



# CENTRAL WEST END

THE BEST OF URBAN ECLECTIC

## NORTH COMMUNITY IMPROVEMENT DISTRICT



[cwescene.com](http://cwescene.com)



2014 ANNUAL REPORT

# About the NCID

Dear CWE North Community Improvement District Business Owners and Managers,

The CWE North Community Improvement District (NCID) was formed in 2010 with the mission to enhance the District and the businesses it represents through a combination of physical improvements and promotional activities. These activities are made financially possible through a 1% retail sales tax within the District, situated along the North Euclid Avenue commercial corridor from Lindell Boulevard to Washington Boulevard. Revenue is used to fund projects which include but are not limited to: advertising, branding, special events, street landscaping, cleaning, public improvements and maintenance. In this report, you will find details on the NCID accomplishments in the 2013/2014 fiscal year, and our priorities and goals for 2014/2015.

In February of 2014, our first annual survey was sent to all business owners in the NCID. The results have aided the Board and staff in establishing goals for the 2014/2015 budget year.

What the NCID learned:

- 86% of survey respondents are aware of the NCID and 76% believe it is achieving its mission.
- 81% feel the NCID is communicating effectively with merchants and 80% believe event communication is most important to their business.
- Only 25% of respondents are aware of the NCID monthly Instagram Photo Contest and only half of respondents believe the Local Social summer series achieved its potential.
- 25% of respondents believe that the cleaning crew's performance exceeds expectations, with 64% of respondents believing that they are doing a satisfactory job.
- 90% of respondents are interested in participating in more NCID related events, proving there is a great opportunity for further engagement.

The survey will be conducted on an annual basis and will serve as a tool to measure success, prioritize initiatives and collect feedback from the businesses.

**81%** feel the NCID is communicating effectively with merchants



## The NCID's key areas of focus are:

**Marketing & Communications:** The NCID provides funding for targeted marketing, communications and promotional efforts including an annual advertising campaign, event promotion, website creation and management, and social media.

**Events:** The NCID produces events throughout the year that activate the neighborhood and engage the merchant community, including: Local Social, Halloween in the Central West End and Window Walk.

**Public Realm Enhancement Services:** The NCID creates an inviting environment by investing in landscape services, sidewalk cleaning, trash removal, snow removal, and maintenance and repair of public fixtures in the District.

**Safety:** The NCID is represented on the board of the Neighborhood Security Initiative (NSI) to ensure safety in the neighborhood.



**90%** of respondents are interested in participating in more NCID related events



## 2013/2014 Accomplishments

- Marketed the NCID through an annual advertising campaign highlighting dining, shopping and unique experiences found in the District.
- Hired an Executive Director and opened a NCID office.
- Produced the District summer event series Local Social, which takes place on the second Friday of each month and drives business to local merchants through street activation and entertainment.
- Celebrated Halloween with a day of events that drew thousands to the District, including a Children's Parade, Pet Parade and an Adult Costume Contest.
- Celebrated the holiday season by decorating throughout the District and producing the 4th Annual Window Walk.
- Provided more than 3,825 hours of cleaning and maintenance services for the District including: trash collection, sidewalk cleaning, and snow removal.
- Maintained 44 planters, 54 landscaped beds and provided more than 3000 hours of landscaping services throughout the District.
- Began tracking foot traffic in the neighborhood to use as a benchmark in future programs.
- Secured a Board seat on the Neighborhood Security Initiative (NSI) and Central West End Association (CWEA) to strengthen collaboration in the District.
- Grew website traffic to 5,735 unique visitors, Twitter followers to 1,785, Instagram photos to 242, Pinterest interactions to 1,275 and Facebook reach to 23,779 users.



Provided more than **3,825** hours of cleaning and maintenance services



Hired an Executive Director and opened a NCID office

## 2014/2015 Priorities

- Continue successful marketing efforts and complete a new CWEScene.com website to effectively communicate NCID offerings.
- Strengthen NCID events and attract more people to the District through new shopping and dining experiences.
- Implement a District-wide parking solution including new signage that provides accessible and identifiable parking options.
- Enhance the physical environment by partnering with a new landscape contractor to improve the landscape program and to expand the concept of a 'garden district'
- Complete an inventory and analysis of existing sidewalk amenities and make recommendations to further enhance the public realm.
- Improve communication efforts with NCID businesses through meetings, outreach, monthly newsletters, an annual report and the annual survey.
- Develop an NCID gift card program that is attractive to consumers and managed easily by merchants.
- Collaborate with neighborhood groups such as the CWEA, NSI, SBDs and future CIDs on initiatives and programs that promote the NCID mission.



Strengthen NCID events and attract more people to the District

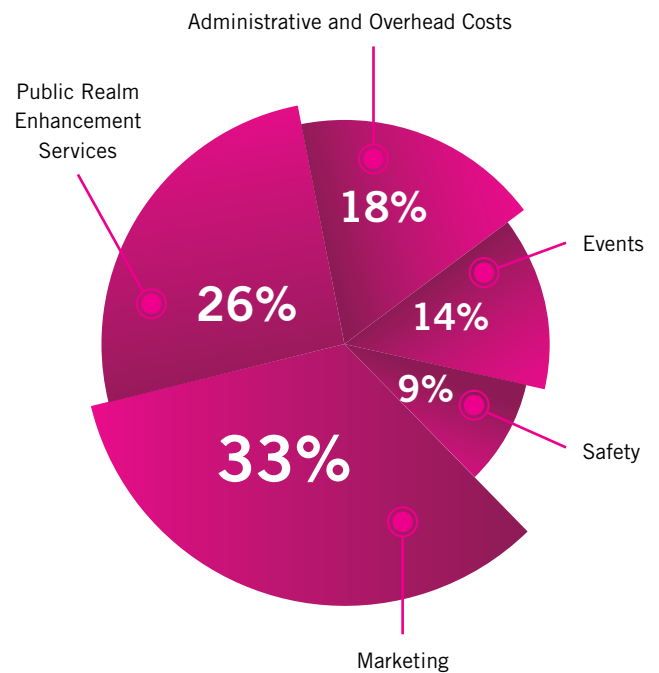
## NCID Financials



89% revenues collected are through the 1% sales and use tax

The projected revenues for the 2014/2015 fiscal year are \$800,400. Approximately 89% of the revenues collected are through the 1% sales and use tax, with additional revenue being generated through sponsorships and other programs. The total projected expenditures for 2014/2015 are \$800,400 and are allocated to the key focus areas as outlined in the 2014/2015 Projected Expenses chart.

## 2014/2015 Projected Expenses



## From All of Us

Thank you for your continued support of the NCID

We look forward to working with you this upcoming year.

Sincerely,  
NCID Board of Directors

Jim Smith – Chair  
Trip Straub – Treasurer  
Jim Dwyer – Secretary  
Derek Gamlin – Commissioner  
Pete Rothschild – Commissioner  
Aaron Teitelbaum – Commissioner

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