Downtown Community,
The CID’s scope includes Economic Development and Marketing, Safety, and Beautification of Downtown St. Louis. One of the biggest challenges we face in supporting economic development is the perception of our Downtown, often formed by mass media rather than direct experience. We recently launched #mySTL, a platform for content that tells the rest of the story. Visit mySTLcity.com or @mySTLcity on Facebook or Twitter to learn and share about the people and experiences that make Downtown a vital regional hub in the midst of transformation. Join us Downtown this holiday season at Winterfest in Kiener Plaza. Happy Holidays!

Missy Kelley
CEO - Downtown STL, Inc.

Community Improvement District FY17 Budget

- 61% - Clean & Safe
- 28% - Economic Development, Marketing & Special Events
- 5% - Opportunity Fund
- 6% - General Admin

$3,654,236

Engaged more than 3,600 visitors.

- Business Checks
- Homeless Assists
- Directions

More than 1,650 in-person interviews with downtown businesses

Distributed more than 10,000 Neighborhood brochures

8 secondary officers, walking a daytime foot beat, Monday – Friday

850 Close Watch Patrols for high traffic areas

$185K is paid annually, for the Downtown Bike Patrol’s training, equipment, officer overtime and office space

2 secondary officers, patrolling in the entertainment district Friday & Saturday evenings

Trees in the CID, absorb 5,000 gallons of gasoline CO₂ emissions per year

Holiday Highlights:
Winter beautification displays and seasonal ornaments at 8th & Olive

165 hanging baskets, 200 planters and 1,200 trees
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

Since March, 1,370 maintenance issues have been addressed by the Clean Team, including:
- Graffiti Removal
- Overflowing Trashcans
- Street Debris

Since March, 150 issues have been reported to CSB and 75% have been resolved, including:
- Potholes and poor road surface conditions
- Street & traffic lights
- Damaged curbs

Year-to-date, 360 lbs. of cigarettes have been collected and recycled, via 65 Terracycle receptacles

Economic Development

2 Hotels under construction
4 Hotels approved
200 Apartments under construction

More than $1 Billion in planned developments

6 Designers selected from 43 Applicants across 11 States moved into Fashion Incubator filling 7,500 square feet on Washington Ave.

135 attendees and 30 companies at Summer Intern Event

Community Engagement

Shifting the perception of Downtown by sharing the untold stories @mySTLcity and mySTLcity.com

Host 30 and support 200 events annually, making Downtown a fun and vibrant destination

Annually, 120+ emails sent to a database of 16,000 followers, promoting weekly events and street closures

Social media audience has grown to nearly 175,000 followers:
- 72,000 on Facebook
- 66,600 on Twitter
- 36,600 on Instagram