



DOWNTOWN COMMUNITY
IMPROVEMENT DISTRICT

July 13, 2020

Dear Downtown Community Improvement District Property Owner,

For nearly twenty years, the Downtown St. Louis Community Improvement District (CID) has worked hard to make Downtown an attractive place for businesses, residents, and visitors. Supplementing City services in beautification and safety efforts has been the hallmark of our work. In addition to picking up trash, planting and maintaining the trees and flowers, Downtown has the only St. Louis Metropolitan Police Department Bike Unit in the City of St. Louis because of the funding our CID provides.

In addition to these urban space efforts, the CID has catalyzed economic revitalization, including financial support for Arch Grants, T-Rex, the St. Louis Fashion Fund, and the many special events that bring thousands of people to our Downtown each year. During the COVID-19 pandemic shut-down, your CID gave \$100,000 in grant money to small businesses within the CID and \$20,000 to CID restaurants to make meals for frontline hospital workers.

*As the term of the current CID draws to a close, and considering the economic impact of the pandemic, we are recommending significant changes to our CID, effective January 1, 2021. **

- **Streamline services to focus only on urban space matters:**
 - **Safety:** The SLMPD Downtown Bike Unit is the only daily full-time bike unit supporting an area of St. Louis City. This bike unit exists in Downtown because of the financial support of our CID, paying for their equipment, training, and sub-station on Washington Avenue. Without the CID, we would lose the bike unit. Additional safety funds may be allocated to safety infrastructure, such as better lighting, cameras, and barricades to prevent cruising and high speeds on main thoroughfares.
 - **Beautification:** Trees, flowers, hanging baskets, Clean Team sweeping trash off sidewalks and topping off trash cans between City trash pick-up. Removing 1st floor graffiti, power-washing sidewalks, reporting streetlight outages and damaged curbs and sidewalks to the City Streets Department.
 - **Infrastructure:** Funds can be used to improve lighting, repair sidewalks, redevelop streets, such as Tucker, 7th Street, or repairs and maintenance for redeveloped streets like Washington Avenue.
- **Reduce the assessment by 23%:**
 - Even with this reduction, the amount of funding allocated to beautification, safety, and infrastructure will be greater than what is currently spent on these services. This is due to eliminating marketing and economic development from the CID scope of services. (These will be handled by another organization, as noted below.)
- **Staff the CID:** Management of the CID will be executed by staff hired by the CID board. In previous terms, management was outsourced. Property owners will have more direct control over spending with a staff that reports directly to the CID board.
- **A CID Board that is representative of geography and industry:** The new CID board will have 11-15 people, including representatives from Downtown, Downtown West, Laclede's Landing, and diverse asset classes including residents, business owners, property owners, and attractions. There will be no elected officials and no ex-officio members.



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You will note that Marketing and Economic Development will no longer be services of the Downtown CID. **Effective January 1, 2021, Downtown STL, Inc. (DSI) will focus solely on their mission to catalyze growth and vibrancy in Downtown St. Louis.** DSI will work with brokers, realtors, and the other regional economic development organizations to retain and attract business to Downtown. These efforts will include support for catalytic organizations such as Arch Grants, T-Rex, the Fashion Fund, and other entities that support business attraction, innovation, and job growth in the region. DSI will increase efforts to tell positive stories about Downtown through earned media, advertising, and digital marketing efforts.

The combined work of the Downtown CID and Downtown STL, Inc. will yield greater results, with each entity focusing on its strengths and the two organizations working in close collaboration to maximize dollars and results.

In the coming weeks, you will receive a packet that includes two petitions:

- 1) **Petition to amend the term of the CID:** Authorizes the extension of the CID term to December 31, 2041. The 20-year extension makes it such that property owners don't have to sign two petitions every time they renew or revise the assessment, and minimizes legal and administrative costs. This does not mean property owners are committing to paying the assessment for 20 years, it simply means they have the option to renew the assessment because there is a CID in place.
- 2) **CID Assessment petition:** Authorizes the reduced CID assessment, effective January 1, 2021 through December 31, 2031.

In order to reduce the assessment and increase investment in safety, beautification, and infrastructure projects in the CID, please sign (with notary) and return the petitions upon receipt. Should you have any questions or concerns, please reach out to Missy Kelley at 314-335-2306, mkelley@downtownstl.org.

Sincerely,

Eddie Pohrer, St. Louis Parking
CID Chair

Garrick Hamilton, KDG (FKA, Koman Group)
CID Treasurer

Laura Radcliff, Stifel
CID Secretary

Margaret McDonald, HOK
Immediate Past Chair

Donna Erbs, Anders
At-Large Executive Committee member