

# REOPENING ST. LOUIS

## #STRONGERMISSOURI

We understand that the past few weeks have been very difficult for local businesses. OUTFRONT wants to help you grow again. We provide a platform to help businesses of all sizes #GrowStronger. The below outlines the specifics of St. Louis' reopening and current traffic patterns.

### PHASE 2 REOPENING

- June 22nd - Nonessential businesses include, offices, workspaces, retailers, restaurants, hair/nail salons, massage centers, gyms, fitness centers, Missouri attractions including casinos, the Gateway Arch, City Museum, Six Flags St. Louis, and other entertainment venues. State-specific restrictions are still in place regarding occupancy, group gatherings, hours of operation, as well as capacity.

### TRAFFIC PATTERNS

- Since the national emergency, our average yield is at 92% of impressions delivered.
- As more business and offices reopen, we continue to see a steady increase in impressions across the market. As of the last 7 audited days, OUTFRONT is delivering 99% of impressions.

