

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

Plan Summary:

Safety

- **To improve protection of people and property in the LBD and enhance the perception of safety in the area**
- Maintain ongoing and responsive engagement on crime and security efforts with LBD stakeholders, SLMPD, and neighboring CIDs and associations
- Hire and manage supplemental patrols
- Pursue infrastructure improvements that enhance security and sense of safety

Cleanliness

- **To provide an attractive and clean environment for all**
Maintain waste cans and pet waste stations throughout LBD
- Provide seasonal leaf and weed removal
- Coordinate neighborhood-wide clean up days
- Partner with our Neighborhood Improvement Specialist and other City offices

Connectivity

- **To cultivate a sense community, support equity and inclusiveness, and assure that public funds are being managed with public input and integrity**
- Convene open board meetings and other special events with a community feedback loop
- Participate in LBD constituent organizations
- Collaborate with neighboring jurisdictions and regional groups
- Develop and serve as District-wide government relations liaison
- Maintain a high quality and informative website
- Communicate regularly with LBD stakeholders

Vibrancy

- **To enliven the District, support local businesses, and champion a bright future for St. Louis**
- Welcome and support existing and new businesses
- Actively engage residents, visitors, and other stakeholders in the LBD
- Build enthusiasm and engagement for the LBD & City by pursuing recognition and partnering with and promoting other City neighborhoods and activities