**Your Dollars at Work**

**COMMUNITY IMPROVEMENT DISTRICT**

**LETTER FROM MISSY KELLEY, CEO, DOWNTOWN STL, INC.**

**Downtown Community.**
The CID exists to supplement City services in the areas of Beautification, Safety, Marketing and Economic Development. In mid-March we shifted direction in our safety efforts, adding supplemental police patrols during daytime hours. As part of this shift, we eliminated the Downtown Guide program. This newsletter summarizes activity from October through mid-April, so it is inclusive of the work of the Guides through March 14th. There is also preliminary information on the daytime foot patrols.

While there has been a heavy focus on safety, we continue to be a catalyst for economic development, residential growth and place-making. There is currently $800M in development underway in Downtown and Downtown West. We are actively engaged with businesses and developers interested in Downtown, and we are contributing at various levels to place-making efforts throughout the CID. The positive momentum continues as our residential growth rate continues to climb. Enjoy Spring in Downtown St. Louis!

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<table>
<thead>
<tr>
<th>Community Improvement District FY17 Budget</th>
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<tbody>
<tr>
<td>$3,419,100</td>
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<tr>
<td><strong>60%</strong> – Clean &amp; Safe</td>
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<tr>
<td><strong>28%</strong> – Economic Development, Marketing &amp; Special Events</td>
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<tr>
<td><strong>5%</strong> – Opportunity Fund</td>
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<td><strong>7%</strong> – General Admin</td>
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**Hospitality**

- The Downtown Guides completed over **13,000** citizen assists, October 2016 – March 14, 2017.
- 8 secondary officers, walking a daytime foot beat, Monday – Friday.
- Conduct countless “contact and warn” actions, totaling nearly **300 violations**.
- Have engaged **95%** of restaurant owners and **80%** of “non-entertainment” businesses in Downtown.
- Have distributed more than **700** business cards to the community.
- Average **6 miles** patrolled per 8 hour shift.
- **$185K** is paid annually, for the Downtown Bike Patrol’s training, equipment, officer overtime and office space.

**Safety**

- **Approximately $205K** is dedicated annually, towards beautification services.
- 165 hanging baskets, **200** planters and **1,200** trees.
- Trees in the CID, absorb **5,000** gallons of gasoline CO2 emissions per year.

**Beautification**

- **$205K** is dedicated annually, towards beautification services.
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.

Maintainance

Since October, 3,183 maintenance issues have been addressed by the Clean Team, including:
- Graffiti removal
- Overflowing trash cans
- Street debris

Since October, 542 issues have been reported to CSB and 80% have been resolved, including:
- Potholes and poor road surface conditions
- Street & traffic lights
- Damaged curbs

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

Economic Development

Projects recently announced or under construction:
- Ballpark Village Phase 2: $220M
- Railway Exchange Redevelopment: $250M
- Jefferson Arms Redevelopment: $104M

Residential growth continued in Downtown, with a 7.6% increase from last year.

New companies expanded or moved Downtown:
- Nestle Purina
- Momentum Worldwide
- Microgrid Energy
- Brado Creative Insight
- Coolfire Solutions
- Tucker Ellis

Community Engagement

Contracted with a cinematographer, who has begun producing videos, highlighting the extraordinary & everyday stories of our Downtown.

Support more than 200 events annually, through promotions, networking and logistics.

Social media audience has grown to nearly 162,000 followers:
- 60,000 on Twitter
- 33,000 on Instagram
- 69,000 on Facebook

CID dollars and the staff of Downtown STL, Inc., catalyze development projects and support neighborhood businesses and residents.