CID Property Owners
December Meeting

NOVEMBER 13, 2018
Purpose of Meeting
CID Management Plan

The CID Management Plan is the framework for providing services within the District. The budget is broken into 3 major buckets:

- **65%** Security, Maintenance & Beautification
- **30%** Marketing & Economic Development
- **5%** Opportunity Fund
Operational Efficiencies

❖ Office Moves

❖ Outsourcing
eCab Updates

❖ Pilot ended in June 2018:

❖ Over 12,000 rides were carried

❖ 80% rated it 5 stars

❖ Next step: Bi-State is incorporating similar service into Metro
Re-Imagined plans being released in 2019
Garment District Update

- Project aim: to revitalize the historic Garment District in St. Louis
- Current status: working on a placemaking/economic development plan
Community Outreach in Summer 2018

❖ Dozens of stakeholder interviews conducted
❖ Hosted two community open houses
❖ Conducted a fashion industry roundtable

❖ Currently collecting data through our survey on our website: downtownstl.org/garmentdistrict
Garment District Update

❖ Upcoming in 2019:

❖ Report will be released in January

❖ Tactical urban interventions coming in Spring 2019

❖ Additional support for attracting new related businesses
Event Updates

TWO INTERN EVENTS

LUNCHETIME LIVE!
#mySTL Overview

- #mySTL shares positive stories about Downtown St. Louis
- Businesses and people who live, work and play in Downtown
- Content delivered through digital targeting
- Shape perceptions and drive behaviors
#mySTL Updates

**mySTL Site**
- 24,666 Total Sessions
  - ↑ 312% from previous period
- 20,444 New Users
  - ↑ 340% from previous period

**DSI Facebook**
- 20,600 Average Daily Reach
  - ↑ 64% from previous period
- 1,523 Shares
  - ↑ 28% from previous period

**DSI Instagram**
- 29,586 Likes
  - ↑ 107% from previous period
- 483 Comments
  - ↑ 140% from previous period

**DSI Twitter**
- 849,000 Impressions
  - ↑ 72% from previous period
- 2,090 Mentions
  - ↑ 78% from previous period
#LightMySTL

❖ **Goal:**
  ❖ Improve perception of safety
  ❖ Improve actual safety

❖ **Strategy:**
  ❖ Light streets and sidewalks
  ❖ Colored strips used for branding and to direct pedestrian traffic at peak times
  ❖ Smart City infrastructure for future IOT devices
#LightMySTL
Security and Urban Space Update

NOVEMBER 13, 2018
Security Update

❖ Primary Issues
❖ CID Safety Initiatives
❖ Park Smart Campaign
❖ Investment in Secondary Security
Beautification Update

❖ Beautification Manager Kelly Yeager Retired in August

❖ Outsourced Contractor: SFP Landscaping, Inc.

❖ Clean Team Increased Responsibilities
Clean Team Beautification Efforts

Tree Pruning and Weed Maintenance on Daily Routes
Maintenance Updates

❖ Monitor and report road construction issues
  ❖ Meetings Ameren Team and Streets Dept.

❖ Implemented New GPS database reporting system
  ❖ 2,327 maintenance issues addressed by Clean Team
  ❖ 292 issues reported to CSB and 80% have been resolved