



St. Louis: A New Urban Champion

Montréal - January, 28, 2021

Global non-profit organization NewCities teams up with the St. Louis Development Corporation to present the city of St. Louis as a New Urban Champion—an initiative that recognizes the influence of small and medium-sized cities. This digital feature brings together local public officials, non-profit leaders, urban experts, and community advocates to explore how a mid-sized city can make systemic changes in the fields of urban planning and investment while promoting equity.



The **New Urban Champions initiative** showcases the most successful but less frequently told stories of collaboration, growth, and problem-solving happening in cities that deserve a greater share of the spotlight. After successfully launching this initiative in 2018 with Columbus, OH, NewCities now teams up with St. Louis Development Corporation (SLDC) to share best practices and advance the conversations on urban practices and equity.

Otis Williams, Executive Director at SLDC, highlights:

*"The primary goal of St. Louis Development Corporation is to improve the quality of life for everyone who lives, works, and visits St. Louis, therefore we are eager to recognize and empower the city as a New Urban Champion and stimulate others **to learn from our solutions and challenges to foster sustainable, equitable, prosperous, community-driven, and healthy cities**"*

Top image:

[St. Louis ID Card](#)

Bottom image:

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Daffney Moore, Chief Opportunity Zones Officer





Like many American cities, St. Louis finds itself in a precarious situation grappling with the impacts of the pandemic while simultaneously dealing with many of the deeply rooted racial and equity issues that dominate public life.

- *How can cities ensure social equity is embedded in their local systems, and that these systems foster the wellbeing of the Black community?*
- *What can we learn from St. Louis' equitable economic investment and inclusive growth strategies for COVID recovery?*

Contributors including [Veta Jeffery](#), [LaShana Lewis](#), [Michael P. McMillan](#), [Erica Henderson](#), and [Pastor Andre Alexander](#) explore the complex challenges facing St. Louis and how they plan to weave resilience into the fabric of their city.

In short, ***St. Louis: A New Urban Champion*** is a voice-driven editorial sparking those tough conversations and opening the floor to honest dialogue. It tells the story of St. Louis through the narratives of some of its most inspiring community leaders. [Explore Now](#)

Contact

- To get more information on the New Urban Champions initiative, St. Louis, or NewCities in general, please contact Eve Gesbert, Communications & Media Relations Manager, at eve.gesbert@newcities.org.
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About NewCities

NewCities is a global non-profit committed to shaping a better urban future. The organization has a decade's experience curating and producing innovative content about the most important emerging urban trends through tailored events, editorial features, and actionable research. NewCities brings a 'whole-city' approach by convening and connecting key stakeholders of the urban ecosystem: residents, governments, academic institutions, civil society organizations, and business communities.

Its activities are inspired and supported by its global network of [members](#), whose insights help determine the most pressing challenges faced by cities. www.newcities.org.

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About St. Louis Development Corporation

St. Louis Development Corporation fosters economic development through increased job and business opportunities and expansion of the City's tax base. st-louis-mo.gov/sldc.