

DOWNTOWN NEIGHBORHOOD ASSOCIATION

ANNUAL REPORT 2025

The logo for the Downtown Neighborhood Association (DNA) in St. Louis. It features the letters "DNA" in a large, bold, white font, with "ST LOUIS" in a smaller, white, spaced-out font underneath. The logo is set against a background of a colorful grid of squares in various shades including pink, yellow, light blue, green, red, teal, and purple.

DOWNTOWN NEIGHBORHOOD ASSOCIATION

Bringing the people of downtown together



A WORD FROM THE BOARD

Reflecting on a Strong 2025 & Looking Ahead to an Even Better 2026 for the Downtown Neighborhood Association (DNA)

The year 2025 was a busy and productive year for DNA. As we look ahead to 2026, we're grateful for the residents, businesses, partners, and volunteers who made 2025 another year of progress and connection. As a 100% volunteer-run organization, DNA stayed focused on advocacy, promotion, and bringing the people of downtown St. Louis together. Downtown is about events, conventions, offices, professional sports and entertainment, but as residents and small businesses, we view it as our neighborhood. We view our role at DNA as contributing to a place where these diverse properties and uses can coexist and prosper while maintaining a healthy residential neighborhood. This report describes some of the activities that DNA undertakes to make that happen.

DAN PISTOR
BOARD CHAIR



EVENTS

- **Happy Hours** - Held monthly happy hours with several dozen in attendance to bring awareness to new and exiting businesses and connect neighbors.
Locations: Over/ Under, The Moniker, The Passport, Tin Roof, Jack Patricks, Ukraft, Schlafly, Haydens Pub, MX Movies, and Odditeas
- **Hotel Crawl** - A group of members visited several hotels in the area.
Participants were Hotel Saint Louis, Magnolia, Pennywell, Marriott Grand.
- **Holiday Party** - Another well attended holiday party with complimentary appetizers and a free drink at Buddy!s Local Bar and Grill.



FOCUS ON PUBLIC SAFETY

Held 12 well-attended monthly safety meetings during the year that brought together residents, businesses, SLMPD, and other Downtown community organizations to prioritize safety and quality of life.

- Galvanized members to send communication to city hall to provide urgent attention to an open air drug market.
- Connected new liquor license applicants with residents
- Utilized Good Neighbor Agreements to maintain a balance between liquor license holders and residents.
- Addressed problematic liquor licensees, problem properties, and illegal businesses.
- Partnered with other organizations to come up with solutions and address these problems.
- Connected stakeholders with the appropriate city departments to address concerns



MEMBERSHIP

13%
MEMBERSHIP
INCREASE

- DNA increased its membership by 13% in 2025
- Grew Mailchimp subscriptions by 20% since 2022 and 7% in 2025
- Grew our community. Welcomed new members, boosted social media reach/followers, and actively gathered ideas from residents on fresh events and ways to get more renters out of their apartments and involved.

7%
MAILCHIMP
INCREASE



BUILDING CAPTAINS

Building Captains

- Continued hosting quarterly meetings with HOA Board, Building Captains, and Property Managers to discuss common problems and challenges.
- Created a vendor database for buildings to share.
- Shared challenges with upkeep of buildings and brainstormed ideas for solutions

DOWNTOWN LIVING TOUR

- **Downtown Living Tour** - Restarted the Downtown Living Tour for the first time since 2018. 12 different loft apartment buildings and condos participated.
- Earned media spotlight for the Downtown St. Louis Living Tour – Featured in St. Louis Magazine, the St. Louis Business Journal, KMOX, and other outlets to showcase why downtown is a great place to call home.



PROMOTED LOCAL BUSINESSES AND GAINED BROADER VISIBILITY

Regularly highlighted downtown restaurants, bars, and favorites through features and updates to drive support and foot traffic through the utilization of social media and traditional media outlets. Vice Chair Shane Million represented DNA on Good Morning St. Louis, sharing the excitement of downtown living and growth.



LETTERS OF SUPPORT

Offered letters of support for:

- Millenium Hotel Site
- Interco Plaza
- Farm and Home Savings and Loan Building Conversion to Residential (1001 Locust)
- Malt House Building Rehab - 2017 Locust





TOWN HALLS

Hosted five engaging Town Halls (January, May, July, September, and November) with in-person and virtual options at the Central Library – featuring standout presentations from:

- SLMPD/elected official updates
- Brad Dean - President of Explore St. Louis/Convention Center
- Cara Spencer - City of St Louis Mayor
- Alex Oliver - Oliver Properties
- Mike Sarimsakci - Alterra International
- Great Rivers Greenway

5
TOWN
HALLS



OTHER ACCOMPLISHMENTS

- **Hosted a Pre-Election Mayoral Forum** in March featuring Current Mayor Tishaura Jones and challenger Cara Spencer.
- **Rams Settlement Funds** - Helped advance a plan for 100 million of the Rams Settlement funds to be used for the benefit of Downtown St Louis.
- **2025 Neighborhood Plan Implementation Award** – Secured a \$388,000 city grant in partnership with the Locust Business District for new wayfinding signage, monuments, and video displays in the City Commons corridor (Downtown West).
- **Collaborated with other Downtown Organizations (Board Seats):**
 - Washington Avenue CID
 - Downtown Forward
 - Downtown CID
 - Greater St. Louis Inc.
 - Locust Business District

BOARD OF DIRECTORS

Dan Pistor - Chair
Shane Million - Vice Chair
Tauriana Lyles-King - Secretary
James Page - Treasurer
Laura Sterman - Director
Stevon Brown - Director
Justin Scarbrough - Director

COMMITTEES CHAIRS

Membership - Laura Sterman
Building Captains - Tauriana Lyles-King
Events - Shane Million
Safety - Tanner Tucker, Dan Pistor



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THANK YOU FOR AN OUTSTANDING 2025!

READY TO GET INVOLVED, SUGGEST AN EVENT, OR JUST CONNECT? VISIT [HTTP://SAINTLOUISDNA.ORG/JOIN](http://SAINTLOUISDNA.ORG/JOIN)

MAILTO: INFO@SAINTLOUISDNA.ORG

THANK YOU FOR HELPING MAKE DOWNTOWN VIBRANT AND CONNECTED. HERE'S TO AN AMAZING 2026 TOGETHER

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