

# **MEET US: GREAT RIVERS GREENWAY**

Regional park district

Steward of the taxpayers' legacy & investment supported by two sales tax initiatives

Partner in the CityArchRiver Transformation – Prop P

**St. Louis City  
St. Louis County  
St. Charles County**





**1,200  
square  
miles**

**- and -**

**2  
million  
citizens**



**16 GREENWAYS**  
**54 PROJECTS**  
**250+ PARTNERS**  
**125 MILES OF GREENWAY**  
**2 MILLION VISITS/YEAR**  
**38K ACRES PUBLIC LANDS**  
**93¢ RETURNED TO YOU**



# Authorizing Legislation Protections



- Bonding Stipulations
- 20 year Sunset
  - Provides District Reauthorization
- Required Capital Improvement Plan
- Food & Drugs Exempted
- Separate Annual Audits
- District Approval of Expenditures for Public Components of CityArchRiver Projects



# Proposition P: Funding Allocation



**\$32.5 Million Annually:**

\$20 M (60%) to Great Rivers  
Greenway District

- \$10 M for Arch Grounds  
Improvements – Bonded \$85M;  
\$2.5-3M for Annual O & M
- \$10 M for Regional Park and  
Greenway Projects

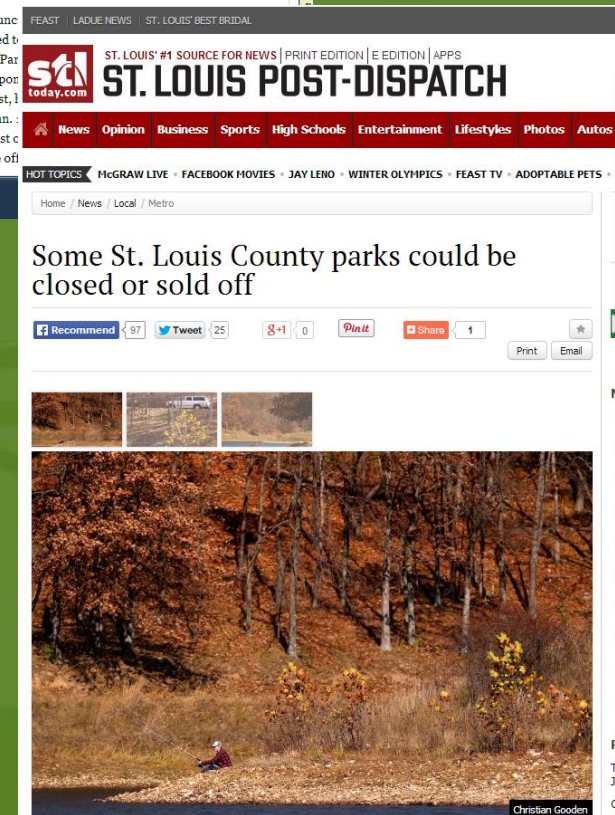
**\$12.5 Million (40%) for Local Parks**



# Political Issues, Noise and Timing



- CityArchRiver Polling
- St. Louis County Closing 20 Parks
- Opposition to Funding a Federal Park
- Tea Party Opposition to all Taxes
- Cultural District Misuse of Funds
- Blogger Group Advocating Removal of Interstate



# Campaign



- Campaign Team and Funding
- District's Role
- Polling
- April Election Strategy and Messaging
- Execution



The infographic is titled 'Just the Facts: Prop P: The Safe & Accessible Arch & Public Parks Initiative'. It features the Great Rivers Greenway logo at the top right, which includes the text 'CLEAN GREEN CONNECTED TRAILS' and icons for a person, a heart, a bicycle, a dog, and a dollar sign. The infographic is divided into several sections:

- How will the CityArchRiver 2015 project impact downtown St. Louis?**

The proposal would increase accessibility, allowing visitors with disabilities, families with young children, and the elderly easier and safer access to the Arch grounds and Mississippi riverfront. For the first time, the City will be connected to the Arch & Mississippi riverfront. There would be increased safety and security across the Gateway Arch grounds, the national park and surrounding areas.
- Why a local tax for a national monument?**

The Arch is the symbol of our community and it's up to us to take the lead in improving the quality of life for our region.
- Why are Prop P funds needed for local parks?**

The need to preserve natural areas, wildlife habitat and water resources is greater than ever. Additionally, municipalities in St. Louis city and county report more than \$200 million in need for park improvements. Additionally, the funds will be designated to make safety and accessibility improvements to parks that will increase the quality of life for all residents, so that they may enjoy the region's natural assets.
- The Clean Water, Safe Parks & Community Trails bill (Prop C) passed in 2000 provides funding to Great Rivers Greenways. Why are new funds needed?**

Great Rivers Greenway has around 500 miles of trails that remain to be built in order to complete the interconnected trail system. Over the next 5 years, we have \$135 million in project requests with only \$55 million available in revenue.

Finally, we want to save our region's open space, clean water and wildlife so that future generations can enjoy them the same way we do.

On the right side of the infographic, there is a section titled 'Prop P Facts' with the question 'What will the measure mean for you?'. It lists several benefits:

- Improving your local parks
- Adding new safety, lighting & security features to parks
- Protecting natural areas & wildlife habitat
- Improved water quality
- Improving existing local trails for walking, jogging & biking trails.

ST. LOUIS • The largest businesses in the region have collectively donated about \$1 million for the campaign to build more trails, renovate parks and upgrade the Gateway Arch grounds, according to campaign finance reports filed this week.

Civic Progress, the nonprofit association of area chief executives, has been on a fundraising spree in recent months, gathering nearly \$950,000 from area companies since December.

The group has, in turn, passed most of the donations to the pro-Proposition P campaign, which seeks to raise sales taxes in St. Louis and St. Louis County by about 2 cents on a \$10 purchase.

Ward Klein, the chief executive of Energizer Holdings and president of Civic Progress, said Proposition P has been the

# Election Day



Total Population:  
 St. Louis City 318,172  
 St. Louis County 1 million

## St. Louis County:

• Total Ballots Cast	110,927	(15.66%)
• Yes	57,832	(52.93%)
• No	51,425	(47.07%)
• Total Votes Cast on Proposition P	109,257	(100.00%)
• Vote Falloff	1,670	(1.50%)

## St. Louis City:

• Total Ballots Cast	25,256	(12.55%)
• Yes	16,233	(67.24%)
• No	7,910	(32.76%)
• Total Votes Cast on Proposition P	24,143	
• Vote Falloff	1,113	(4.40%)

