location intelligence organizations and startups to collaborate and support the NGA.



The United States Geospatial Intelligence Foundation (USGIF) 's GEOINT Symposium is the largest annual gathering of geospatial intelligence professionals in the nation. The symposium will be hosted in Downtown St. Louis in 2021, 2023 & 2025.



CREATIVE ECONOMY

The creative cluster Downtown - consisting of digital arts, architecture and design, marketing, media, and communications - has been around for almost a century, capturing national attention and acclaim.



The concentration of creative firms located Downtown is **3X** greater than the metro's average.

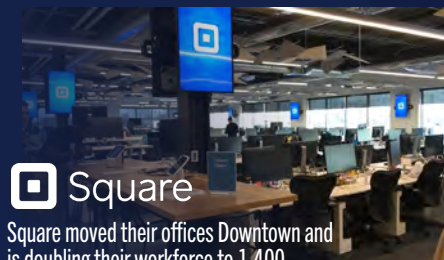



FINANCIAL SERVICES

Downtown is a major financial services center with headquarters or major operations of business including Bank of America, the Federal Reserve Bank of St. Louis, Stifel Financial, Wells Fargo Advisors, and U.S. Bank.



National accounting firms with Downtown offices include Deloitte, PricewaterhouseCoopers, and KPMG.

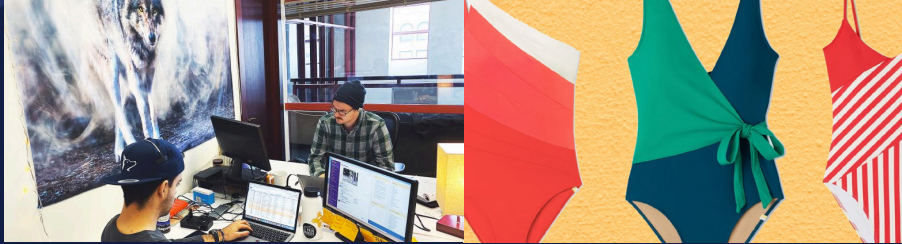


 Square

Square moved their offices Downtown and is doubling their workforce to 1,400.

CULTIVATING STARTUPS

Downtown's expanding startup ecosystem is building a new identity for St. Louis. Here are just a few examples of the many successful startups who are growing their businesses in Downtown St. Louis.



Balto

Developer of live call guidance software, Balto's AI platforms and real-time conversation analytics have innovated the sales call industry. This standout technology enables companies to meet customers' demands and boost sales in a new way. It also led Balto to a \$37 million, series B funding round in 2021, bringing their total funding to \$51.2 million.

SUMMERSALT™

This women-led start up launched in 2017 with size-inclusive, designer quality swimwear made from recycled materials at non-designer prices. Recently, Summersalt has grown to include additional apparel categories. They have built a very strong customer following which has helped them to raise a total of \$26.7 million in funding over four rounds.

“ Since moving our company from San Francisco in 2014, we have found Downtown to be the perfect central location of the St. Louis region to bring our whole team together. We started with six employees in flexible space at T-Rex. Since then, we have grown our team to 20 staff members and custom-built our 9,000 SF headquarters office in Downtown.”

ALEX HAIMANN
Partner and Head of Business Development, Less Annoying CRM

Less Annoying CRM

This customer relationship manager (CRM) software company was named “Best CRM Software” by U.S. News & World Report in 2020 and 2021, beating out Salesforce and HubSpot.

COWORKING & INCUBATORS



T-REX

The T-REX incubator provides space and support for more than 200 startups.

spark
ST. LOUIS

STL FUSION
A professional coworking space

TECHARTISTA
COWORKING CENTER

wework

CAPITAL ACCESS

ARCH GRANTS

Arch Grants offers 20 startups annually \$50K in equity-free grants to grow their business in St. Louis.

RAJ SINGH
Arch Grants Recipient
CEO & Co-Founder of
WayLit, Inc.

st. louis
DIVERSE BUSINESS ACCELERATOR

 Cultivation
— Capital —

6 SixThirty

DOWNTOWN ST. LOUIS IS THE PLACE TO START UP, STAND OUT, AND STAY.

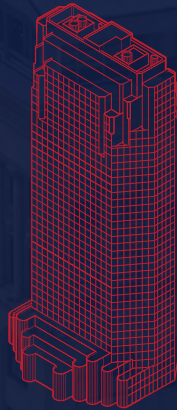
DOWNTOWN COMMERCIAL SPACE

CLASS A OFFICE

19% Total Vacancy
\$19.42/PSF Average Rent
6,299,496 SF Available

CLASS B OFFICE

20% Total Vacancy
\$16.95/PSF Average Rent
3,757,852 SF Available



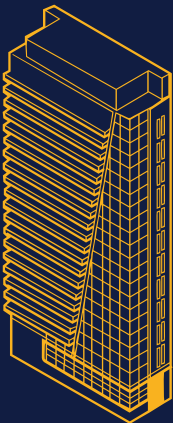
DOWNTOWN BUSINESS DISTRICT

Greater Downtown has the largest concentration of office space in the region, which includes 233 office buildings with a total of nearly 27 million square feet of space, accounting for 19% of the metro area's total office space.

AS OF 4Q 2020, DOWNTOWN LEASING COSTS AVERAGE NEARLY 1/3 LESS THAN THE REGION'S MOST EXPENSIVE SUBURBAN OFFICE CENTER.

RETAIL MARKET

Downtown St. Louis has 3.3 million square feet of retail options in a range of new, old, and mixed-use buildings and sizes supporting various shops, stores, and restaurants. With an 8% vacancy rate and an **average rent of \$17.43 PSF**, Downtown has great affordable spaces available.



HOUSING GROWTH

Residential housing units Downtown more than doubled between 2010 and 2020, and is **expected to grow another 11% by 2025**. Currently there are a number of new residential developments proposed or under construction, totaling over 2,000 units. This residential surge provides ample opportunities for people looking to live where they work. And with continued investment and expansion of cultural and entertainment facilities, they'll never be at a loss for exciting things to do.

AT THE CENTER OF IT ALL (LITERALLY)

The region's greatest attractions are located within Downtown St. Louis.



1 Major League Soccer Stadium

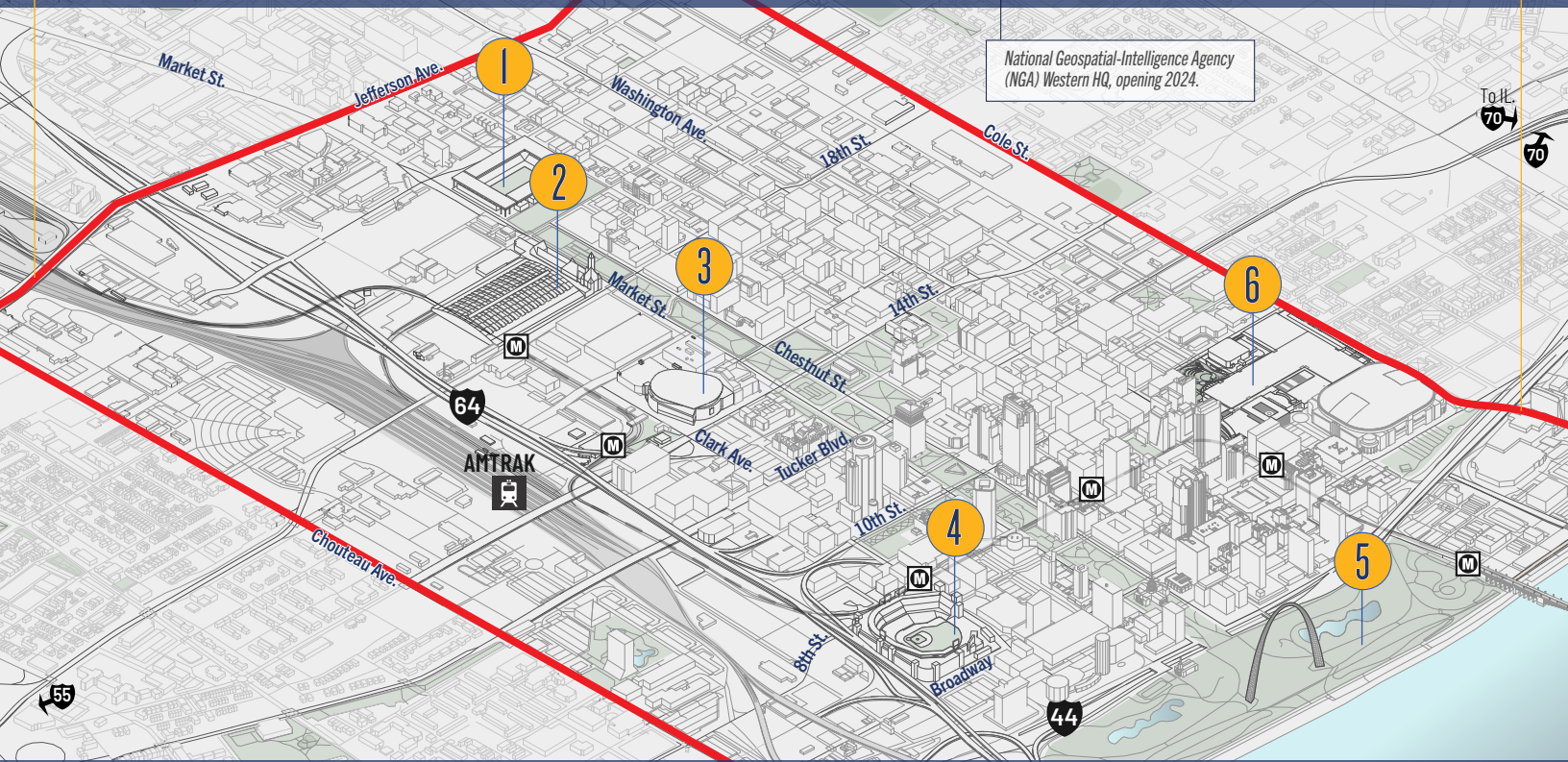
Construction on the \$461 million St. Louis CITY SC stadium began in February 2020 and will be complete for the start of the 2023 MLS season. The excitement for Major League Soccer Downtown has sparked an additional \$50 million in nearby Downtown West construction.

2 Union Station / St. Louis Aquarium

St. Louis Union Station has been completely revitalized in recent years, now featuring the St. Louis Aquarium with 1.3 million gallons of tank space, the 200 ft. St. Louis Wheel and a range of restaurants/entertainment options.

3 Enterprise Center

The 2019 Stanley Cup champion St. Louis Blues NHL team call Enterprise Center home. This 18,000 seat arena just underwent a \$42 million renovation. In addition to hockey and concerts, the facility is frequently chosen by the NCAA to host college championships and tournaments.



4 Busch Stadium

Home to the 11-time World Series champion, the St. Louis Cardinals, this \$365 million stadium opened in 2006 with seating for over 44,000 fans. The Cardinals have the MLB's second-highest home attendance record (2019).

5 Gateway Arch National Park

A \$380 million renovation and expansion to the Gateway Arch museum and grounds was completed in 2018. The beautiful 91-acre national park and a state-of-the-art museum perfectly complement the iconic Gateway Arch monument.

6 America's Center

St. Louis' convention center is currently undergoing a \$175 million renovation that will add 921,000 SF of usable space and a large outdoor pavilion.



AN ATTRACTIVE PLACE TO LIVE AND WORK

From restaurants to night life, museums to concert venues, iconic sports teams to an architectural icon, Downtown offers an endless list of amenities to those who live and work here. Add in the low cost of living and ample green space, Downtown St. Louis is the perfect place for urban living.



From America's Center to BB's Jazz, Blues & Soups, Downtown boasts **concert and event venues** to accommodate everything from major national touring acts to aspiring local artists.



Home to a number of St. Louis' favorite events including Sunrise Yoga, Q in the Lou, and Winterfest, **Kiener Plaza** is Downtown's busiest plaza. The 1.9 acre park has great views of the Gateway Arch and the Old Courthouse but the recent \$23.7 million redesign made it a beloved space for office workers and kids alike. The brand new visitor services building includes a retail space for STL-themed gifts and an on-site security station.



Ballpark Village, the sports-anchored, mixed-use district located next to Busch Stadium, provides restaurants & entertainment areas along with residential and office space. The \$260 million Phase II opened in 2020 with a 117,000 SF, Class A building and 29-story luxury high-rise.



Downtown museums offer something for everyone. The museums include The National Blues Museum, City Museum, Museum of Economy, Museum of Westward Expansion, Soldiers Memorial Military Museum, Cardinals Hall of Fame museum, among others.



Laclede's Landing is St. Louis' historic riverfront entertainment and dining district. The recent makeover added new businesses and parking, additional security and the signature cobblestone streets were refinished. Along with restaurants, bars and live music events, visitors can also try their luck at the casino or relax at the spa in a five-star Hotel.



Downtown's 2.9 acre, award-winning sculpture park, **Citygarden**, is an urban oasis containing 24 sculptures, 6 rain gardens and a 180 ft. pool with a 6 ft. waterfall made of Missouri limestone. Above the waterfall sits a restaurant space currently occupied by the popular local coffeehouse, Kaldi's Coffee.

ACCESSIBLE CONNECTIONS

Downtown St. Louis' central location in the region and its connectivity are two of the many reasons businesses continue to choose Downtown. **FOUR INTERSTATE HIGHWAYS** (I-44, I-55, I-64, and I-70) provide quick access to any part of the metro area and beyond. Getting around Downtown is now easier than ever as the city continues to invest in infrastructure that enhances multi-modal transit. New **INTERACTIVE KIOSKS** and information resources help people get to their destination. Brighter streetlights, connected with smart technologies, increase visibility for pedestrians and vehicles.

DOWNTOWN GREENWAYS

As part of the region's growing 128-mile network of greenways, the new **Brickline Greenway** will add up to 20 miles of accessible bike and walking paths through 17 neighborhoods in the city of St. Louis, including Downtown. Once fully complete, Brickline Greenway will connect the Gateway Arch with Forest Park and Fairgrounds Park to Tower Grove Park.

The **Mississippi Greenway** is an established 15-mile path that winds its way along the Mississippi Riverfront, through both sides of the flood wall.

16 miles of bike paths and three new protected bike lanes under development:

7th St. | Tucker Blvd. | 20th St.

90 Walkscore
Downtown is the most walkable area in the region.

Public Transit connects Downtown with the full metro area. It includes 3 MetroLink stops.

DOWNTOWN AIR SERVICE

Three airports service Downtown St. Louis - St. Louis Lambert International Airport, St. Louis Downtown Airport, and MidAmerican Airport. Two are within a 20-minute drive.



TRANSIT ACCESS

The Downtown AmTrak Gateway Station provides multimodal transport options for points beyond the region. This station is shared with Metro's Civic Center station with MetroBus, MetroLink and Greyhound access.

DOWNTOWN ST. LOUIS

JOIN US IN THE CENTER OF IT ALL

**GREATER
ST. LOUIS INC.**

314.231.5555

Downtown@GreaterSTLinc.com

211 N. Broadway, Suite 1300 | St. Louis, MO 63102