



St. Louis City SC Fact Sheet

****Team crest and logos can be downloaded below****

<https://cannonballagency.box.com/s/xcobfht2qqbwrt66l4zv2bbvnfrv0tn1>

****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>

Team Name, Colors and Crest

- Selected from more than 6,000 fan submissions, St. Louis City SC celebrates the area's diverse, iconic neighborhoods and proud heritage while capturing the region's recent growth and cultural renaissance.
- This club is about what our great City represents, stretching "St. Louis" beyond municipalities, county lines, even state lines.
- The name "City" celebrates our community's diverse cultures, iconic neighborhoods and proud heritage. The name "City" truly celebrates our entire region and what we can achieve on and off the pitch – together.
- A diverse group of over 20 local designers created the crest based upon a common theme discovered through focus groups and discussions with various community members – a deep-rooted sense of unity and pride across the region in the St. Louis City flag.
- The crest is an abstract depiction of the Gateway Arch, as it connects the horizontal lines representing the Mississippi and Missouri rivers, evoking this city's dynamic nature.
- Our color palette is inspired from the St. Louis flag, showcasing the unity and pride in our region.
- St. Louis City SC celebrates St. Louis' rich history as America's First Soccer Capital, but also embraces our future as we look to be part of the region's continued growth, optimism and success.
- Our fans are doers and makers, both young and old together defined by our collective spirit, not by geographic boundaries or limits. Embracing City.
- No matter where we live – the City, the County, Metro East – we all stand up for one another and we all call St. Louis home.



MLS Stadium District

- St. Louis City SC 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.

For media inquiries, please email Sam Cosner (sam@stlcitysc.com) or call at 314-339-7136.



For Media Inquiries:
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We Are St. Louis City SC

St. Louis' Major League Soccer Team's Name and Crest Inspires Unity and Optimism for the Region's Future, While Celebrating the City's Storied Soccer Tradition

ST. LOUIS (August 13, 2020) – The wait is over. As part of their promise to excite and unite fans and the entire region around the global sport of soccer, Major League Soccer's 28th team officially unveiled the team name, St. Louis City SC. Through a virtual unveiling of the name crest and team colors, the club invited fans to embrace their vision of celebrating the spirit of a new St. Louis through The Beautiful Game.

Selected from more than 6,000 fan submissions, St. Louis City SC is rooted in the City's rich soccer tradition as America's First Soccer Capital. The name celebrates the area's diverse, iconic neighborhoods and proud heritage while capturing the region's recent growth and cultural renaissance.

A diverse group of over 20 local designers created the crest based upon a common theme discovered through focus groups and discussions with various community members – a deep-rooted sense of unity and pride across the region in the St. Louis City flag. Using the flag as an inspiration, the team crest – which can be viewed [here](#) – is an abstract depiction of the club's passion and purpose, displayed through iconic elements found across the St. Louis region.

"St. Louis City SC is a reflection of the STLMade movement that is at the heart of everything we do, and truly represents our region's diverse and optimistic spirit," said Carolyn Kindle Betz. "Our desire from day one has been to be bigger than soccer and to become part of the fabric of St. Louis and a symbol of our future. This is a significant step forward for our club – and our region."

Representing the entire region, the future of sports and the spirit of a new St. Louis, St. Louis City SC is the only majority female-led ownership group in Major League Soccer. Since announcing intentions to bring Major League Soccer to St. Louis in 2018, this effort has been about more than a professional sports team. The ownership group has engaged with local organizations and donated to the Matthews-Dickey Boys' & Girls' Club and St. Louis Public Schools District Soccer Programs through merchandise sales.

Coinciding with the announcement, select merchandise is available for purchase on the club's website, StlCitySC.com, including scarves, t-shirts, koozies, decals, license plates, pennants, flags, banners and keychains.

To stay up-to-date with St. Louis City SC, visit [StlCitySC.com](#) and follow us on [Facebook](#), [Twitter](#) and [Instagram](#).

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