



**CENTRAL WEST END**

*North Business Community  
Improvement District*

**FY 2020/2021 ANNUAL REPORT**



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# Central West End Business Community Improvement District Stakeholders:

There's no doubt that the past 12 months have been unlike any period in recent history. The unprecedented challenges facing individuals and businesses here in the Central West End (and around the globe) required a response that embodied the resilient spirit of our city and demonstrated that the Central West End Business Community Improvement District remains a driving force behind the continued success of our community.

Ensuring positive perceptions of the Central West End became more critical during a pandemic. Reinforcing messages of cleanliness, safety, and resiliency were paramount in supporting a thriving environment.

Charged with thinking outside of the box to support businesses in new ways, the CWE CID launched a number of new programs and initiatives to help activate the neighborhood and engage the merchant community. This included a CWE Meal Donation Giveaway Campaign, which raised more than \$2,300 in funds to help support local restaurants during the COVID-19 pandemic. The CID also launched the first-ever CWE Passport, incentivizing people to shop and dine local throughout the District. In addition, the CID continued to provide a safe, socially-distanced dining experience for patrons with the return of its popular outdoor dining program, the Central West End Sreatery.

But that's not all! Despite a year filled with challenges and changes, the CID also charged forward to complete some of its key priorities for FY 20-21. To beautify the neighborhood's public environment and enhance the pedestrian experience, the CID completed the installation of architectural lighting on all four buildings at the corner of McPherson and Euclid, in partnership with Rothschild Development. The CID also worked with H3 Studios and Partners for Economic Solutions to complete a retail vision plan for the District and will begin to implement their findings in FY 21-22.

While the future may be uncertain, our retailers and restaurants have demonstrated their drive, while our neighbors have shown their support. Our community is strong and together we will continue to activate and promote the Central West End as a premier destination in St. Louis to live, work, shop, and dine.

Thank you to our stakeholders, partners, and cheerleaders for your unwavering support. Your resilience and enthusiasm for the Central West End inspires us to keep moving forward.

Trip Straub  
Chair  
Board of Directors

Kate Haheer  
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](http://www.cwescene.com).



# THE CID'S KEY FOCUS AREAS





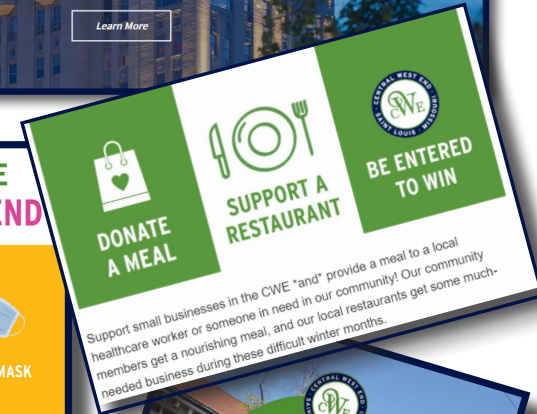
The CID works to generate awareness and increase exposure of small businesses and to position the Central West End as a unique destination to shop, dine, and visit. This is completed through a strategic and comprehensive marketing and communications program, which includes monthly e-newsletters, annual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

## FY2020/2021 Accomplishments

- Worked with local marketing firm to **enhance** and **expand** the CID's marketing efforts and reach through targeted **social media influencer campaigns**
- Grew social media audience to more than **35,000** followers across Facebook, Instagram, and Twitter, a **15.79%** increase over fiscal year 19/20
- Launched a **CWE Meal Donation Giveaway Campaign**, raising more than \$2,300 in funds to support local restaurants during the COVID-19 pandemic
- Continued to promote the **CWE Rewards Program** to help drive traffic/sales into the District during the COVID-19 pandemic, coordinating more than \$24,000 in gift card giveaways
- Communicated CWE events, news, and promotions with more than **4,800** consumers through monthly e-newsletters
- Posted **300+** retail and restaurant promotions on the CWEScene website/Facebook Page and published **75+** blog posts/news articles on the CWEScene website
- Marketed CWE events, businesses, and important COVID-19 safety protocols through outdoor signage, including **billboards, banners, directories, and print ads.**

## FY2021/2022 Priorities

- Continue to seek creative ways to support businesses and keep the CWE top-of-mind
- Increase "storytelling" efforts through social media influencer campaigns that convey the CWE's history, charm, and character as a vibrant, mixed-use neighborhood
- Research and stay up-to-date on new and emerging social media trends and tactics
- 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



19,630 Followers



10,462 Followers



5,898 Followers

as of July 1, 2021







Due to the ongoing COVID-19 pandemic, the CID had to think outside of the box and get creative with hybrid and virtual events, in lieu of its traditional event programming. In spite of these challenges, the CID was still able to activate the neighborhood and engage the merchant community through a number of “COVID-safe” event opportunities throughout the 2020/2021 fiscal year.

## FY2020/2021 Accomplishments

- Continued the **CWE Streatery** (an outdoor dining program) to help local restaurants increase operations during COVID-19 restrictions and to provide a safe, socially-distanced dining experience for patrons
- Adapted the traditional **Legendary CWE Halloween Costume Contest** to an entirely **virtual affair** by producing a 30 minute online video with 17 participants (more than 1,300 votes were placed online)
- Partnered with **St. Louis Shakespeare Festival** for the **11th Annual CWE Window Walk**, leading to enhanced window displays and festivities throughout the District during the holiday season
- Launched the first-ever **CWE Passport**, incentivizing people to shop and dine local throughout the District
- Safely activated the neighborhood during a springtime **“Back in Bloom”** event, featuring live music, street performers, special deals at participating businesses, and the kick-off of a neighborhood-wide **Scavenger Hunt**
- Launched an **outdoor fitness series** at the Maryland Plaza Fountain
- Promoted the vibrant arts district on McPherson with the launch of recurring daytime **Art Strolls**

## FY2021/2022 Priorities

- Continue to seek innovative and creative ways to bring events and activation 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.

## FY2020/2021 Accomplishments

- Worked with H3 Studios and Partners for Economic Solutions to complete a **retail vision plan** for the CID
- Completed the **installation of architectural lighting** on all four buildings at the corner of McPherson and Euclid, in partnership with Rothschild Development
- Contracted with H3 Studios to develop a **conceptual streetscape design** for the CID, focused on **pedestrian experience**
- **Restriped all parking spaces and curbs** in the CWE and completed the **installation of bollards** along Euclid Avenue to **prevent illegal parking**
- Repaired the **Maryland Plaza Fountain**
- Provided **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 **15** CID businesses, and through the installation of **holiday lighting** and **decor** for the CID

## FY2021/2022 Priorities

- Finalize and adopt the retail vision plan and identify key initiatives to implement
- Partner with City of St. Louis to implement streetscape pilot program
- Develop an Operations & Management Strategy for the CID
- Continue to maintain a clean environment through cleaning and maintenance efforts, 7 days a week







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.

## FY2020/2021 Accomplishments

- **Funded off-duty officers** 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

## FY2021/2022 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



**Paul Filla**  
The Chase Park Plaza  
Commissioner

**Trip Straub**  
Straub's Fine Grocers  
Chair

**Ken Fowler**  
Enchanting Embellishments  
Commissioner

**Jim Dwyer**  
Pierce Arrow Building  
Secretary

**CID Staff Members**  
Kate Maher  
Executive Director  
kate.haher@cwenorthcid.com

**Kyle Bozoian**  
Mac Properties  
Commissioner

Erica Lembo  
Marketing Coordinator  
erica.lembo@cwenorthcid.com

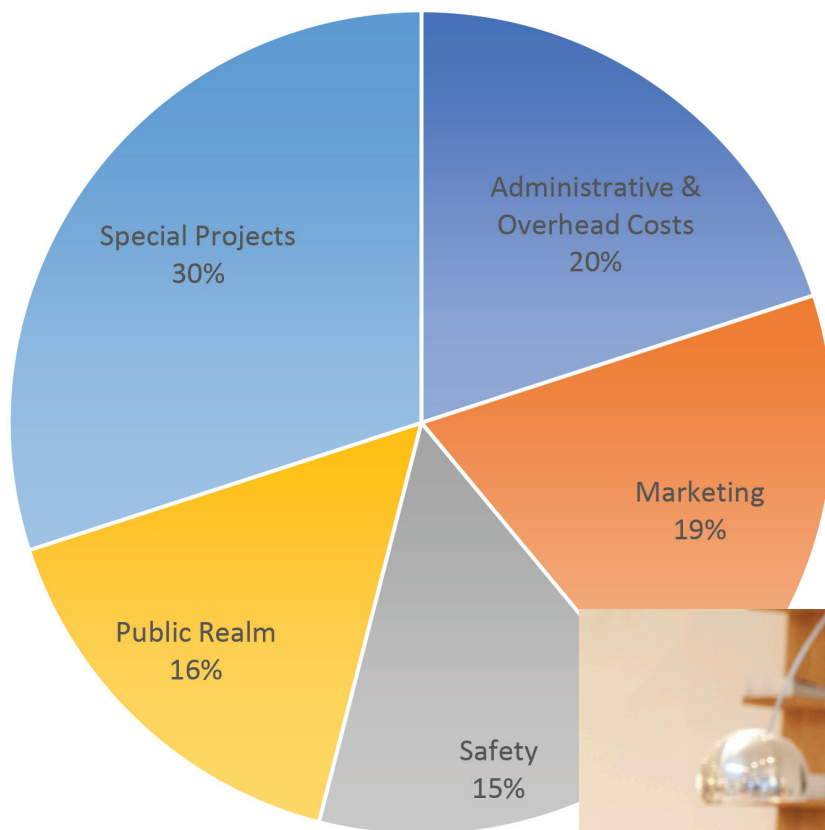


# CWE CID BOUNDARY MAP





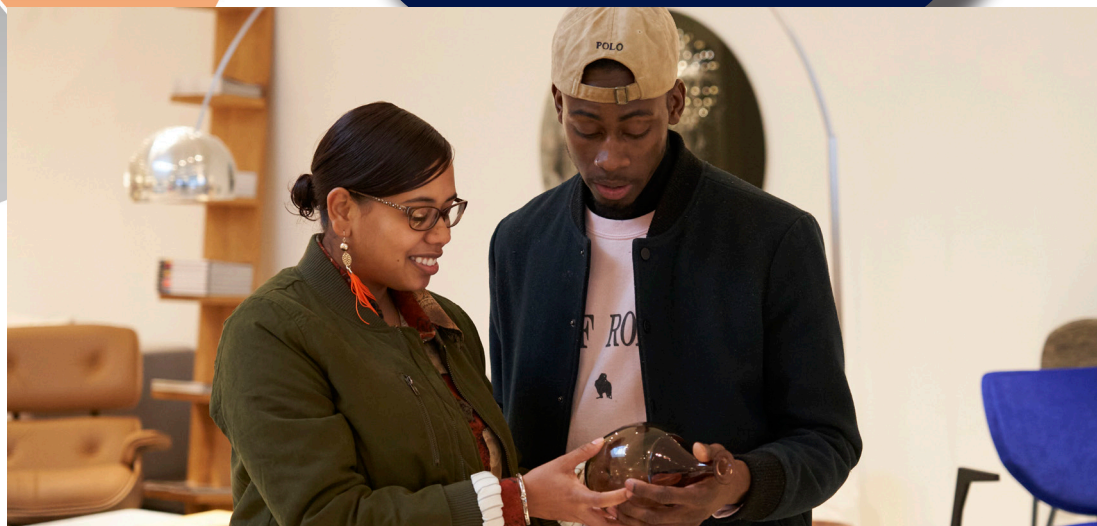
## FISCAL YEAR 2020/2021 BUDGET



The total revenues for the 2020/2021 fiscal year were

**\$536,634**

\*Sales and Use Tax collection was down due to the COVID-19 pandemic and reserve funds were used to fund programs that provided support to business in the CID during the pandemic.



**95% OF CID REVENUES COLLECTED WERE THROUGH THE 1% SALES AND USE TAX**





## CENTRAL WEST END

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Improvement District*

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

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