

# LOCUST CENTRAL BUSINESS DISTRICT (LBD) 2024 ACCOMPLISHMENTS

- Approved a new Strategic Plan for 2025-2027 with 2024 accomplishments, listed below, categorized under plan's Strategic Priorities

**Locust Business District Strategic Plan 2025-2027**

**Mission**

- To create a **SAFE, CLEAN, CONNECTED, and VIBRANT** district in the heart of the City for the betterment of the business community and others engaged in the LBD

**Vision**

- To capitalize on our prime location, physical assets, entrepreneurial and welcoming spirit, and the new game-changing investments in our area to become a thriving walkable/bikeable/transit friendly center of life for a diverse mix of people and uses

**Strategic Priorities**

- **Safety:** To improve protection of people and property in the LBD and enhance the perception of safety in the area
- **Cleanliness:** To provide an attractive and clean environment for all
- **Connectivity:** To cultivate a sense of welcome and belonging, support equity and inclusiveness, and assure that public funds are being managed with public input and integrity
- **Vibrancy:** To enliven the District, support local businesses, and champion a bright future for St. Louis

- **Safety**
  - Provided secondary security services within the boundaries of the LBD
  - Participated in security meetings twice-weekly hosted by the Downtown CID and monthly hosted by Grand Center, Inc. and the Downtown Neighborhood Association
  - Formed positive day-to-day relationships with SLMPD 4<sup>th</sup> District Captain Chris Stamper, Community Engagement Officers, and others on police force
  - Launched 50:50 exterior lighting program to improve sense of security and beautification
  - Secured new stop signs on Locust at 22<sup>nd</sup> St. Previously, there were no stop signs on Locust between N. Jefferson and 20<sup>th</sup> St.
- **Cleanliness**
  - Provided daily trash pick-up and periodic leaf removal and weed mitigation services
  - Installed 15 new 55-gallon trash receptacles and 10 new pet waste clean-up stations
  - Hosted 4<sup>th</sup> annual LBD Clean-Up Day with Operation Brightside and community volunteers
  - Received approval for sidewalk replacement at southeast corner of Locust and 22<sup>nd</sup> St. utilizing Ward Capital Funds provided by 14<sup>th</sup> Ward Alderman Rasheen Aldridge

## ▪ **Connectivity**

- Launched new website at [locustbusinessdistrict.com](http://locustbusinessdistrict.com) including a comprehensive list of LBD businesses, schools, and nonprofits, an LBD New Business Guide, and other resources
- Maintained and operated the LBD-owned parking lot for the use and benefit of residents and businesses in the neighborhood
  - Installed new LED light fixtures in the parking lot to improve lighting and environmental impacts, and bring down costs
- Hosted MetroLink Green Line presentation for LBD stakeholders and continued participation on Green Line forums
- Provided testimony on LBD operations before the Board of Aldermen's Special Committee on Special Taxing Districts at request of Chairman Ald. Aldridge
- Conducted and finalized financial audit for 2023 utilizing an outside auditor
- Hosted open, hybrid monthly Board meetings and welcomed guest speakers including 11<sup>th</sup> Ward Alderwoman Laura Keys, 14<sup>th</sup> Ward Alderman Rasheen Aldridge, Circuit Attorney Gabe Gore, and other community members
  - Monthly meetings included reports on finances, security, beautification, and from the Executive Director
- Approved annual budget for 2025

## ▪ **Vibrancy**

- Launched advertising campaign in quarterly *Where Traveler* magazine and annual *Where Map and Dining Guide*
- Launched LBD attractions map for internal and external use
- Participated actively in Midtown Alley Business Association and City Commons leadership and community meetings
- Established working relationships with neighboring jurisdictions including Downtown CID, Downtown Neighborhood Association, Greater St. Louis, Inc., Grand Center Inc, and other taxing districts and interests throughout the city
- Awarded FOCUS St. Louis Emerging Leaders Civic Action Plan exploring new opportunities for the LBD
- Awarded East West Gateway 'Great Streets Planning Panel' exploring connections between the MLS stadium/Energizer Park and LBD/Downtown West/City Commons across Olive St.
- Submitted comprehensive grant application for CDA's Neighborhood Plan Implementation Grant in partnership with a wide range of area stakeholders. Application was unsuccessful

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