ONE SQUARE MILE
It’s been a year of transformation for the one square mile that is Downtown St. Louis. Signs of progress are everywhere, from street construction to building redevelopment to people filling the beautiful green space of the Gateway Mall. As the reconstruction of the Arch grounds comes to a close, as Kiener Plaza bustles with events, and as children play and workers lunch, we are seeing the fruits of the investment in the core of Downtown.

In 2000, we had more than 150 empty buildings in Downtown St. Louis. Today, there are fewer than two dozen. Culture, commerce and community make Downtown a great destination for visitors from across the world, workers from across the region and residents who call the area their home.

One of the most exciting indicators of our progress is the presence of construction cranes in Downtown once again. When millions of viewers across the country watch Cardinals baseball on television, they see cranes in the background — a sight that’s gone unseen in years past. This is one subtle yet significant cue to the nation that St. Louis is back and has a lot to offer.

All in one square mile.

Message from the CEO

One. Square. Mile.

President & CEO, Downtown STL, Inc.

Missy Kelley

The financial statements above are condensed versions of full audited statements available at www.downtownstl.org
### Major Lease Transactions in the past year:

<table>
<thead>
<tr>
<th>TENANT</th>
<th>SF</th>
<th>ADDRESS</th>
<th>LEASE TYPE</th>
</tr>
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<tbody>
<tr>
<td>PwC</td>
<td>50,000</td>
<td>601 Clark Ave.</td>
<td>New Lease</td>
</tr>
<tr>
<td>T-Rex</td>
<td>30,654</td>
<td>911 Washington Ave.</td>
<td>Expansion</td>
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<tr>
<td>Williams Venker &amp; Sanders</td>
<td>22,061</td>
<td>100 N. Broadway</td>
<td>Renewal</td>
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<td>Simon Law Firm</td>
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<td>800 Market</td>
<td>Renewal</td>
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<td>AECOM</td>
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<td>Missouri State Public Defender</td>
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<td>1010 Market St.</td>
<td>Renewal</td>
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<td>Phoenix Creative</td>
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<td>Expansion</td>
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<td>KPMG</td>
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<td>Foresight Energy</td>
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<td>211 N. Broadway</td>
<td>Renewal</td>
</tr>
</tbody>
</table>

### Leasing Statistics

- **Office Occupancy Rate:** 80%
- **Class A and Class B office space:** 11 million sq. ft.
- **85,000 Workers**

### Largest Firms

- **Accounting Firms:** 9 out of 10
- **Advertising, Marketing and PR Firms:** 7 out of 10
- **Architecture Firms:** 6 out of 10
- **Law Firms:** 7 out of 10

### Largest Firms Comparison

- Downtown: 9 out of 10 in Largest Firms
- Rest of the Region: 7 out of 10 in Largest Firms

### Quotes

- **Mike Konzen, PGAV Destinations:**
  "As a principal for a firm that imagines and creates destinations around the world, we recognize and appreciate places that encourage creativity, collaboration and interactivity. PGAV has been a part of Downtown St. Louis for over 40 years and we look forward to building on the qualities that attract this feeling of community where businesses, locals and visitors enjoy all that Downtown St. Louis has to offer."

- **Tom Minogue, Thompson Coburn:**
  "Downtown St. Louis is the heart of the region. We are proud to continue both our presence and support of Downtown, and we thank Downtown STL, Inc. for playing a leadership role in championing Downtown as a great place to live and work."

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**“When the Downtown Now plan was done back in the year 2000 we had over 150 empty buildings in downtown. Now we have less than two dozen.”**

– Missy Kelley – President & CEO, Downtown STL Inc.

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**“Downtown St. Louis is the heart of the region. We are proud to continue both our presence and support of Downtown, and we thank Downtown STL, Inc. for playing a leadership role in championing Downtown as a great place to live and work.”**

– Tom Minogue, Thompson Coburn
Downtown St. Louis is the heart of the creative ecosystem for the region. As 9 of the top 10 largest advertising/marketing/PR firms in the region are Downtown, this provides a solid base for the community. Revitalization of the Garment District, as well as the rise of supportive spaces and organizations in Downtown, is setting the stage for additional opportunities to grow this ecosystem.

**Garment District: Place-Making and Revitalization**

Following the creation and success of the Saint Louis Fashion Fund in 2017, Downtown STL, Inc. partnered with the Fashion Fund, SLDC, and City of St. Louis to create a sustaining ecosystem for both the fashion incubator’s designers and the growing fashion cluster in the region. After issuing a joint RFP that received over 20 responses from across the country, Martinez and Johnson/BJH Advisors will be leading the place-making initiative. The project, which is kicking off this summer, will result in adoptable and implementable plans to create a whole ecosystem for creative companies in the western end of Downtown along Washington Avenue and the surrounding area.

**Support Spaces and Organizations for Startup Creative Companies**

For companies just starting out, access to affordable and collaborative space is important for success. Downtown St. Louis continues to grow in the amount of flexible creative space that’s available to small companies. In addition to current co-working spaces at Industrious, T-Rex, and Regus, this year brought and is bringing additional new entrants, Covo and Serendipity Labs, to the creative space scene. For companies that outgrow shared work spaces and incubators, Downtown St. Louis offers relatively low-cost spaces in a dynamic environment that make it perfect for small companies currently scaling up.

Support organizations in the Downtown creative ecosystem are also vital for success of the fledgling companies. Downtown St. Louis is home to many of the organizations used to help out startup companies, including many creative companies, in the region. Such heavy hitters include T-Rex, the Saint Louis Fashion Fund, Arch Grants and ITEN.

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"Downtown St. Louis has been a great place to continue growing and evolving my business. There is a growing ecosystem here to support the expansion of my line, and with all the effort in creating a creative community, I am hopeful for its future."

– Reuben Reuel, DEMESTIK
NEW MOBILITY OPTIONS

This year, two new initiatives were created that provide comprehensive, accessible and equitable solutions to enhance mobility in the urban core and solve the issue of last mile transportation in Downtown.

E-Cab

• As a pilot program for Downtown mobility, e-Cab soft launched in mid February 2018, with a full launch on March 1st
• 5-passenger vehicles
• Runs 10 AM - 2 PM, Monday - Friday, 5 PM - 9 PM, Monday - Saturday
• 8,000+ Passengers from March 1 - May 31
• Service has demonstrated a demand for long-term, on-demand mobility options
• Bi-State is designating Downtown St. Louis as a “community mobility zone” as part of their Metro Reimagined study, which will look at how to sustain a more flexible mobility service

Bikeshare

• Launched in April 2018
• Downtown is a focal node in the dockless system, which allows bikes to be left wherever convenient
• 35,000+ rides in the City of St. Louis in the first three weeks of operation

“This has been a pleasure collaborating with Downtown STL, Inc. on new initiatives this year, from studying the e-Cab pilot to determine new service for Downtown, to input on bike-share implementation. We look forward to continued collaboration as we move forward with reimagining mobility in St. Louis.”

– John Nations, Bi-State Development

mySTL Video

E-Cab mystlcity.com/ecab-pilot-program

Bikeshare mystlcity.com/stl-bikeshare

Video
Downtown St. Louis is not only the major destination for attractions and events in the region, but many visitors’ first impression of our city comes from what they see here. This year is shaping up to set the standard for new experiences. After several years of intense redevelopment, the $380 million City Arch River Project is opening in July 2018 and will host Fair St. Louis, which will take place in Downtown for the first time since 2013. The Union Station redevelopment underway will add an aquarium, Ferris wheel, and other attractions, and is slated for completion in 2019. These new attractions are a winning combination for Downtown when paired with events and engagement. Downtown STL, Inc. creates, sponsors or assists with over 200+ events annually in Downtown, from Q in the Lou to our popular Lunchtime Live series, and we engage the community through our social media efforts.

“Downtown St. Louis is the primary entertainment and visitor destination in the region. Along with many new or recently improved attractions in Downtown, we are delighted to add momentum with the new aquarium opening in Union Station next year.”

– Bob O’Loughlin, LHM

“In July, we open the new Gateway Arch experience as a part of our CityArchRiver project. Eight years ago, this was a vision for what Downtown St. Louis could be, and today we see it coming to fruition, with amazing development going on around our project area. Whether we look to amazing projects like Ballpark Village Phase 2 or the new aquarium at Union Station or the Soldier’s Memorial renovation, or whether we count the nearly 2,000 new apartments and condos being built right now or the 6 new hotels coming in. What we see is a vision being realized, and we look forward to all of the tourists and new residents experiencing a new Downtown St. Louis!”

– Eric Moraczewski, Gateway Arch Park Foundation

Free Music? Where to Find Free Concerts Downtown this Summer
mystlcity.com/free-concerts
NEW DEVELOPMENT

Downtown is under construction—not just in the streets but also because of the many projects under development. After many years of planning, Phase Two of Ballpark Village broke ground in 2018, and is bringing 200+ new apartments and hotel rooms while also creating a new, lively district within Downtown St. Louis. One Cardinal Way, the 297-unit apartment tower in Ballpark Village, is already 20% pre-leased only a few months after breaking ground.

Other major projects are advancing, potentially bringing thousands of new residents and numerous visitors to Downtown. Downtown STL, Inc. advocates for and supports this development, which will bring additional vitality to the region.

- First new Class-A office building since 1989 under construction
- 2,000 new residential units planned or under construction
- Over 900 new hotel rooms planned or under construction

Hotel Indigo

The Last Hotel/International Shoe Building

Monogram

Phase Two of Ballpark Village Breaks Ground
myStlcity.com/ballpark-village
A PLACE FOR RESIDENTS

With new development comes new residents. Downtown St. Louis grew again this year, reaching 9,609 residents within Downtown and Downtown West. Two new apartment projects, Gallery 1014 and The Beatrice, opened this year, bringing about 50 new residents to Downtown. New developments coming online over the next several years are expected to add over 1,000 new units, and will likely continue to drive Downtown’s population growth trajectory upwards.

Getting involved and helping facilitate community building and improvement is key to Downtown’s continued success as a rising residential destination. Downtown STL, Inc. helps support attraction and retention initiatives through events such as the Downtown Living Tour.

- **9,609** Residents in Downtown St. Louis
- **92.4%** Residential Occupancy Rate
- **89** Walkscore, highest in St. Louis

"As a resident of 15 years in Downtown St. Louis, I value building a cohesive, safe, welcoming, and growing community in the neighborhood. Downtown STL, Inc. has been both a great resource for the community, and a catalyst for improving the quality of life for those of us who live here."

— Karen Leverenz, Downtown Resident

Downtown Living: Available Apartments for Every Style
mySTLcity.com/Downtown-apartments
Safety
Currently, secondary police officers from SLMPD conduct foot beat patrols for prevention and enforcement of crimes in the Downtown Community Improvement District (CID). We implemented a safety initiative to assist property owners with frequent building security checks during periods of heightened activity.

- Secondary police are dedicated to patrolling the entertainment district on Friday and Saturday evenings and late at night
- Secondary police enforce “quality of life” matters in the CID
- More than 6,400 business visits conducted
- 3,900 close watch patrols
- 5,000+ citizen escorts

Established a Security Think Tank in 2017:
In an effort to improve the safety and security climate in our Downtown area, we established the Downtown STL Security Advisory Council (D-SAC) — an internal think tank of past and current leaders to research, assess and advocate for Downtown St. Louis constituents on major topics concerning safety and crime. Our mission is to draw upon the collective experiences of D-SAC members and examine issues affecting the security and the perception of security in the Downtown St. Louis area.

Security Communication Exchange Network:
Downtown STL, Inc. will reinstitute the Downtown Radio Communication system in the summer of 2018. Property management companies, business institutions, apartment buildings and private security providers will be linked by a common digital radio frequency.

Maintenance
The Clean Team, staffed by Downtown STL, Inc., is dedicated to keeping the streets of Downtown St. Louis clean and inviting through an aggressive sidewalk and street-level cleaning program. Additionally, in partnership with the St. Louis Cardinals and the St. Patrick Center, Downtown STL, Inc. employs a Green Team to collect and sort recyclable materials around Busch Stadium before, during and after every home game.

- 13 Members
- 7 days per week
- Nearly 3,000 maintenance, trash and graffiti removal actions taken annually

Beautification and Infrastructure
Downtown STL, Inc. employs a full-time certified arborist who oversees the growth and maintenance of 265 hanging baskets, 120 sidewalk planters and 1,200 trees throughout Downtown. Additional services offered by the beautification staff include tree inventory reports and consultation to the City and developers on streetscape and construction projects.
One square mile of vibrant and diverse urban landscape, Downtown St. Louis is where culture, commerce and community thrive.

Discover all the incredible stories on mySTLcity.com

The rest of the story.
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Chris Zimmerman  
President & CEO, St. Louis Blues
serves as the catalyst for creating and promoting a Downtown that attracts investment, economic activity and vibrancy at the hub of our region. We also manage the Community Improvement District, which supplements city services to make Downtown St. Louis a cleaner, safer and more inviting place.

For More Information  314.436.6500 | Downtownstl.org