

# Your Dollars at Work



COMMUNITY IMPROVEMENT DISTRICT

VOL. 03

FALL 2016

FROM THE CHIEF EXECUTIVE OFFICER - DOWNTOWN STL

*Cleaner, Safer and More Inviting*



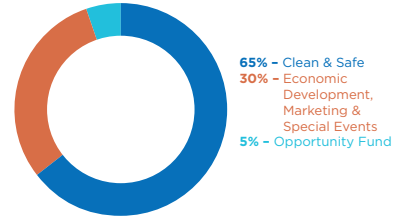
Downtown neighbors,  
I have been in my position for about 18 months and while I get to see the progress and momentum every day, at times the problems feel unsolvable. During times like this, it's important to remember that the Community Improvement District (CID) exists for you, the neighbors and property owners.

This report breaks down the expenditures and efforts of the CID, to make our streets feel and actually be, safe and inviting.

I am honored to lead this organization, proud to call you my neighbors and am empowered to help make a difference in Downtown St. Louis.

Missy Kelley

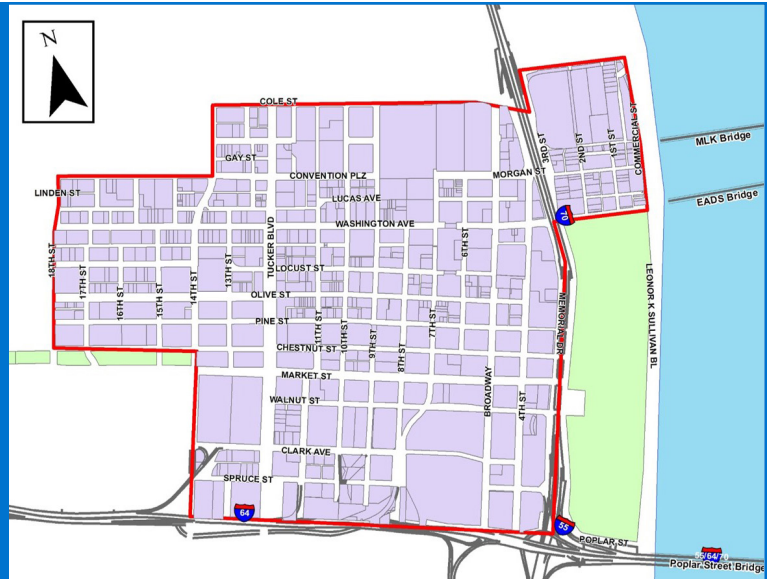
Community Improvement District FY17 Budget  
\$3,419,000



<p><b>Hospitality</b></p>	<p>The CID employs <b>13 FULL-TIME</b> Downtown Guides.</p>	<p><b>EVERY GUIDE</b> is equipped with a radio, connected to the CID Dispatch, to assist with quick issues and concerns.</p> <p><b>12,000+</b> citizen assists and escorts were logged by the Downtown Guides.</p>
<p><b>Safety</b></p>	<p>The CID paid <b>\$25,000</b> for 4,000 Downtown residents and workers to download the mobile safety application, <b>SafeTrek</b>.</p>	<p><b>\$200,000</b> is paid annually for the Downtown Bike Patrol's training, equipment, supervisor overtime and office space.</p> <p>The CID paid <b>\$48,345</b> for secondary officers, every weekend May - October.</p> <p>In the last 12 months, the CID has paid <b>\$166,000</b> for the purchase and installation of <b>16 cameras</b> in Downtown.</p>
<p><b>Beautification</b></p>	<p>CID dollars fund a full-time <b>Certified Arborist</b> who maintains <b>280 hanging baskets, 255 planters and 1,200 trees</b> throughout Downtown.</p>	<p>Trees in the CID <b>intercept</b> over <b>700lbs</b> of <b>air pollution</b> each year.</p> <p>We expanded the <b>life span of numerous trees</b> in the CID, through a <b>new structural cell</b> which added <b>rooting space</b> underneath the pavement.</p>

# Your Dollars at Work

Your CID is a 180-square block area located in the center of Downtown, St. Louis. The District is committed to the vitality of investment, business, residential, entertainment and hospitality in the core of Downtown St. Louis.



## Maintenance



The CID employs **10 Full-Time** Clean Team Members, who work 7 days/week for 2 shifts/day.

**3,573**

maintenance issues were addressed by the **Clean Team**, including:

- Graffiti Removal
- Overflowing Trashcans
- Street Debris



**1,405**

issues reported to the Citizen Service Bureau and

**1,148**

issues have been resolved, including:

- Potholes
- Street & Traffic Lights
- Damaged Curbs



**190 lbs** of cigarettes have been **collected and recycled**, via **65 Terracycle** receptacles.



## Economic Development

**\$100,000** is paid annually to support the innovation efforts of **Arch Grants** and the **Technology and Entrepreneurship Center**.



**40+ Banners** were installed around **Downtown St. Louis**, promoting the **innovation community**.

Working to make Downtown St. Louis a **gigabit fiber community**, which is more than **20X Faster** than the infrastructure currently implemented.



## Community Engagement



Support nearly **15 Organizations** by holding **Boards of Director** positions, assisting in **safety, economic development and marketing**.

Support the Downtown Neighborhood Association with a sustaining grant of **\$20,000** which has helped the group grow to **650+ Members**.



**100+** emails sent to a database of **7,000** followers, promoting weekly events and street closures.

Social media audience has grown to nearly **150,000** followers:

- 52,000 on Twitter
- 28,000 on Instagram
- 68,000 on Facebook

