



DOWNTOWN COMMUNITY
IMPROVEMENT DISTRICT

July 16, 2021

To Whom It May Concern,

When considering a company’s financial future, external urban services may not always be of high concern – particularly when those services have yielded positive results for over 20 years. These urban services provided to your property incorporate a layered approach to additional security, maintaining street-level cleanliness, improving public infrastructure, and enhancing beautification efforts. These services are currently at high risk of elimination at the end of 2021 if our petition amendment efforts are not successful. The [Downtown St. Louis Community Improvement District](#) (CID) has successfully maintained these supplemental city services for nearly two decades. Upon amendment we will increase funding by streamlining services while also **reducing your CID assessment by 23%** beginning January 2022.

The CID is rapidly approaching completion of its current effort to amend the CID and has circulated two petitions in need of signatures: [petition to adjust the assessment](#) and [petition to extend the term of the CID](#). In conjunction with numerous Downtown leaders (see [attached letter](#)), we believe that the CID’s strategy is the strongest proposal for improving Downtown St. Louis.

You may be aware of another group, Citizens for a Greater Downtown St. Louis, that has distributed an opposing petition. Upon comparison of the two proposed petitions you will find significant variations.

	Est. 2022 Budget	Your Assessment Rate	Service Boundary	Ex. of Est. Budget Breakdown: Personnel
Downtown CID	\$2,750,000.00	Reduced by 23%.	Maintains current boundary: Includes Ballpark Village, Busch Stadium, Laclede’s Landing	\$540,927.90
Citizens	\$3,157,500.00	Not reduced. Citizens’ petition indicates 2022 assessments will be \$0.1120 per lot sq. ft. and \$0.0612 per each upper floor sq. ft..	Excludes Ballpark Village, Busch Stadium, Laclede’s Landing	\$1,326,200.00

a visible impact. If the CID's amendment is adopted by the City of St. Louis you will see a direct reduction of the CID assessment that appears on your tax bill.

The current CID team is proficient at providing these services and has over 20 years of combined experience. Additionally, the CID has built and nurtured healthy relationships with city officials, Downtown stakeholders, and business operators – generating a collaborative and influential entity that can rapidly address situations. Should you have any questions regarding the financial benefits of our CID, please do not hesitate to contact the Downtown St. Louis CID office at (314) 499-1111.

Sincerely,



Eddie Pohrer, St. Louis Parking Company
Chair



Laura Radcliff, Stifel
Chair-Elect



Nicholas Garzia, St. Louis Cardinals
Treasurer



LaShana Lewis, Downtown Neighborhood Association
Secretary