



CENTRAL WEST END

*North Business Community
Improvement District*

FY 2019/2020 ANNUAL REPORT

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Central West End Business Community Improvement District Stakeholders:

While the Central West End, like neighborhoods across the nation, are facing unprecedented challenges due to the impacts of the novel coronavirus, the core services that the CWE Business Community Improvement District (CID) has provided since its inception in 2010 – creating a safe, clean, and vibrant District – are now more important than ever. The work that we have done in FY 19-20 forms a strong foundation for our recovery and revitalization efforts in FY 20-21.

As businesses evaluate operations and navigate new challenges and changes during the COVID-19 pandemic, so too does the CID. We are closely monitoring all recommendations and guidelines from government officials and will continue to adjust our programs and priorities to best suit the needs of businesses. From a gift card incentive program, to the launch of an expanded outdoor dining program – the CID is committed to finding new opportunities to safely and creatively support businesses in the District.

All of our efforts are amplified by the CID's communication channels, including our use of social media (which grew by 25 percent over FY 18-19), e-newsletters, and our website www.cwescene.com. To maximize the effectiveness of these tools, the CID continues to work with a St. Louis-based communications firm to ensure that our resources to support our businesses have the greatest possible reach.

An increasingly important role for our organization is to help foster

a sense of community among residents, workers, and visitors. Our engagement efforts, anchored by our signature events such as Cocktail Party, Halloween, and Window Walk, have played a key role in the creation of a true neighborhood that is united by common interests and desires. While the format of these events will change in 2020-2021 due to the shifting environment, the importance of the community engagement they represent will be even greater.

Additionally, the CID continues to play a lead role in the vitality of the CWE. In 2019, the CID contracted with H3 Studio to develop a conceptual streetscape design plan for the CWE. The CID also hired H3 Studio and Partners for Economic Solutions to create a retail vision plan for the District. Implementing both projects will be a major priority for the CID in FY 20-21 and will help elevate the CWE as a unique destination to shop, dine, live, work, and visit.

Thank you for your continued dedication to the Central West End. While there are uncertain times ahead, you can be certain that the CWE CID will be here for you.

Trip Straub
Chair
Board of Directors

Kate Maher
Executive Director
CWE CID

ABOUT THE CWE CID

The Central West End Business Community Improvement District (CID) was created in 2010 in accordance with the Community Improvement District Act, a Missouri statute. The CID fosters a vibrant, welcoming neighborhood for residents and visitors by supporting the needs of businesses, and by leading efforts to enhance the charm and character of the Central West End. Activities of the CID are made financially possible through a 1% retail sales tax within the District, situated along north Euclid Avenue from Lindell Boulevard to Washington Boulevard, stretching to Kingshighway on the west and Walton on the east.

The activities of the CID are guided by a Board of Commissioners, comprised of business and commercial property owners throughout the district. The Board acts as both ambassadors and active promoters of the area and its offerings. In addition to this governance group, the CID works with business owners and representatives to exchange ideas and collaborate on efforts to enhance the community.

From marketing and special events, to public realm enhancements and safety initiatives, the CID is proud of the role it has played in the ongoing evolution of the CWE as an exceptional shopping, dining, and visitor destination. For more information, visit the CWE CID's official website: www.cwescene.com.

THE CID'S KEY FOCUS AREAS



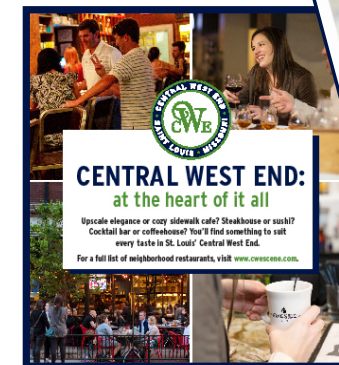
The CID works to generate awareness and increase exposure of small businesses and to position the Central West End as a unique destination to shop, dine, and visit. This is completed through a strategic and comprehensive marketing and communications program, which includes monthly e-newsletters, annual media buys, event promotion, website management, neighborhood signage, and social media.

FY2019/2020 Accomplishments

- Worked with local marketing firm to **enhance** and **expand** the CID's marketing efforts
- Grew social media audience to more than **31,000** followers across Facebook, Instagram, and Twitter, a **25%** increase over fiscal year 18/19
- Communicated CWE events, news, and promotions with more than **5,000** consumers through monthly e-newsletters
- Launched the **CWE Rewards Program** (a gift card incentive program) to help drive traffic/sales into the District during the COVID-19 pandemic
- Launched a special **blog series** on the CWEScene website to highlight local business owners' perseverance during the COVID-19 pandemic
- Posted **400+** retail and restaurant promotions on the CWEScene website/Facebook Page and published **150+** blog posts/news articles on the CWEScene website
- Generated positive **media attention** covering CWE signature events and activities in the neighborhood
- Marketed CWE events and businesses through outdoor signage, including **billboards, banners, directories** and **print ads**.

FY2020/2021 Priorities

- Seek creative ways to support businesses and keep the CWE top-of-mind through the COVID-19 pandemic
- Increase "storytelling" efforts to convey the CWE's history, charm, and character as a vibrant, mixed-use neighborhood
- Build better media relationships to increase visibility of the CWE
- Partner with other organizations to promote the CWE as a destination location to the visitor market
- Continue pitching media monthly to generate positive press mentions covering CWE signature events, development, small businesses, restaurants, and the evolution of the area



@CWESCENE  INSTAGRAM: 16,190 FOLLOWERS

@CWESCENE  FACEBOOK: 9,956 LIKES

@STLCWESCENE  TWITTER: 5,614 FOLLOWERS



The CID produces four signature events and 27 smaller events throughout the year that activate the neighborhood and engage the merchant community.

FY2019/2020 Accomplishments

- Hosted the 2nd Annual **CWE InSidewalk Sale** to help drive retail sales and bring awareness to the CWE's local businesses
- Activated the neighborhood during Mardi Gras with the 2nd Annual **Fat Tuesday Celebration**, featuring a Second Line Parade throughout the District
- Hosted the 4th Annual **CWE Sidewalk Sale**
- Produced the 3rd Annual **BookFest St. Louis**, in partnership with Left Bank Books, bringing more than **two dozen** authors to **6** venues in the CWE to celebrate St. Louis' literary heritage
- Despite inclement weather, promoted **Halloween in the CWE** through social media and quickly changed gears to host a "roaming" costume contest inside businesses throughout the District (instead of on-stage)
- Launched the first-ever **Small Business Saturday Passport**, incentivizing people to shop local throughout the day
- Produced the 2nd Annual **CWE Window Walk Holiday Market**, featuring more than **two dozen** local vendors
- Partnered with the Euclid South Community Improvement District to expand the CWE's Friday Night **Summer Music Series** south of Lindell

FY2020/2021 Priorities

- Seek innovative and creative ways to bring events and activation to the CWE during the COVID-19 pandemic
- Produce a virtual Halloween Costume Contest help the CWE continue its longstanding tradition of "hosting" Halloween
- Launch the CWE Streatery to help restaurants affected by COVID-19 increase their operations and provide a safe place for visitors to the CWE
- Continue to grow the CWE Window Walk and position the CWE as the signature place to celebrate the holidays in St. Louis
- Focus on opportunities for smaller activities that engage the merchant community

The CID creates an inviting environment by investing in landscape services, sidewalk cleaning, trash removal, snow removal, and the maintenance and repair of public fixtures in the district, in addition to funding capital improvements throughout the District to enhance the pedestrian experience.

FY2019/2020 Accomplishments

- Contracted with H3 Studio to develop a **conceptual streetscape design** for the CID, focused on **pedestrian experience**
- **Restriped** all crosswalks and curbs in the CID and **striped** all parking spaces to improve **parking experience**
- Provided more than **3,800** hours of cleaning and maintenance services for the District, including trash collection, graffiti removal, sidewalk cleaning, and snow removal
- Maintained **44** planters, **54** landscaped beds, and provided more than **1,500** hours of professional landscaping services throughout the District
- Installed **150** American Flags throughout the CID
- Enhanced the CID during the holiday season by providing design assistance to **19** CID businesses, and through the installation of **holiday lighting** and **decor**
- Funded **The Euclid Shuffle** – a **free shuttle service** on Euclid, in collaboration with the Euclid SCID, to provide visitors an easy way to get around and **alleviate parking concerns**
- Installed additional **bike parking** in the District
- Hired H3 Studio and Partners for Economic Solutions to create a **retail vision plan** for the CID

FY2020/2021 Priorities

- Adopt the retail vision strategy and develop plan to implement recommendations
- Partner with City of St. Louis to implement pilot streetscape program
- Work with scooter companies to identify locations for scooter parking in the CID
- Continue to maintain a clean environment through cleaning and maintenance efforts, 7 days a week
- Enhance lighting in the CWE by partnering with property owners to light buildings





The CID works closely with the CWE Neighborhood Security Initiative (NSI) to ensure safety in the neighborhood and is represented on the NSI Board of Directors.

FY2019/2020 Accomplishments

- Funded off-duty officers **7 nights a week** in order to improve safety and the perception of safety in the District
- Worked closely with **NSI staff** and **SLMPD** to improve safety in the CWE

FY2020/2021 Priorities

- Continue to collaborate with the NSI on safety efforts in the CID
- Create consistent safety messaging for businesses in the District

CID BOARD OF DIRECTORS

Trip Straub

Straub's Fine Grocers
Chair

Kyle Bozoian

Mac Properties
Commissioner

Jim Dwyer

Pierce Arrow Building
Secretary

Paul Filla

The Chase Park Plaza
Commissioner

Derek Gamlin

Gamlin Restaurant Group
Treasurer

Ken Fowler

Enchanting Embellishments &
MaryAnn's Tea Room
Commissioner

CID Staff Members

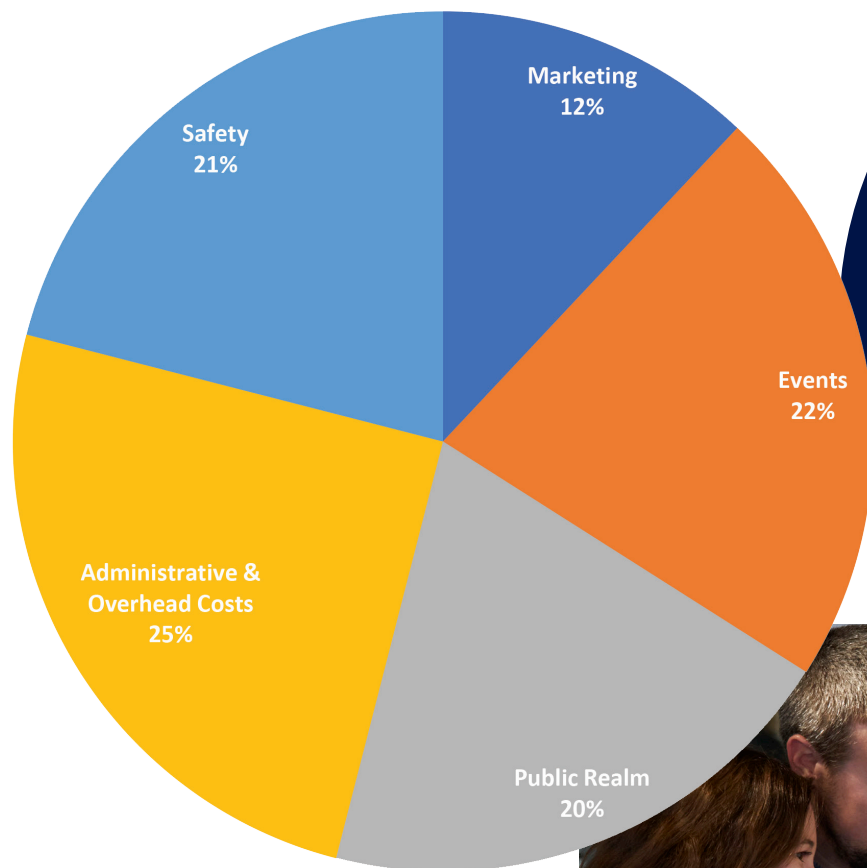
Kate Haheer
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Erica Lembo
Marketing Coordinator
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CWE CID BOUNDARY MAP



FISCAL YEAR 2019/2020 BUDGET



The total revenues for the 2019/2020 fiscal year were

\$830,242

88% of the total revenues collected were through the 1% sales and use tax, with additional revenue being generated through sponsorships and other programs.



88% OF CID REVENUES COLLECTED WERE THROUGH THE 1% SALES AND USE TAX



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