ECONOMIC LESSONS FROM THE GREATER ST. LOUIS EXPERIENCE

Jason R. Hall
September 29, 2021
BUILDING REGIONAL MOMENTUM

COLLABORATING IN NEW WAYS AND ALIGNING ON WHAT MATTERS

ST. LOUIS AND MISSOURI ARE PARTNERS FOR GROWTH

ACHIEVING OUR ECONOMIC GOALS
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GREATER ST. LOUIS, INC. IS DRIVING A RENEWED SPIRIT OF COLLABORATIVE AND INCLUSIVE ECONOMIC GROWTH

Who knew: $8 billion in projects from Arch to Wash U

Varsity Tutors goes public. $1.7 billion deal makes it first tech 'unicorn' in St. Louis

Ascension Charity Classic a huge success; a record 51,000 fans attend
REGIONAL SUCCESS STORIES ARE SOLIDIFYING ST. LOUIS’ REPUTATION AS GROWTH AND INNOVATION HUB

St. Louis-founded startup acquired for $1.1 billion

Plant-Tech Firm Benson Hill Going Public in $2 Billion SPAC Merger
OUR REGION’S MOST INNOVATIVE COMPANIES ARE AT THE FOREFRONT OF ADDRESSING GLOBAL CHALLENGES

Exclusive: Inside lab where Pfizer’s Covid vaccine originates

Defeating COVID-19

$800 million agreement increases tech manufacturing, jobs in O’Fallon, Mo.

Reshoring Microchip Production
NGA SELECTED ST. LOUIS FOR THE $1.75 BILLION NEXT NGA WEST FACILITY, EMPLOYING OVER 3,000 WHEN OPEN IN 2025
WE CAME TOGETHER AS A REGION TO SECURE ST. LOUIS METRO’S SELECTION FOR 2022 NASCAR CUP SERIES RACE
ST. LOUIS’ ECONOMIC FUTURE WILL BE SHAPED BY OUR COLLECTIVE VISION FOR INNOVATION

These 8 Heartland Cities Are Essential to the Future of American Innovation

Here’s why the future of American innovation lies away from the coasts.

Entrepreneur

#1. St. Louis

The gateway to the west has spent the last decade building innovation infrastructure... St. Louis is on the precipice of leading the United States in 21st century innovation.
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ST. LOUIS AND MISSOURI ARE PARTNERS FOR GROWTH
BEST-IN-CLASS REGIONS UNITE, INVEST IN & WORK THROUGH AN INSTITUTION TO SHAPE LONG-TERM GROWTH

BEST-IN-CLASS ORGANIZATIONS

ST. LOUIS BEFORE GREATER ST. LOUIS, INC.

GREATER ST. LOUIS INC.
Established January 1, 2021.

Driving growth with a unified voice, a bold agenda and as one metropolitan area that is anchored by a vibrant urban core.
AFTER NINE MONTHS, WE HAVE A STRONGER SET OF CORE CAPABILITIES TO MOVE OUR REGION FORWARD

**WHY DO WE EXIST?**

Build the regional business community’s capacity to set and lead the St. Louis metro’s economic direction to create **HIGH-QUALITY JOBS AND EXPAND OPPORTUNITIES FOR ALL**

Drive a metropolitan economic agenda with the **LONG TERM FOCUS** and discipline to become a growth metro

Organize and leverage the time, energy, and financial resources of the business community to have the greatest **COLLECTIVE IMPACT** — and solve the growth challenges no business can effectively solve alone

**HOW DO WE DO IT?**

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HOW DO WE DO IT?

GREATER ST. LOUIS INC.
Goal:
Develop a 10-year jobs plan to drive inclusive economic growth in the St. Louis metro area.

Scope:
Advanced industries, innovation and business districts, workforce development, small business and entrepreneurship, and governance/finance.
STL2030 JOBS PLAN

KEY INITIATIVES

STEWARDS AN INCLUSIVE ECONOMY
- Greater St. Louis, Inc.
- STL Pledge
- Organize Capital

RESTORE THE CORE OF ST. LOUIS
- Design Downtown STL
- Brickline Greenway
- Neighborhood Transformation Initiative
- Innovation Districts

BUILD A WORLD-CLASS ECOSYSTEM FOR SMALL BUSINESSES & ENTREPRENEURS
- MainStreet STL
- Supply STL
- Small Business Support Collaborative
- Entrepreneurial Surge

BECOME A TALENT ENGINE AND MAGNET
- Talent Surge
- Build Industry-led Workforce Collaboratives
- Strengthen the STEM Education and Training Ecosystem

BECOME A HUB FOR NEXT GENERATION INDUSTRIES AND TECHNOLOGIES
- Quadruple Down on Biosciences
- Freight Infrastructure
- Advanced Manufacturing Innovation Center
- GeoFutures & National Center for Location Sciences
- Transit and Digital Access

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THE BRICKLINE GREENWAY IS A TRANSFORMATIVE PROJECT THAT WILL HELP RESTORE THE URBAN CORE
MAJOR MILESTONES HAVE BEEN ACHIEVED ON MULTIPLE PROJECTS THAT WILL BE CATALYSTS FOR CHANGE DOWNTOWN

- **Smart Lights Installed**
  - Phase 2 Completed
  - 1,000 total lights

- **Butler Brothers Building**
  - Tax Incentives Approved

- **7th Street Corridor**
  - $3 Million Project
  - Now Fully Funded

GREATER ST. LOUIS INC.
MAYOR JONES’ DOWNTOWN ENGAGEMENT AND PUBLIC SAFETY INITIATIVE WILL BRING THE NEEDED RESOURCES TOGETHER TO TRANSFORM PUBLIC SAFETY

Jones adds police, outlines plan to improve downtown’s image

Government, businesses team on task force to improve downtown safety
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CAPITAL INVESTMENTS ARE COMING FROM COMPANIES ATTRACTED BY CORE STRENGTHS IN CLUSTERS LIKE AGTECH

Indoor farming firm plans St. Louis facility, its largest to date

Sustainable Fertilizer Plant Planned at St. Louis Riverfront
BUSINESS ATTRACTION EFFORTS HAVE RESULTED IN SIGNIFICANT WINS, BRINGING NEW TECH JOBS TO REGION

Accenture Federal Services to Open Advanced Technology Center in St. Louis, Adding 1,400 Jobs to Region’s Growing Tech Community

“Advocado’s choice to commit specifically to Downtown St. Louis makes great strides in bringing new jobs to the core of the region – advancing a significant goal in the STL 2030 Jobs Plan.”

Steve Johnson
Chief Business Attraction Officer, Greater St. Louis, Inc.
President, AllianceSTL

AdTech Firm Advocado Commits to Accelerating Growth in Downtown St. Louis Headquarters
OUR GEOFUTURES INITIATIVE POSITIONS ST. LOUIS AS THE GLOBAL GEOSPATIAL CENTER OF EXCELLENCE

Progress visible at $1.75B Next NGA West site in north St. Louis

Maxar advances commitment to build a diverse workforce in St. Louis

NGA opens Moonshot Labs, its first-ever unclassified innovation center, at T-REX

NGA Accelerator seeks second cohort of promising geospatial technology companies
“The $1 billion Build Back Better Regional Challenge will provide a transformational investment to 20-30 regions across the country that want to revitalize their economies.

These regions will have the opportunity to grow new regional industry clusters or scale existing ones through planning, infrastructure, innovation and entrepreneurship, workforce development, access to capital, and more.”

**PHASE 1**
50-60 regions will be awarded ~$500,000 in technical assistance to develop projects to grow regional growth clusters.

**PHASE 2**
20-30 regions will be awarded up to $100 million to implement those projects.
Our aerospace industry strength is the result of a legacy of contributions and focused effort.

Boeing’s St. Louis F-15 program continues to soar, could add 500 jobs in coming years.
100-ACRE ADVANCED MANUFACTURING HUB WOULD MAKE ST. LOUIS A CENTER OF INNOVATION FOR THE INDUSTRY

Nicklaus: To shake off Rust Belt image, St. Louis planners want a manufacturing innovation center
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OUR REGIONAL LEADERS TESTIFIED AT MISSOURI SENATE HEARING TO ADVOCATE FOR ST. LOUIS REGION

“Let me be very clear: St. Louis must win this decade. Growth must be our top priority. That growth needs to be inclusive.

I emphasize to you today that we need agile and forward-looking state policy that supports and invests in the needs of an innovation-fueled, globally competitive, and diverse metropolitan region.

Stagnation, or a lack of growth, is the greatest existential threat to everything we love about this place we call home. St. Louis is the economic engine of the state. And as St. Louis goes, so goes the great State of Missouri.

Growth is an urgency that must transcend traditional politics.”

- Jason R. Hall
ECONOMIC SUCCESS IS A SHARED GOAL AND WE MUST WORK TOGETHER AS PARTNERS TO ACHIEVE GROWTH

44%

The Missouri counties in the St. Louis MSA make up 44% of Missouri’s GDP.
MAJOR POLICY WINS FOR OUR STATE AND REGION WILL BE CATALYSTS FOR NEW ECONOMIC GROWTH

Medicaid Expansion

“We believe the majority of Missouri voters got it right last August and that the Missouri Supreme Court got it right today.”

Proposition R

“Our community colleges play a critical role in reducing barriers to promote equitable growth”

Motor Fuel Tax

“The motor fuel tax will invest $500 million annually into Missouri roads and bridges.”
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