



# DOWNTOWN NEIGHBORHOOD ASSOCIATION

Bringing the people of downtown together



# 2015 ANNUAL REPORT

## 1st

Elections, Fundraiser, and Employee

## 501<sub>c3</sub>

Non-profit Registration Complete

## 550

Members at Year End

## 6

Town Hall Meetings

## 5

Special Open Forums

## 13

Community Building Events

## 20+

Committee Meetings

### YEAR IN SUMMARY

2015 was a landmark year for our neighborhood association with several important milestones reached. We became a 501(c)(3) non-profit, we began several new initiatives to improve our neighborhood, and we increased our membership by 283 percent! Plus, our momentum is now being supported by funding from various downtown organizations and businesses. Most importantly, the residents and small businesses of downtown have a seat at the table with our elected officials and business/community leaders on issues facing our neighborhood. With this momentous year behind us, we are looking forward to 2016 being even better.



### BEGAN THE BUILDING CAPTAIN PROGRAM

Building Captains are the communications directors of each building. They alert people about our events and other happenings in downtown. They are also tasked with registering people to vote and improving voter turnout. This group has been instrumental in building our member base, and DNA now has 39 building captains representing 26 residential buildings.

### BEGAN THE PLANNING & ZONING COMMITTEE

This committee works to improve the built environment in our neighborhood. They work with City agencies on matters ranging from street repair to urban planning. They organized a public meeting to discuss form-based code, worked to formalize a plan to improve vehicle access when there are event-related street closures, and facilitated the removal of a sculpture that became an eyesore. After members began volunteering their time researching how to improve lighting in downtown, we joined a larger coalition dedicated to increasing pedestrian and street lighting in our neighborhood. This has since morphed into the #LightMySTL project being headed by our partner, Downtown STL Inc.

### BEGAN EDUCATION COMMITTEE

Our members volunteer with the schools serving downtown: Lafayette Preparatory Academy, Confluence Preparatory Academy, and Patrick Henry Elementary. We are working to strengthen the relationship between our schools and neighborhood and improve the educational outcomes of the children in our community.

## BEGAN SMALL BUSINESS COLLABORATIVE

We turned our community organizing focus to downtown's small businesses to improve the small business climate in our neighborhood. We started holding quarterly meetings with educational and networking opportunities, and over 50 small businesses joined the collaborative in 2015.

## NEW SAFETY PROGRAMS

With neighborhood safety being extremely important to us, we began holding Neighborhood Walks to identify and report potential safety hazards in our neighborhood to the police and Citizens' Service Bureau. We also began meeting regularly with police officers who serve downtown to strengthen the relationship between our community and the officers who serve us.

## FUNDING

DNA took a big step towards sustaining its grassroots work improving downtown by receiving generous contributions from Downtown STL Inc., Stifel Financial, U.S. Bancorp Community Development Corporation, St. Louis Union Station Hotel, Hilton at the Ballpark, and our members.



*"Thank you for getting me involved in my neighborhood!"*

LU GREEN,  
DNA Building Captain

*"Downtown is becoming the model for building a strong and positive relationship between the community and police."*

LT. DAN ZARRICK,  
St. Louis Metropolitan Police Department

*"DNA is a crucial part of making downtown even more successful."*

BRYAN KING,  
Principal of King Realty Advisors



# THANK YOU FOR A GREAT YEAR!

*Jared Opsal*

DNA Executive Director



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