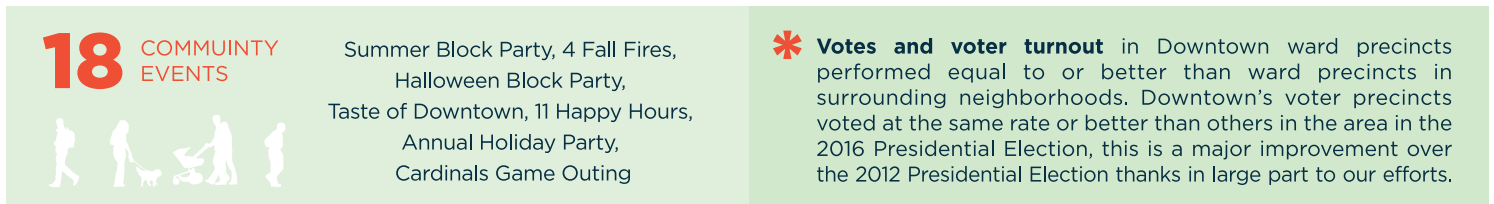# DOWNTOWN
NEIGHBORHOOD ASSOCIATION

Taking ownership and being empowered to improve our neighborhood

The strength of our neighborhood and our association lies in our members taking ownership of the issues they wish to see addressed in Downtown. Our town hall meetings, special forums, and community building events serve to strengthen the bonds between neighbors, and empower them to make a difference. We seek involvement, work to deepen our knowledge, and then aim to find effective solutions alongside various business and community partners--rather than waiting and hoping someone else will solve our problems for us. Our association utilizes the time and expertise of volunteers guided by our Executive Director to accomplish our mission of building a strong residential and small business community in Downtown St. Louis, and as you will see below, we have accomplished many things in 2016 to be proud of.

40%
INCREASE IN RESIDENT MEMBERS

720 total resident members

50+
SMALL BIZ MEMBERS

6
TOWN HALL MEETINGS

5
SPECIAL FORUMS

Homeless Shelter
Riverfront Brainstorm
13th Street Charrette
Community Building Forum
Liquor Licensing Forum

100+
NEW VOTERS*

18 COMMUINTY EVENTS

Summer Block Party, 4 Fall Fires, Halloween Block Party, Taste of Downtown, 11 Happy Hours, Annual Holiday Party, Cardinals Game Outing

* **Votes and voter turnout** in Downtown ward precincts performed equal to or better than ward precincts in surrounding neighborhoods. Downtown's voter precincts voted at the same rate or better than others in the area in the 2016 Presidential Election, this is a major improvement over the 2012 Presidential Election thanks in large part to our efforts.

Advocated to **stop a street closure** and received streetscape improvements that would not have been made without our input. This effort included collecting signatures, developing media stories, and contacting elected officials.

Successfully advocated for small neighborhood businesses to halt the installation of parking pay stations that would have removed their patio spaces.

We ensure the voice of residents and small businesses in Downtown are heard at City Hall and Jefferson City on safety, business development, homelessness, infrastructure, and other issues facing our neighborhood.

DNA ST LOUIS

Jared Opsal | Executive Director
Downtown Neighborhood Association
saintlouisdna.org | 314-669-4534

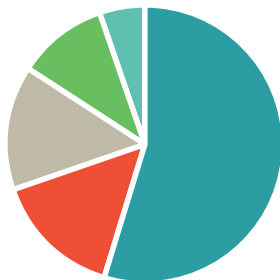## Community building and organizing to improve Downtown

2016 ANNUAL REPORT

DOWNTOWN
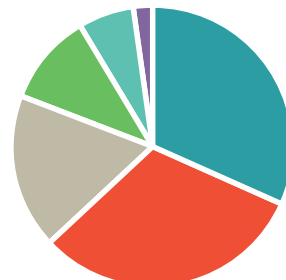## NEIGHBORHOOD ASSOCIATION

Expenditures
$74,439.99

- **54.77%** ($40,770) Resident Outreach
- **15.01%** ($11,171) Small Biz Outreach
- **14.58%** ($10,856) Advocacy
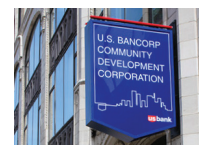- **10.58%** ($7,873) Development
- **5.06%** ($3,767) Administrative

Revenue
$70,602.39

- **31.87%** ($22,500) Grants
- **31.37%** ($22,144) Events
- **17.7%** ($12,500) Corporate Donations
- **10.63%** ($7,507) Individual Donations
- **6.37%** ($4,500) Business Memberships
- **2.05%** ($1,450) Services

Sponsors/Donors

St. Louis Union Station Hotel — A Doubletree by Hilton

1400 Washington Building

Hilton — St. Louis at the Ballpark

mills PROPERTIES

STIFEL FINANCIAL

U.S. BANCORP COMMUNITY DEVELOPMENT CORPORATION — us bank

VerticalGeo

KING REALTY ADVISORS

LAWRENCE GROUP

Pulaski Bank

MIKE ZITT Innovation + Branding

Downtown STL, Inc.

DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT

Board of Directors

Jonathan Andrus
Brenton Brown
Ruthie Clark
Dana Kay Goddard
Don Hawf

Zach McMichael
Dan Pistor

Advisory
Missy Kelley
(Ex-officio non-voting)

Committee Chairs

Advocacy - **Lindsay Pattan**
Development - **Melanie Fries & Rob Gibson**
Events - **Don Hawf**
Neighborhood Outreach - **Lu Green & Brenton Brown**
Urban Spaces - **Jeannie Bertoli & Josh Restivo**
Safety - **Dan Pistor**

Thank You!

Creating meaningful changes in our neighborhood requires people to volunteer their time in a committee meeting, neighborhood walk, or park cleanup. It requires people willing to hold their elected officials accountable and vote. It requires time, patience, and the willingness to understand and navigate the systems that impact our community. 2016 was an incredible year for DNA, and I wish to thank everyone who has taken ownership of our neighborhood with the aspiration to make it the most desirable one in the region!

Jared Opsal | Executive Director
Downtown Neighborhood Association
saintlouisdna.org | 314-669-4534

DNA ST LOUIS

Community building and organizing to improve Downtown