

ReConnecting St. Louis

It's time to ReSTL.

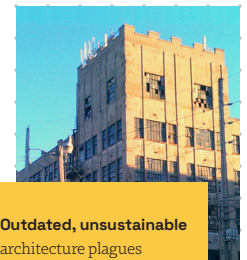
ReSTL is a concept nonprofit organization that provides a framework for how to address three of St. Louis' most pressing issues...

It's no secret that St. Louis is hurting. High amounts of poverty and increasing crime rates have stalled economic advancement over the last 50 years. This has led to businesses leaving the city for the suburbs, leading to unequal resource allocation and deepening political division. Downtown has fallen into a state of decrepitude with infrastructure that is outdated and unsustainable. And with city policing falling drastically over the last decade, businesses aren't keen on returning. Instead of being one, unified city, the region has become disconnected. But ironically, that's just where the solution lies: connection.

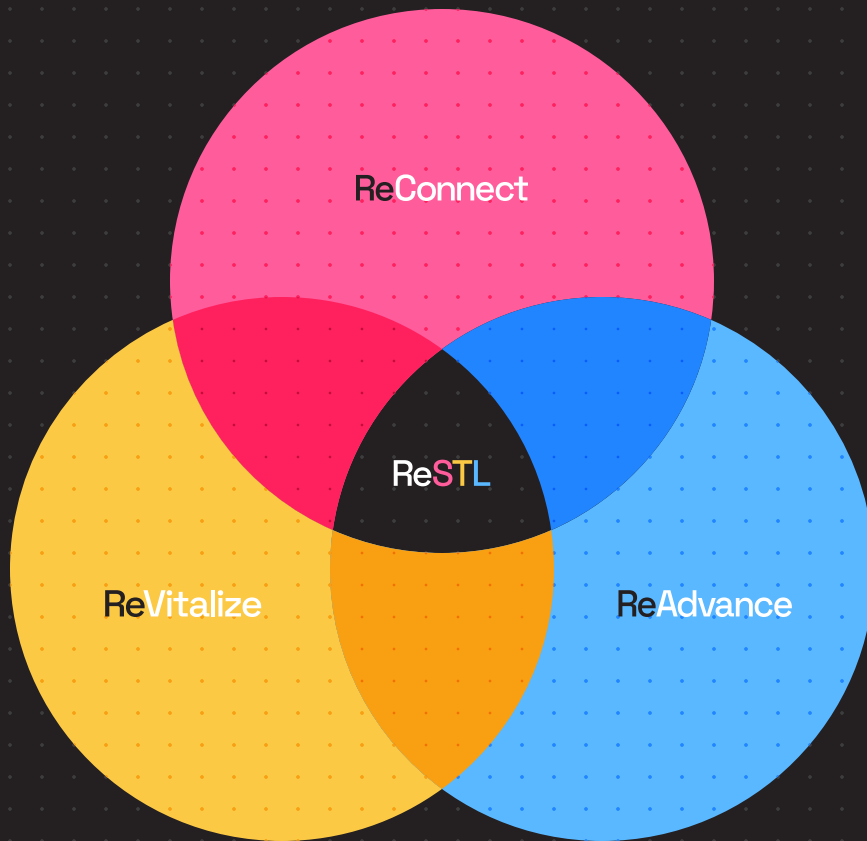
None of St. Louis' issues exist in a vacuum; they are all interconnected. As such, no one solution will work. A multi-pronged approach that addresses each problem individually, all in service of one larger common goal, is needed. That's where ReSTL comes in. ReSTL is a concept nonprofit organization that provides a framework for how to address three of St. Louis' most pressing issues: unequal divisions between city and county, a downtown that is unsustainable and dying, and an economy that is falling behind. The proposed organization is divided into three committees, each tasked with a specific issue: ReConnect, which raises support from legislators and



Unequal allocation
of taxes & resources has led
to concentrated poverty



Outdated, unsustainable
architecture plagues
St. Louis' downtown area



policy-makers for a proposed merger between St. Louis City and St. Louis County; ReVitalize, which creates awareness around the city in support of sustainable urban development; and ReAdvance, which campaigns to companies and corporations outside of St. Louis to bring more business back to the city.

When you think of St. Louis, what comes to mind? Rust? Poverty? Crime? It's time to change that. It's time to redefine St. Louis. To rethink what the city could be and reimagine the future of the Gateway to the West.



Advancing the economy comes down to bringing more business to the city

It's time to ReSTL. → → → → → → →

Re

Building a more connected St. Louis

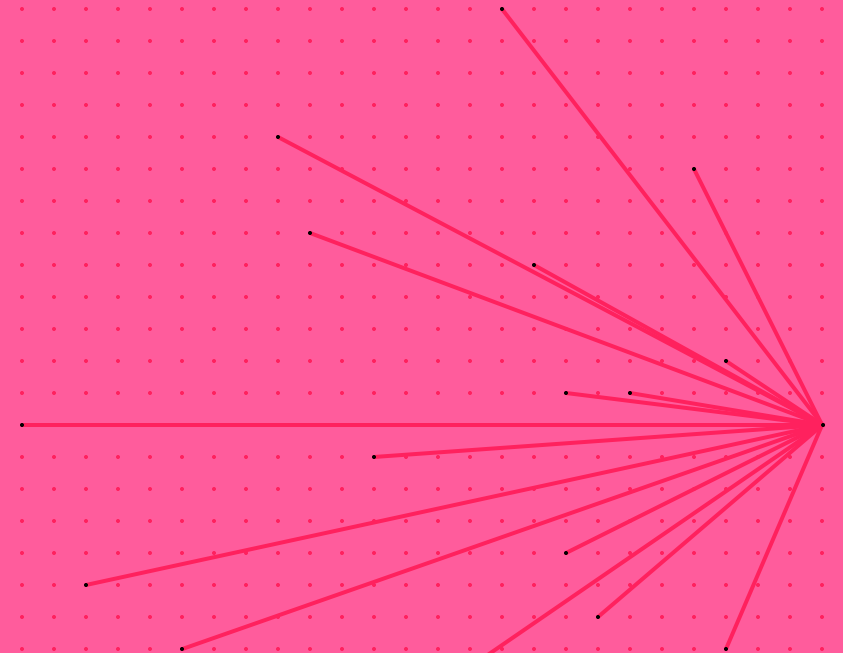
“The Great Divorce of 1876” set St. Louis on course for where it is today. “The Great Divorce” refers to when the city seceded from St. Louis County, a decision with consequences still felt nearly 150 years later. Racially segregated neighborhoods have become one of St. Louis’ most blatant open secrets. Uneven tax and resource allocation has created extreme, concentrated poverty and non-inclusive attempts at urban development have led to numerous failed public housing projects, most notably Pruitt-Igoe. The division is most apparent in the fact that Clayton, one of St. Louis’ richest suburbs, is 10 minutes away from some of the poorest, most crime-ridden areas of the city. Fixing this will require a less fragmented and more unified city identity. ReConnect, the first committee within ReSTL, focuses on merging the city and county by meeting with local lawmakers.

Several unsuccessful attempts at a city/county merger have been made over the last 50 years, but, aside from those with personal/political motivations to oppose it, nearly everyone would benefit from merging. Tax and resource allocation can be distributed more equitably for historically excluded areas and less into areas that are already thriving. When the bottom line is brought up, and the underserved areas begin making economic and commercial gains, the entire region benefits. ReConnect brings this proposal to both city and county legislators in the form of a brochure that explains what the organization is, a timeline for the project and a call-to-action for donations.

7
failed attempts have been made to reunite St. Louis city and county.

2
year project timeline before the proposal goes to vote.

Connect



Re

63 AQI

average for St. Louis' air quality index score (i.e. moderate)

~25,000

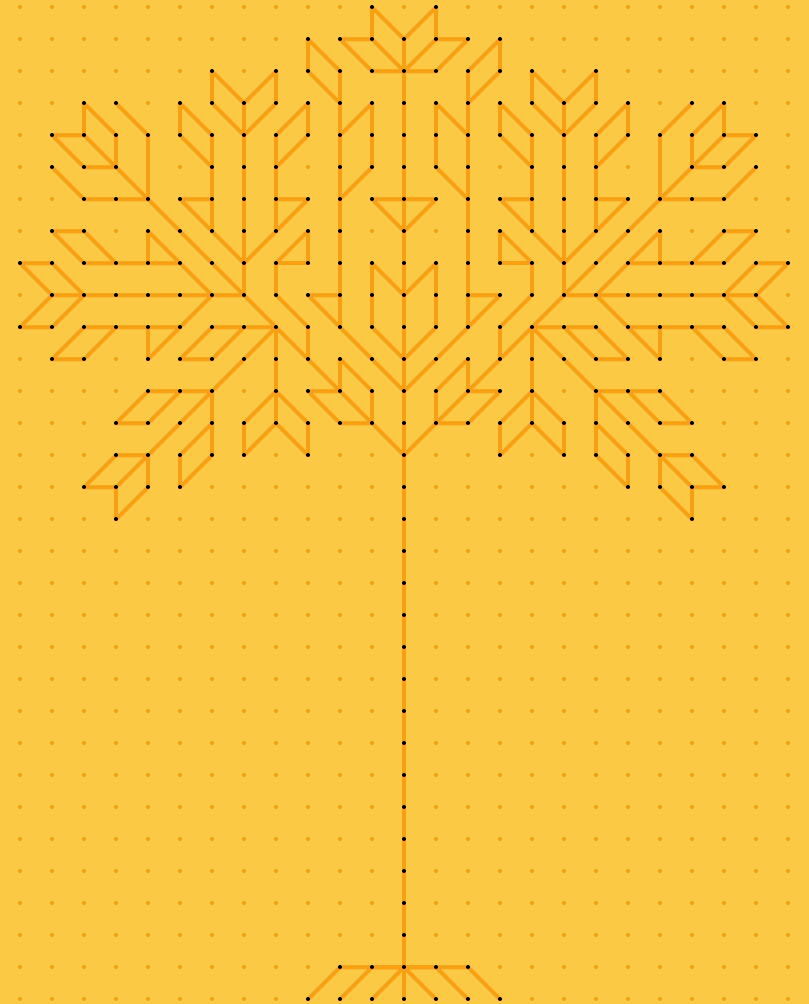
properties in St. Louis are considered vacant or abandoned

Making St. Louis sustainable

Commuters passing the St. Louis Science Center on I-64 will notice an air quality monitor overhanging the highway. Most days it reads “good”, some days “fair”, and occasionally, “unsafe”. This clean air reminder is seen by thousands of people every day and builds awareness around making St. Louis more sustainable and environmentally friendly. But one reminder isn’t going to cut it. ReVitalize, the second committee within ReSTL, raises awareness around the city for tangible, actionable ways to make the city more sustainable.

Downtown is plagued with buildings that are out-of-date and abandoned, so ReVitalize uses these same buildings to advertise ways in which they could be replaced with more sustainable architecture. Most residents avoid public transportation due to its history of crime, so ReVitalize helps redefine public transportation while commuters are on board. And while St. Louis is infamous for its red brick architecture, ReVitalize brings more greenery to downtown with mixed-use urban spaces and vertical gardens to improve air quality.

Vitalize



Re

↓60%

St. Louis' population has fallen 60% since 1950

3.2%

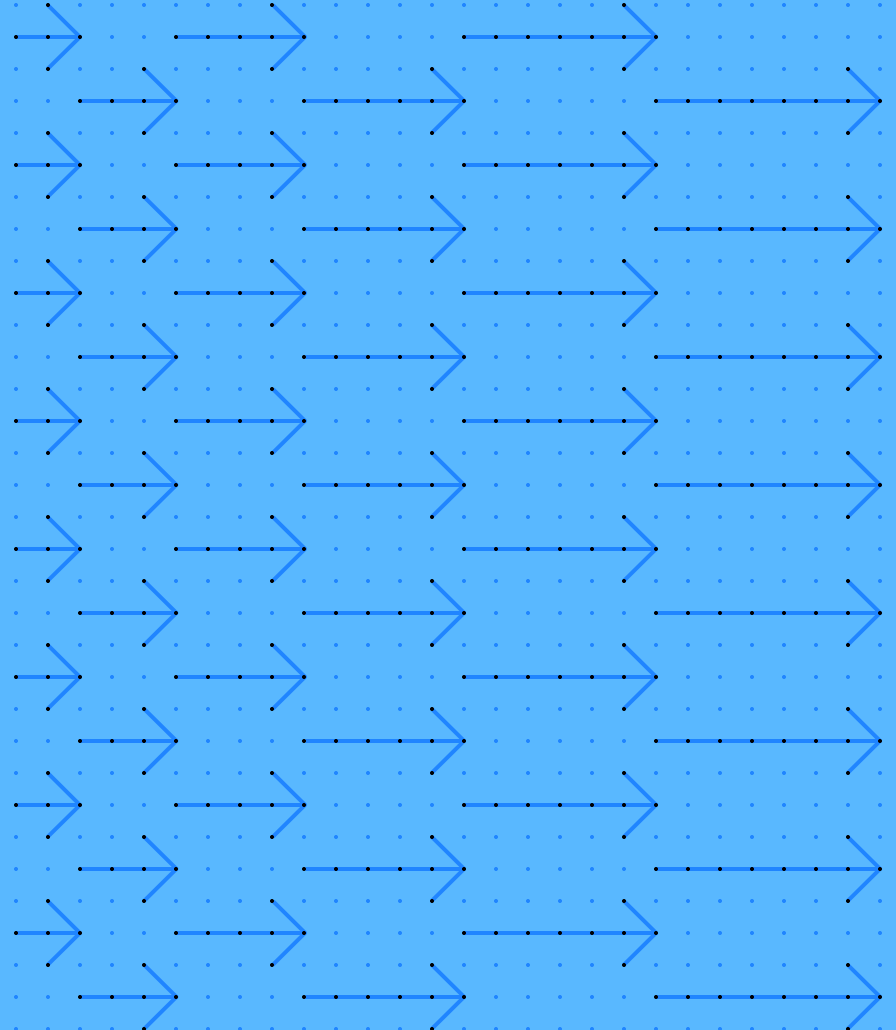
unemployment rate in St. Louis, slightly lower than the national average

Transforming St. Louis' economy

When a city's trajectory is trending downwards, the problem is exacerbated by companies leaving. And when their commerce and business goes with them, these companies leave a hole in their place. Downtown St. Louis is full of these holes. High-rise office buildings and local storefronts lie empty. Corporations that would have once gone downtown instead look to the suburbs or different cities altogether, most often citing high-crime rates. This vacancy has helped cause a declining St. Louis population over the last half century. But if a transformation is going to take place downtown, it starts with getting these companies to take another look at St. Louis. ReAdvance, the third committee within ReSTL, appeals to businesses, corporations and investors outside of St. Louis to bring more business to the region.

Working in tandem with ReConnect, ReAdvance pushes for a better distribution of officers between city and county police departments, ensuring companies that their businesses will be safe downtown. To further encourage prospects, ReAdvance uses a microsite to regularly update companies on St. Louis in several key categories: economic gains, taxation adjustments, job market openings and many more. These updates are sent out via a monthly mailing list, which also includes stories about local companies already thriving in St. Louis.

Advance



JAN 2023



Merger **Timeline**

This won't be the first attempt at a merger between St. Louis city and county, and it will be a long and difficult road to make this one successful. But we have a roadmap of what needs to be done before the merger is voted on at the 2024 Missouri General Election and a list of items to get us there.

Begin meeting with local legislators to raise support for City/County merger.

St. Louis lawmakers do most of the heavy lifting for getting a merger made. So we're going to hit the ground running in 2023, as we will be campaigning for the support of a number of local legislators in early January and throughout the year.

AUG 2023

Begin raising awareness for the merger at local universities and public events

Raising awareness begins with educating St. Louis residents about the history of the merger as well as its benefits. We plan to speak on the project at several universities in the area, such as Washington University and Saint Louis University, as soon as the fall semester begins.

DEC 2023

Christmas Fundraiser

A public fundraiser will be held downtown in the iconic Old Courthouse several days before Christmas. Bring friends, bring family, but most importantly, bring your ugliest Christmas sweater!

Begin concentrated awareness efforts for City/County merger at local universities and public events

Building off the work one year prior, we will be revisiting the places we originally spoke at and giving attendees a refresher on the project.

**AUG
2024**

**NOV
2023**

Missouri General Election to vote on proposed City/County merger

After all the hard work of the prior two years, the merger will be included on the ballot for the 2024 Missouri General Election. This is where the people of St. Louis make their decision.

To learn more about ReConnect, or to donate online, please visit www.restl.org.

But we need your help.

Our donors provide the support needed to reimagine the future of St. Louis. ReSTL members help shape the projects that will soon redefine our historic city and put it on course for a brighter tomorrow.

Please consider joining us in our mission by making a donation with the included form and envelope. Below is a look at the donation tiers we offer and the benefits that come along with them. By joining, you will be reconnecting, revitalizing and readvancing the future of St. Louis.

Benefits	Donation Tier		
	\$100	\$500	\$1,000+
Sponsorship of your choice			
Access to ReSTL newsletter			
Limited Edition Gift			
Invites to ReDefine events			

It all starts with you.

ReSTL

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