From the Mayor

I am so honored to be the Mayor of St. Louis at a time of so much momentum. There are cranes in the sky and construction dumpsters at the curbs. All over the City, we are breaking ground and cutting ribbons on exciting new projects. We have new entertainment destinations in the works, new housing making our neighborhoods even more vibrant and new hotels and convention center space coming online that will keep us competitive for convention and tourism business. Overall, we have nearly $10 billion in economic development projects either recently completed or underway across the City.

Our strength is in our people, our communities, our businesses and our attractions. We are the home of exciting and innovative startups, and their creative owners and employees. We are truly a place to Start Up, Stand Out and Stay.

Our number one focus is improving the quality of life for everyone who calls St. Louis home. We are doing that through our strategies on economic development, which drive investment and growth throughout our 79 neighborhoods. We continue to prioritize neighborhood safety, racial equity, reducing vacancy and improving service delivery.

Thank you to all of the entrepreneurs, the makers, the doers and City employees who work hard every day to make our City the special place that it is.

I am so proud to serve as Mayor of this wonderful place that we call home.

Lyda Krewson

Operation Clean Sweep

Operation Clean Sweep is a large-scale North Side neighborhood clean up initiative, spearheaded by Better Family Life with support from the Regional Business Council (RBC). On Clean Sweep days, hundreds of volunteers demolish abandoned buildings, cut down dead trees and remove debris. The volunteers include community residents, employees of RBC member companies and City workers, often cheered on by Mayor Krewson. Clean Sweep re-kindles a sense of pride in the challenged neighborhoods and fosters a spirit of cooperation that extends beyond the much-needed physical improvements.

ON THE COVER

The City’s skyline has a new icon. Standing 200 feet tall, it’s called The St. Louis Wheel. The Ferris wheel, which has 42 gondolas, is part of Lodging Hospitality Management’s $187 million redevelopment of Union Station.

Build-A-Bear President and CEO Sharon Price John is moving downtown. Next year, her company’s global headquarters will relocate to the Grand Central building, adjacent to Union Station. Build-A-Bear has more than 450 stores worldwide where shoppers can create customizable furry friends.

Antoinette Carroll, Creative Reaction Lab, serves on the St. Louis Equitable Economic Development Strategy advisory committee along with other community leaders.

The Magic House @ MADE is a new hands-on makerspace for children. The museum’s satellite space is located on the second floor of MADE, 5127 Delmar Boulevard. Designed for creation and innovation, MADE offers members equipment, instruction and camaraderie.

Ecstatic St. Louis Blues fans celebrated their team’s first Stanley Cup win during the victory parade. Photo by Dilip Vishwanat | SLBJ.
I’ve had the privilege of leading SLDC for more than six years and I’ve never been more optimistic. In December, we concluded the transfer of 97 acres for the Next NGA West location, where the NGA and Army Corps of Engineers will begin construction of the new facility by the end of the year. Other exciting projects include the second phase of Ballpark Village, the aquarium and Ferris wheel at Union Station, the Armory, the Foundry and construction of new hotels and residential properties throughout the City.

I am also excited that St. Louis is emerging as the nation’s center for excellence for geospatial technology and that we continue to grow our thriving geospatial ecosystem.

There’s a growing realization that equity and inclusion across the entire socio-economic spectrum are essential to our sustained economic success. So the City has been working with an outside consulting group to develop an Equitable Economic Development Strategy that will guide our investment and policy decisions.

An Opportunity Zone Community Capacity Building grant from The Rockefeller Foundation will help us attract private investment in economically distressed areas.

As we come to the conclusion of another year of excitement and accomplishment, including the Stanley Cup, the Major League Soccer expansion team announcement and the arrival of XFL football in 2020, I want to extend my gratitude to the Mayor, her staff, the Board of Aldermen, the SLDC staff, members of all affiliated development boards, other City departments and the region’s economic development community for their dedication and support.

Working together we can create and retain more good jobs, support existing and new businesses, and provide economic opportunities that will build a better future for all St. Louisans.

Otis Williams

St. Louis Development Corporation

ROLES AND SERVICES

St. Louis Development Corporation (SLDC) is the City’s economic development arm. SLDC’s mission is to stimulate the market for private investment in City real estate and business development and improve the quality of life for everyone who lives in, works in and visits St. Louis.

- Real estate management, site assembly, preparation and development
- Neighborhood and Commercial District development
- Port development and management
- Support and administration of City economic development incentives, boards and authorities
- Minority- and Women-Owned Business inclusion and support
- Business Assistance Center
- Coordinate regional economic initiatives impacting the City

MINORITY BUSINESS DEVELOPMENT

356
M/WBEs working on City projects

84
Firms certified

82
Projects monitored

$1.4 billion
Total incentivized projects

COMMERCIAL DISTRICT IMPROVEMENTS

92
Neighborhood businesses assisted

$1 million
Facade grants committed

61
New jobs created

212
Total businesses impacted

BUSINESS ASSISTANCE CENTER

562
Clients served

414
Graduated business licenses

385
Occupancy permits
2019 Mayor’s Business Celebration Luncheon Award Winners

BUSINESSES OF THE YEAR
► Brandin Vaughn Collection
► Chameleon Integrated Services
► Chocolate Chocolate Chocolate Company
► City Boutique
► Greensfelder
► Growing Green
► VP Square and Café Mochi

INNOVATION AWARDS
► 1904labs
► Evolution St. Louis
► Geosaurus Powered by Bayer
► GiftAMeal

QUALITY OF LIFE AWARDS
► City Museum
► MADE
► St. Louis Bicycle Works

DEVELOPERS/DEVELOPMENTS OF THE YEAR
► Ballpark Village Phase II
► The BioSTL Building
► Hotel St. Louis
► Missouri Foundation for Health
► Nathaniel Rivers Place Apartments
► Star Residences II
► Union Station Phase II

NEIGHBORHOOD BUSINESSES OF THE YEAR
► Angels Within CDS
► Arcades Market
► Big Heart Tea Co.
► Circle of Friends Learning Academy (COFLA)
► Crispy Edge
► Donut Drive-In
► Ed Roehr Safety Products Co.
► Edibles & Essentials
► Favah 101 Salon
► Finish Line Auto Sports
► Golden Grocer Natural Foods
► Herbaria
► Innovative Living
► Keller Apothecary
► Kenny’s Auto Repair & Sales
► Kid’s Creation Learning Center
► Lemmons by Grbic
► Losito Brothers Auto Body Inc.
► Metropolitan ABC & Checker Cab Co.
► Molly’s in Soulard
► Newsome Plaza
► Peace of Mind Child Development Center
► Riley’s Pub
► Sameem Afghan Restaurant
► Stacked Burger Bar
► STL Style
► Stone Turtle
► Z & L Wrecking Company

Quayum Mohammed, co-owner of Sameem Afghan Restaurant & Catering in the Grove.
By any measure, the Cortex Innovation Community is a St. Louis success story. Launched in 2002 through an initial investment of $29 million from Washington University, BJC HealthCare, the University of Missouri-St. Louis, Saint Louis University and the Missouri Botanical Garden, the 200-acre mixed-use entrepreneurial community has seen more than $674 million in construction spending.

Dennis Lower, president and CEO, will step down from his position at the end of the year. During his tenure, the innovation hub has grown from being home to 35 companies in 2010 to 426 companies, academic units and business services providers.

More than 6,000 people work in the district, which is known for its inclusion initiatives, commitment to sustainability and innovative programming.

Cortex’s newest project is The BioSTL Building, 4340 Duncan Avenue. BioSTL, a nonprofit focused on advancing local biotech, is the anchor tenant along with BioGenerator, its accelerator. The $44 million redevelopment of the historic Crescent building that was once a newspaper printing plant includes affordable rentable office and lab space for new and established bioscience companies.

Washington University’s affiliated development company received $7 million in New Markets Tax Credits, $1.7 million in state historic tax credits and TIF financing for the Crescent rehab.

Forthcoming Cortex projects include the 129-room Aloft Hotel, the $230 million mixed-use City Foundry @ Cortex, an apartment complex and three garages.

In 2013, the City approved $167 million in tax increment financing (TIF) for Cortex. To date, $85 million has been allocated.

### 2030 Build-Out Projections and Status

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<th></th>
<th>PROJECTED</th>
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<tr>
<td>Square feet</td>
<td>4 million</td>
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<td>Construction cost</td>
<td>$2.3 billion</td>
<td>$675 million</td>
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<td>Permanent jobs</td>
<td>12,000</td>
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<tr>
<td>Annual payroll</td>
<td>$700 million</td>
<td>$342 million</td>
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<td>Companies</td>
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New Strategy to Drive Equitable Investment and Growth

Last year, St. Louis Development Corporation (SLDC) engaged Mass Economics, a Boston-based research and consulting firm that specializes in urban economic growth and equity, to provide an in-depth analysis of the City’s economy and to develop action-oriented strategies that will provide more economic opportunities for all St. Louisans.

The data-driven, comprehensive and implementable Strategy will guide investment and policy decisions by SLDC, the City, and its public, private and institutional partners. The goal is to coalesce around a vision that will promote socially inclusive growth and make St. Louis a top Midwest destination for talent and innovation.

The Strategy team has spent the last six months collecting data around areas including population, educational attainment, poverty rates, income inequality, access to jobs and land use, providing a baseline for future measurement and action.

The team is also seeking public input through meetings with an advisory committee, Board of Aldermen and more than 100 stakeholder interviews, district discussions, topic roundtables, public meetings and an online survey. Outreach to City schools and neighborhoods is underway. This feedback is helping create values-based guiding principles for strategy development and prioritization — all seen through an equitable lens.

The Strategy is expected to focus on business and industry sector development with an emphasis on middle skill, middle wage jobs that do not require college degrees, which are essential to helping bring people out of poverty. It will also identify and match target economic cluster opportunities with neighborhoods throughout the City and recommend strategies for leveraging the City’s unique assets in geospatial-intelligence, financial services, biotech and startups. The plan will also identify opportunities for increasing investment in north St. Louis and parts of south St. Louis which have historically lacked growth.

The Equitable Economic Development Strategy will be released in early 2020. For updates, visit @SLDCmo or stleconomicdevelopmentstrategy.com.

A CALL TO ACTION
The Strategy will guide investment and policy to position the City on a path toward a more equitable and robust economy.

Residents provided input by taking an interactive survey during one of the public meetings.

The Strategy advisory committee shared information and ideas during their meeting.
With more than 200 projects located throughout the City, Set the PACE St. Louis is an award-winning, privately-funded program that uses PACE (Property Assessed Clean Energy) financing to help homeowners and commercial, industrial and multi-family property owners access affordable, long-term financing for clean energy upgrades to their buildings. The retrofits range from adding more attic insulation to installing solar panels in residential properties and from converting to LED lighting to upgrading heating and cooling systems in commercial buildings.

On a per capita basis, Set the PACE St. Louis has provided more commercial PACE funding than any other PACE jurisdiction in the U.S. The program is also providing opportunities — where few previously existed — for economically underprivileged property owners to obtain upfront financing for 100 percent of the total costs of energy efficient improvements.

SLDC and the City’s Office of Sustainability launched Set the PACE St. Louis in 2013. In just six years, the program has reduced carbon emissions and lowered building owners’ energy bills — representing more than $66 million in energy savings and other economic benefits.

How does it work? Set the PACE St. Louis is a private-public partnership. Ygrene Energy Fund is the program administrator for the residential and small commercial program. Rockwood Group is the administrator for the commercial program. Rather than bearing the cost up front, building owners repay the financial institution over a period of up to 20 years through an additional assessment on their property tax bills. PACE assessments are attached to the property. So, if the property is sold, any remaining amount on the PACE assessment is passed on to the next owner.

Set the PACE St. Louis is also creating good-paying jobs in the growing renewable energy industry. To advance opportunities for minority and women workers and contractors, Ygrene conducts training programs, including pre-apprentice workshops, in collaboration with the MOKAN Construction Contractors Assistance Center.

The City’s sustainability plan commits to an ambitious goal of depending on renewable energy sources, such as wind and solar power, for its electricity by 2035.
Next NGA West and Beyond

St. Louis is emerging as the nation’s center of excellence for geospatial intelligence — location technology that not only guides missile systems but also permeates retail, transportation, healthcare, agriculture and financial markets — and the maps on our cell phones.

Boosted by the $1.7 billion Next NGA (National Geospatial-Intelligence Agency) West campus, which is expected to open in 2025, public, private and academic partners are working to grow the region’s thriving geospatial ecosystem. Approximately 27,000 local jobs are currently tied to the geospatial sector, amounting to a $4.9 billion total economic impact.

T-REX's Geospatial Resource & Innovation Center will nurture early-stage geospatial startups and support workforce development.

To attract talent, NGA is working with public schools and collaborating with higher education. The agency’s Partners in Education Program introduces children to the technologies and skills needed within the geospatial industry, and NGA recently signed a research agreement with Saint Louis University.

Robert Cardillo, former director of the NGA, was named a Distinguished Geospatial Fellow in the Saint Louis University Research Institute. In addition to providing guidance to the university’s geospatial research initiatives, he is facilitating partnerships between researchers, local innovators, industry leaders and the NGA.

The City and Explore St. Louis will host the GEOINT Symposium in 2023 and 2025. More than 4,000 attendees are expected to attend — a clear sign that the future of geospatial is being shaped in St. Louis.

STREET IMPROVEMENTS

The City’s commitment to NGA includes infrastructure improvements near the 97-acre campus. The initial projects will involve road and pedestrian improvements along North Jefferson Avenue and Parnell Street.
Geospatial Center to Open in T-REX

“Geosaurus, Powered by Bayer,” a new resource and innovation center, will boost the region’s efforts to become the global leader in geospatial technology. Scheduled to open early next year, the 14,760-square-foot center will be housed on the fourth floor of T-REX, the downtown technology incubator that is home to geospatial industry leaders, such as Boundless Spatial.

With an emphasis on entrepreneurship, innovation, workforce development, partnerships with area universities and training programs, Geosaurus will provide collaborative content and programming for advancing the geospatial industry.

It will also become a talent pipeline for the new next NGA West campus, and other companies like Bayer that are becoming more reliant on precise mapping data and location technology to deliver their services and products.

By 2026, according to T-REX’s estimates, companies operating within the center will create more than 5,000 new geospatial industry jobs and generate more than $500 million in economic growth for the St. Louis region.

SLDC awarded $5 million New Markets Tax Credits to help fund the new center.

Al Mitchell, vice president, corporate engagement, Bayer; Dr. Patricia Hagen, president and executive director, T-REX; and Mark Tatgenhorst, Geosaurus program director, T-REX.

<table>
<thead>
<tr>
<th>T-REX BY THE NUMBERS</th>
<th>200+</th>
<th>130</th>
<th>$620.9 million</th>
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<tbody>
<tr>
<td>Companies call T-REX home</td>
<td></td>
<td>Graduate companies</td>
<td>Annual economic output</td>
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<tr>
<td>400+</td>
<td>4,457</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Members</td>
<td>Jobs created</td>
<td>$279.1 million</td>
<td>Annual labor income</td>
</tr>
</tbody>
</table>
Moving Fashion Forward

EVOLUTION ST. LOUIS
Evolution St. Louis is bringing high-tech apparel manufacturing to St. Louis. The company’s $5 million factory, located at 3808 Washington Avenue in Grand Center, will use cutting-edge 3D and complete garment seamless-knitting technology. The factory will use 35 machines from Stoll, a German flat knitting machine manufacturer. Founded by fashion executives and innovators John Elmuccio and Jon Lewis, Evolution St. Louis expects to create 50 to 60 jobs within its first three years of operation. Construction is underway at the 32,000-square-foot facility, and production is expected to begin later this year. SLDC provided $5 million in New Markets Tax Credits.

BRANDIN VAUGHN COLLECTION
Designer Brandin Vaughn is growing his brand and finding success in the thriving local fashion scene. His Brandin Vaughn Collection boutique, 2604 Cherokee Street, sells mostly clothes for women. All are made individually by hand. Vaughn attended the School of the Art Institute of Chicago and worked as a pattern maker before returning home to St. Louis. He came back, in part, because of the low cost of living. Vaughn had a shop within the Create Space incubator in the Loop before opening his own store in 2018. Actor Vivica A. Fox is his biggest celebrity client.
Building a Better Downtown

BALLPARK VILLAGE PHASE II

Developed by the St. Louis Cardinals and The Cordish Companies, Ballpark Village’s $260 million second phase includes a 216-room Live! by Loews hotel (above); One Cardinal Way, a 29-story luxury residential tower at the corner of Clark Avenue and Broadway, featuring unobstructed views into the ballpark; The Pennant Building, an 11-story Class-A office building at the corner of Clark and 8th Street — the first to be constructed downtown in nearly 30 years; and additional retail, restaurant and entertainment space. The office building and some retail businesses are expected to open soon. The hotel is scheduled to open early next year with tenants moving into the new apartment building later in 2020. Ballpark Village was part of the agreement between the City and the Cardinals when planning for the new ballpark began in 1999.

UNION STATION PHASE II

The new St. Louis Aquarium is the centerpiece of the family entertainment complex currently under construction at Union Station, 1820 Market Street. The aquarium, which holds 1 million gallons of water and includes a 250,000-gallon shark tank, will combine state-of-the-art technology, animal care, education and conservation with the excitement of 13,000 aquatic creatures. The aquarium will add more than 100 permanent jobs to downtown when it opens later this year. A 42-car Ferris wheel, named St. Louis Wheel, is also part of the $187 million second phase. St. Louis-based Lodging Hospitality Management is the owner/developer.

NEW MARKETS TAX CREDITS (NMTC)

$453 million
In NMTC received since 2004

$35 million
Received in FY19

$34 million
Private dollars leveraged

231
Projected new jobs

183
Projected construction jobs

RECENT NMTC ALLOCATIONS

$5 million
Evertrak

$5 million
Jefferson Connector

$5 million
The Nash Building

$8 million
KIPP Schools

$5 million
Marion Middle School

$5 million
Evolution St. Louis
# Development Boards, Commissions and Authorities

**St. Louis Development Corporation (SLDC)**
- Provides staff and services to all City development boards
- Neighborhood Commercial District Improvement Program
- Members are chairs of development boards, aldermanic committees
  - Otis Williams, Chair
  - Executive Director, SLDC
- Alderman Joe Volmer
  - Ways and Means Committee
- Alderman Joseph Roddy
  - Housing, Urban Development and Zoning Committee
  - Louisa M. Gilbert
    - The St. Louis Local Development Company
  - Marvin Anderson
    - Land Clearance for Redevelopment Authority
  - Mark H. Levison
    - Land Reutilization Authority
  - Matthew S. McBride
    - St. Louis Port Authority
  - Gregory E. Shapiro
    - Industrial Development Authority
  - Wendy Timm
    - Planned Industrial Expansion Authority
  - *Chris Goodson
  - *Alderman Frank Williamson

**Clean Energy Development Board (CEDB)**
- Finances residential/commercial energy efficient/renewable energy projects
- Property Assessed Clean Energy (PACE) Program
  - Patrick Justis, President
  - Shelby Watson, Vice President
  - Emily Andrews, Treasurer
  - Sid Koltun, Assistant Treasurer
  - Otis Williams, Secretary

**Enhanced Enterprise Zone Board (EEZ)**
- Recommends tax abatement for businesses in the EEZ to the Board of Aldermen
  - Marvin Anderson, Chair
  - Matthew S. McBride, Vice Chair
  - Kennard Jones, Treasurer
  - Timothy Snoke
  - Sean Spencer
  - Wendy Timm
  - *Chris Goodson

**Industrial Development Authority (IDA)**
- Assists in large-scale industrial, multi-family residential, nonprofit corporate development
- Tax-exempt revenue bond financing
  - Gregory E. Shapiro, President
  - Gary Reed, Vice President
  - Gilberto Pinela, Secretary
  - Troy Dules
  - David S. Weber
  - Vincent M. Young
  - *Timothy Person, Jr.

**Land Clearance for Redevelopment Authority (LCRA)/LCRA Holdings**
- Major commercial/industrial/residential projects
- Tax abatement
- Site acquisition/assembly/sales
- Recommends blighting/development area designations to the Board of Aldermen
- Tax-exempt revenue bonds

**Planning Commission Advisors (City department heads)**
- Jimmie Edwards, Public Safety
- Greg Hayes, Parks, Recreation & Forestry
- Jamie Wilson, Streets Department
- Curtis Skouby, Public Utilities

**Port Authority of St. Louis**
- Mooring Leases
  - St. Louis Port District Administration
  - Matthew S. McBride, Chair
  - Joan K. Miller, Vice Chair
  - Taunia Allen Mason, Treasurer
  - Alderman Marlene Davis, Transportation & Commerce Committee
  - Jamie Wilson, Streets Department
  - William Albert Kay Jr.

**Preservation Board**
- Reviews building, demolition permits
- Reviews federally funded projects for Section 106
- Reviews nominations to the National Register of Historic Places
  - Richard Callow, Chair
  - Melanie Fathman
  - Tiffany Hamilton
  - Alderman Joseph Vaccaro, Public Safety Committee
  - Michael Killeen
  - David Richardson
  - Anthony Robinson
  - Randy Vines
  - *Alderman Terry Kennedy
  - *David Visintainer

**Tax Increment Financing Commission (TIF)**
- Recommends plans and projects to the Board of Aldermen for TIF financing
  - David Newburger, Chair
  - Phillip Klever, Vice Chair
  - Angela Banks
  - Christina Bennett
  - Gail Brown
  - Sheila Hudson
  - Eric Young
  - *Dr. Douglass Petty

**The St. Louis Local Development Company (LDC)**
- Small business lending
  - Louisa M. Gilbert, President
  - James C. Sett, Vice President
  - Steven M. Buesching, Secretary
  - David W. McCready, Treasurer
  - Anne Gleedt
  - T. Christopher Peoples
  - Don Reeves
  - *Howard Hayes
  - *Dr. Alice Prince

*Member during FY19