



# WELCOME TO THE CENTRAL WEST END

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## CWE CID MARKETING RESOURCES

The CID works to generate awareness and drive traffic to the district through a comprehensive marketing and communications program, which includes website management, event promotion, monthly e-newsletters, social media, annual media buys and neighborhood signage.

### CWEscene.com

The website is a valuable tool for businesses and a wonderful way to promote the neighborhood. Each business within the district has a listing in the website's directory. We encourage you to review your listing regularly and make sure the information is complete and accurate. The site has the ability to link to your social media pages, which provides visitors to the site with the most up-to-date information about your business. Please let us know if any changes are needed and we'll work to make those ASAP.

Additionally, there are several places on this page where you can include photos of your business. If you have photos you would like included, please send those to us. Specs for those images are as follows:

- Featured image (banner at top of page) should be **2048x834**
- Logo, recommended size is **128x128**
- We are also able to display some images within the body copy of the listing as well. There is no restriction on dimensions or size, but we want to avoid overloading the page with images. 1-2 high quality images is generally sufficient.

We also have a "news" section on our website, where we post more in-depth features about our businesses and our CWE Signature Events. If you would like your business to be considered for our blog, please email [marketing@cwenorthcid.com](mailto:marketing@cwenorthcid.com).

### Event Listings

Event listings are another significant component of our website. We want visitors to know about all of the great things happening in the CWE every day. We are always watching for event announcements via email or on social media to include, but to ensure that your event is included on the CWEscene website, please send us an email with: **Event Title & Description, Time, Date, Associated Costs, Links to Tickets/Registration Pages, and a Hi-Res Image or Graphic.**

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



CWESCENE



STLCWESCENE



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## Monthly Newsletter

The CID issues a monthly newsletter, promoting the “Top Five” upcoming events in the district. There are a lot of activities and events happening in the Central West End on a daily basis. Priority will be given to bigger events and special programming, and new businesses or businesses celebrating major milestones. We will make sure we’re rotating the businesses and events being included in an equitable manner. Sending an email on the 15th of the month for the following month’s activities will give us a better chance of working them into the newsletter.

## Social Media

We have three social media accounts that we use – CWEScene on Facebook and Instagram, and STLcwcsene on Twitter. The goal of our social media accounts is to drive traffic to the district and to highlight what the CWE has to offer!

For individual businesses the following content is posted and shared:

- Information about events that involve two or more businesses in the CWE
- Television, radio, or online news stories that can be shared via Facebook (ex: Show Me St. Louis segments, outside blog posts, newspaper articles)
- Business Anniversaries
- Business Expansions
- Grand Openings (one post per business)
- Up to two additional stories, events, activities, or promotions per business per year.

Please be sure to tag our pages in your social media posts. Use **#CWEScene** on Facebook, Twitter and Instagram. We want to share your content whenever appropriate, and this will make it easier to find. Be sure to “like” and “follow” our pages, so you can stay up-to-date on what’s happening in the neighborhood. We also share all of our businesses’ events on our CWEScene Facebook page, so be sure to send us a link to your business’s Facebook event page when applicable.





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## CWE Bucks

Central West End Bucks are issued by the CID at various events and activities, as a way to bring people back to the neighborhood to shop and dine. They are also available for purchase at the CID Office. These gift certificates can be used at participating businesses and are reimbursed by the CID. CWE Bucks look like a silver and red dollar bill. They come in \$5, \$10 and \$20 increments.



Should someone redeem a certificate at your business, accept the certificate as cash. Be sure to check the expiration date on the bottom left-hand corner. Send the certificate and a copy of the receipt to:

**Kate Maher**  
**CWE CID**  
**449 N Euclid #130**  
**St. Louis, MO 63108**

Certificates can also be dropped off at the CID Office. Please make sure to include the name of the business and address. A check will be sent in 14 business days. No refunds will be given past the expiration date.



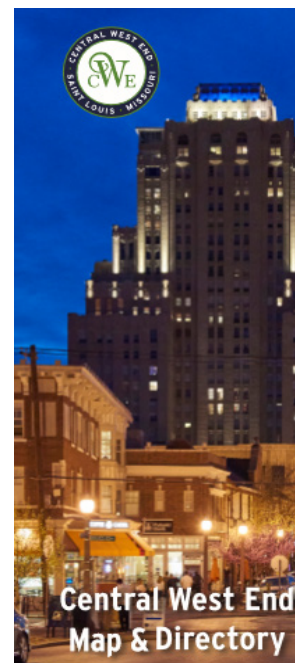
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## CWE Map & Directory

The CID prints and distributes 15,000 copies of the CWE Map and Directory each year. This is a great resource for visitors who are unfamiliar with the area. Inside is a complete listing of ALL CWE businesses, as well as information about the CID.

Maps are distributed at CID Merchant Meetings, and businesses can also request to have maps dropped off directly at their business. Maps can also be picked up at the CID Office:

**449 N Euclid #130  
St. Louis, MO 63108**



## Annual Media Buys

In order to promote the CWE as a “destination location”, the CID participates in annual media buys throughout the year in various St. Louis publications. Some featured publications include:

- Sauce Magazine
- Where Magazine
- St. Louis Magazine
- The Riverfront Times
- GO! Magazine
- St. Louis Homes & Lifestyles Magazine
- Explore St. Louis Visitor's Guide
- Wash U Parents Weekend & Commencement Guides
- Nicki's Central West End Blog





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## CENTRAL WEST END

EAT • SHOP • EXPLORE



### THE CUP

The Cup- St. Louis' original cupcakery! Offering delectable sweets including gooey butter cake, frosted sugar cookies and award-

winning cupcakes. Order online or visit us at one of our two locations.

28 MARYLAND PLAZA REAR | (314) 367-6111  
CRAVETHECUP.COM



### DRUNKEN FISH

Voted Best Sushi, Favorite Japanese, and Best Happy Hour year after year, Drunken Fish

is the most highly-regarded sushi and Japanese dining experience in St. Louis.

1 MARYLAND PLAZA | (314) 367-4222  
DRUNKENFISH.COM



### ENCHANTING EMBELLISHMENTS

A feel-good shopping experience, that focuses on customer service and Canadian

fashions, including Joseph Ribcoff, Frank Lyman and Cartise. Stay for lunch in MaryAnn's Tea Room.

4732 MCPHERSON AVE. | (314) 361-5300  
ENCHANTINGEMBELLISHMENTS.NET



### GAMLIN WHISKEY HOUSE

Celebrate the holiday season with hand-selected whiskeys and steaks at Gamlin Whiskey

House, home to more than 300 whiskeys and counting.

236 N. EUCLID AVE. | (314) 875-9500  
GAMLINWHISKEYHOUSE.COM



### MARYANN'S TEA ROOM

Join us for casual elegance. MaryAnn's Tea Room is a traditional Tea Room, with High

Tea service and lunch. Stay for a unique shopping experience in Enchanting Embellishments.

4732 MCPHERSON AVE. | (314) 361-5303  
MARYANNSTEAROOM.COM



### SUB ZERO VODKA BAR

Sub Zero Vodka Bar offers gourmet burgers, fresh sushi and, of course, the largest selection

of vodka in the country! Kitchen open until last call, seven nights a week.

308 N. EUCLID AVE. | (314) 367-1200  
SUBZEROVODKABAR.COM

In order to increase visibility of the CWE and maximize dollars allocated to advertising and media, the CID also offers businesses the opportunity to participate in **co-op ads** throughout the year. Co-op ads allow businesses to have a presence in various publications that they may not typically advertise in and maximize their advertising dollars as well. Advertising opportunities are available on a first-come, first-serve basis. For more information about co-op ads, please email [marketing@cwenorthcid.com](mailto:marketing@cwenorthcid.com).





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## CWE CID SIGNATURE EVENTS

### **CWE Cocktail Party- June 8, 2019**

The Central West End Cocktail Party celebrates the home of the first cocktail party in history! This annual event celebrates the CWE's rich history, highlights the beautiful neighborhood, and features its fabulous bars and restaurants. The event takes place along Euclid Ave, between Maryland and McPherson. Attendees can enjoy cocktails, food, live music, street performers, and a spirited cocktail competition, featuring some of the neighborhoods "top" bartenders.

### **BookFest St. Louis- September 21, 2019**

Book lovers of all ages can celebrate St. Louis' literary heritage at BookFest St. Louis, presented by the Central West End CID, Left Bank Books, and the Left Bank Books Foundation. The book festival brings a diverse mix of locally and internationally renowned writers to St. Louis for this one day event. Festival-goers are able to enjoy panels highlighting the best of contemporary literary fiction, poetry, memoir, science fiction, young adult fiction, mystery and history, as well as participate in family-friendly activities including book sales, literary crafts, live music and more within the McPherson/Euclid festival zone. All BookFest St. Louis activities are free and open to the public, unless otherwise noted.

### **The Legendary CWE Halloween Party- October 26, 2019**

For over three decades, the Central West End has been St. Louis' hot spot for celebrating Halloween. This event offers something for everyone, complete with a children's parade, trick-or-treating in the CWE, a pet parade, live music throughout the afternoon, and the Legendary Street Party and Costume Contest in the evening. This event takes place on the Saturday before Halloween, and brings nearly 10,000 people to the Central West End for the festivities.

### **CWE Window Walk- December 7, 14 & 21, 2019**

Window Walk is the Central West End CID's signature holiday event. CWE businesses decorate their windows for the season, bringing back the time-honored tradition of viewing holiday windows in downtowns years ago. On the first three Saturdays in December, visitors are invited to stroll amidst







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elegantly decorated windows while shopping at boutiques, enjoying seasonal libations, and delicious meals at local restaurants.

Each Sturday is programmed with activities such as complimentary carriage rides, carolers, ice carving demonstrations, holiday street performers, pictures with Santa, free kettle corn and s'mores, and specials and activities at neighborhood businesses.

## OTHER CWE CID EVENTS

### **CWE Give Back Day- February 27, 2019**

The CWE Shop and Dine for Charity event took place on Wednesday, February 27. Participating restaurants and retailers either contributed a designated dollar amount or a percentage of the day's sales to Shriners Hospitals for Children. Shriners provides many in-kind sponsorships during our CWE events, and our Give Back Day is an opportunity to show our support for an organization that is doing incredible work in our community. In 2019, 15 businesses participated in the event and raised almost \$3,000 for Shriners.

### **CWE Summer Music Series- Fridays, May-September**

Every Friday evening from May through September, the CID schedules musicians to play in 2-3 prominent locations in the Central West End. The music creates a wonderful ambiance for visitors as they shop and dine in the neighborhood, and helps bring them back every Friday evening throughout the summertime.

### **CWE Sidewalk Sale- July 20, 2019**

The annual CWE Summer Sidewalk Sale encourages visitors to shop and save in the Central West End. Participating businesses offer some sort of special or deal to entice visitors to come spend the day in the neighborhood. The CID also schedules live musicians throughout the neighborhood, and passes out free shopping bags throughout the event.



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## Small Business Saturday- November 30, 2019

The Central West End is home to dozens of locally owned restaurants and retailers, and on November 30, 2019, participating businesses throughout the neighborhood will host special Small Business Saturday sales, specials and promotions. The CID encourages people to "Shop Local" and conducts several giveaways throughout the day, featuring CWE Bucks as prizes. The CID also schedules live musicians to perform throughout the day. Free s'mores and kettle corn are also available throughout the event.







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## CWE CID BUSINESS RESOURCE GUIDE

The below information is provided in order to help businesses in the CWE with daily operations and to ensure that business owners have the pertinent information for doing business in the CWE.

### Maintenance

The CID provides maintenance services throughout the District, seven days a week. Crews pick up litter, sweep sidewalks, empty trash receptacles and remove graffiti. If you notice any area needing maintenance attention, please contact the CID office at 314-305-4012.

### Snow Removal

The CID clears the sidewalks and applies ice melt throughout the CID immediately following a snowfall. All crosswalks and intersections are also cleared.

Businesses are responsible for clearing their own entryways and their adjacent patio areas.

Please do not shovel snow into the planting beds. The chemicals in ice melt are toxic for plant material and soil, and result in poor plant health.

### Landscaping

The CID maintains landscaping in public areas of the CID, including flower pots at the intersections and along McPherson and Kingshighway, and flower beds adjacent to the curbs on the sidewalk. There are three scheduled plantings each year: spring, summer, and winter. Additionally, the CID's maintenance contractors prune and water trees, pull weeds, and clear leaves.

Business are responsible for the care of flower pots placed at their entrances or within their sidewalk café areas. If you are interested in contracting with the CID to have pots planted and maintained, please contact the CID office.

### Sidewalk Cafes

All businesses operating a sidewalk café in the City of St. Louis are required to obtain a permit from the Board of Public Service. #314-622-4627. Permits cost \$200, plus \$1 per square foot of sidewalk area and must be renewed annually with the Street Department.





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Four feet of unobstructed sidewalk is required at all times for ADA accessibility. Please help keep our sidewalks clear for pedestrians.

Sidewalk Café operators are responsible for keeping sidewalk café area clear of all trash and debris.

## Trash Collection

Businesses are responsible for proper removal of trash and recycling, including: breaking down boxes, scheduling regular pick-ups, and maintaining clean alley ways. It is important to keep these areas as clean as possible. Please remember that some of the alleys are shared with residents.

Trash may not be collected between the hours of 8 p.m. and 6 a.m. and pickup is required weekly at a minimum.

Businesses are responsible for providing their own waste containers, which must be clearly marked with the name and address of the business or contractor responsible for removing the waste.

Ordinance 68530 - Section 11.02.255

**Please be sure to keep lids close at all times and pick up all trash around the cans.**

## Temporary Signage

Permits must be obtained for any signage in the right-of-way. Contact 314-622-4627.

## Amplified Music

Section 15.50.030 of Ordinance 24.101 states that "no person shall play any radio, music player, or audio system upon public property at a volume which is plainly audible at a distance greater than seventy-five (75) feet from the source of the sound."

## Lighting

Lighting in pedestrian areas creates a sense of safety. Many leases require the front lights to remain on until 2 a.m. We encourage you to leave your lights on at night after you close until 2 a.m., or check your lease for specific requirements at your property.





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## Panhandling

It is unlawful for any person to engage in the act of panhandling when any of the following circumstances exists:

1. Within 50 feet of an ATM or bank entrance
2. Within 30 feet of an entrance or exit of any building open to the public
3. At any sidewalk cafe
4. At any bus stop, train stop, or cab stand
5. Within 20 feet of any cross walk
6. After 8:00 p.m. and before 7:00 a.m. (during Daylight Savings Time)
7. After 7:00 p.m. and before 7:00 a.m. (when Daylight Savings Time is not in effect)

**Please call 911 to report panhandling.**

## CID Foot Patrol Officer

The CID funds a dedicated Foot Patrol Officer that patrols the District, 7 days a week from 6 p.m. to 2 a.m. This officer is available by phone to assist with situations at your business, and can be available to escort staff to their vehicles late at night. If you need any assistance, there is a dedicated number you can call: **314-899-7006**. As always, your first call should always be to 911, but this officer can also assist you if the need arises.





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## CWE CID MEETING SCHEDULES

### 2019 CID Board Meetings

Board meetings are held at 10:00 a.m. at The Chase Park Plaza unless otherwise noted.

January 15

February- Cancelled

April 2

April 16- Cancelled

May 21

June 18

July- Cancelled

August 20

September 17

October 15

November 19

### 2019 CID Marketing Committee Meetings

(Derek Gamlin, Jim Dwyer, Kate Hahe, Erica Lembo)

- Meets monthly on the first Wednesday of the month at 9:00 a.m.

### 2019 NCID Merchant Meeting Schedule

(Rotating Location) Be sure to check your email, reminders are sent one week prior to the scheduled meeting with location information included.

Wednesday, January 16- 3:30 p.m.

Wednesday, March 20- 3:30 p.m.

Wednesday, May 15- 3:30 p.m.

Wednesday, July 17- 3:30 p.m.

Wednesday, September 18- 3:30 p.m.

Wednesday, November 20- 3:30 p.m.





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## 2019 CID Safety Meeting Schedule

(CWE NSI Office- 447 N Euclid)

Wednesday, January 23- 2:00 p.m.

Wednesday, April 24- 2:00 p.m.

Wednesday, July 24- 2:00 p.m.

Wednesday, October 23- 2:00 p.m.

