

#MLS4TheLou Fact Sheet

****Stadium Renderings can be downloaded below****

<https://www.dropbox.com/sh/8tz14pmpj91d1si/AABOhGp1KdwkJcPUOO5iHS6la?dl=0>

****Stadium District video can be downloaded below****

<https://vimeo.com/367110183/0866a452b3>

MLS Stadium District

- #MLS4THELOU has been working closely with a number of public officials to expand the footprint of the proposed stadium site to approximately 30 acres—which is almost all currently undeveloped
- The expanded footprint of the stadium development will include the area north of Market Street between 20th and 22nd Streets. This area will provide better access for fans and allow for the development of a year-round urban hub surrounding the stadium
- Included with the immediate build of the stadium will be a Downtown West District of mixed-use retail, restaurants and gathering spaces that will be open and accessible to City residents and visitors beyond the 17 home games a year
- The team has decided to locate the Team Offices and Training Facility in the City – south of Market, immediately west of Union Station
- Seating capacity of the open-air stadium will be 22,500, with ability to expand to 25,000
- Every seat will be within 120 feet of the pitch, one of the very best views in soccer
- Fans will be able to enter the stadium from all sides. A major entry plaza will serve as an optimal pre-game gathering space for fan processions and post-game celebrations
- Our canopy design will be the most extensive coverage in the MLS and will heighten the sound and energy of our fans, providing an amazing experience for all.
- The pitch will sit 40' below street level, creating a unique urban footprint with a below-ground-level playing field for a proudly loud and one-of-a-kind MLS fan experience
- Increasing the rake of the bowl brings ALL fans closer to the action. EVERY seat will be within 120 feet of the pitch for one of the best views in soccer. The closest seats will be just 15 feet from the touchline
- The stadium design will allow for a strong visual connection to the surrounding Downtown West District and neighborhood
- The main stadium entry will be less than 250 feet from Union Station

- The stadium will host approximately 17-20 regular season MLS home games and three exhibition games a year. The open-air venue may also be used for concerts, high school and collegiate sporting events and tournaments, soccer camps, family shows, etc.

Commitment to St. Louis

- The 100-percent St. Louis-based, majority female-led ownership group has deep ties to the St. Louis community in business and philanthropy
- The Taylor family's long-standing commitment to the revitalization of St. Louis is proven through the number of philanthropic and infrastructure initiatives the family is actively involved and personally invested in throughout the region
- As part of the ownership group's commitment to be an exceptional club and neighbor, they will maintain open lines of communication with key civic, community and business leaders to help build a more equitable and vibrant St. Louis

Overwhelming Privately Funded

- The ownership group's proposal is overwhelmingly privately financed, and the ownership group has no intention of requesting citywide tax revenues or tax increment financing (TIF)
- Ownership has agreed to purchase and own the stadium and land
- The city will receive property tax on lands in which it has not received tax in decades
- With respect to the land acquired from MoDOT, the Assessor will assess the land as if it was taxable in the prior year, we will pay property tax on that value for 25 years
- Our ownership group has not requested any direct City revenue to be spent on the project. As part of our updated plan, we will request:
 - City cooperation in approving certain special districts which will levy sales tax on stadium patrons buying things at the stadium
 - Abatement of property tax and exemption from construction related sales taxes as previously discussed
- The team will be exempt from the City amusement tax due to currently existing City ordinances (comparable with the Blues and Cardinals)
- We will pursue tax exemptions that are consistent with incentives that are typically offered to any business looking to build in downtown St. Louis (or another major city)
- Overall, this proposal will request significantly less from the city and, based upon current information, will allow the city to receive new revenue

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MLS4TheLou Media Update

MLS4TheLou Unveils Vision for Unprecedented Mixed-Use Stadium District to Continue Growth and Revitalization of St. Louis

The updated site plan will create a new connection between Union Station and businesses north of the stadium within the resurgent corridor of Downtown West

ST. LOUIS (October 31, 2019) – The ownership group for Major League Soccer’s St. Louis team revealed their broader vision for an entire mixed-use stadium district to be located in St. Louis’ Downtown West area. As part of their updated stadium-site plan, the proposed MLS stadium will now expand north of Market between 20th and 22nd Streets, connecting Downtown West between Union Station, south of the stadium and businesses on Olive and further north.

In working with both City and State officials, and in partnership with St. Louis-based architecture firm HOK and Julie Snow, co-founder of Snow Kreilich Architects, the ownership group wanted to ensure the new stadium and surrounding district would continue St. Louis’ growth and revitalization alongside important community projects like Great Rivers Greenway and the developments at Union Station. The new stadium-site will not only extend the Gateway Mall, but will also help direct it north and south.

“Our vision is to create a district around our proposed MLS stadium that will get people excited to visit Downtown West, not only before and after games, but on non-game days as well,” said Carolyn Kindle Betz. “We believe this district will not only be the heart of St. Louis soccer, but a special piece of downtown that will fuel the renaissance currently underway.”

MLS Commissioner Don Garber shared his confidence in the St. Louis-based ownership group to create a stadium and surrounding district unique to St. Louis.

“Since awarding Major League Soccer’s 28th team to St. Louis in August, it is obvious the MLS4TheLou Ownership Group has been working hard to create a world-class stadium along with adjacent training fields and team headquarters in a single downtown location, which is unprecedented for MLS,” Garber said. “While there is work to be completed, we commend all who have been engaged in this process and we believe this comprehensive stadium plan will not only deliver great benefits to St. Louisans for years to come, but also serve as a model for future professional sports teams in the U.S.”

The area of primarily undeveloped land immediately west of Union Station will now serve as a key spot for the team's headquarters, practice facility and sites for future development. When combined with the new proposed stadium footprint north of Market, the entire project will result in the development of approximately 31 acres in the area from I-64 north to Olive. Along with Union Station and the western portion of the Gateway Mall, this future development will help transform Downtown West into a flourishing urban activity hub, perfect for hosting music festivals, youth sports tournaments and charity events, all anchored by an MLS stadium.

As part of the updated proposed stadium plan, the ownership group plans to assume all future risk for this development and own the stadium and practice facility.

"We are very excited the ownership group is moving forward with its plan to own both the stadium and the practice facilities for the City of St. Louis' new MLS team," said Mayor Lyda Krewson. "I'm encouraged by what I've seen of the plans so far and am very much looking forward to spring 2022. People from all over St. Louis will benefit from this new addition to our City and this new soccer team that will represent the best of St. Louis."

For continued updates and news from the MLS4TheLou Ownership Group, visit our website at [MLS4TheLou.com](https://www.MLS4TheLou.com) and follow us on [Facebook](#), [Twitter](#) and [Instagram](#).

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