



CENTRAL WEST END

*North Business Community
Improvement District*

FY 2018/2019 ANNUAL REPORT

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The Central West End has the distinction of being one of St. Louis' most historic neighborhoods –

and today our streets are full of new energy and excitement. This year, the CWE welcomed several new businesses to the District, including Provisions St. Louis, Yellowbelly, Cocina Latina, Up-Down STL, and PLNK, and we are excited about future developments underway.

With this constantly evolving environment, the Central West End Business Community Improvement District (CID) is more important than ever, dedicated to maintaining and improving the CWE as one of St. Louis' top destinations.

With the continued support of our stakeholders, we have been able to foster 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.

Today, the CID represents more than 80 businesses that and continues to invest in the vitality of the CWE by funding maintenance services, marketing efforts, special events, and safety initiatives.

From producing the 4th annual Cocktail Party and the Legendary CWE Halloween Party – events that draw

thousands of people to the CWE; to sidewalk cleaning, landscaping and maintenance, the CID works year-round in keeping the CWE clean, beautiful, and vibrant.

Earlier this year, we hired a St. Louis-based communications firm to evaluate our current efforts and work with us on ways to strengthen our marketing and branding. We also conducted an assessment of the CWE Public Realm and identified priorities for future improvements. We will continue to build upon our success as urban placemakers, and capitalize on increased opportunities in the neighborhood.

We look forward to another year celebrating this unique District and identifying additional ways to elevate our services, while continuing to preserve the history that makes the CWE so unique. Thank you for your continued support.

Sincerely,

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 works 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 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.

Brunch
SATURDAY & SUNDAY

GAMLIN
WHISKEY
HOUSE
ST. LOUIS MISSOURI

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.

FY2018/2019 Accomplishments

- Worked with marketing firm to **enhance** and **expand** the CID's marketing efforts
- Increased CWEScene web sessions by **49%** over fiscal year 17/18
- Grew social media audience to more than **25,000** followers across Facebook, Instagram, and Twitter, a **38%** increase over fiscal year 17/18
- Communicated CWE events, news, and promotions with more than **4,000** consumers through monthly e-newsletters
- Published **65** blog posts on the CWEScene website
- Posted **400+** retail and restaurant promotions on the CWEScene website and Facebook page
- 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**.

FY2019/2020 Priorities

- Continue to implement recommendations from the CID's marketing consultant
- Increase "storytelling" efforts to convey the CWE's history, charm, and character as a vibrant, mixed-use neighborhood
- Enhanced focus on local and small business marketing
- 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



Printed and distributed
15,000 copies of the CWE Map and Directory

@CWESCENE  INSTAGRAM: 10,964 FOLLOWERS

@CWESCENE  FACEBOOK: 9,154 LIKES

@STLCWESCENE  TWITTER: 5,201 FOLLOWERS



The CID produces four signature events and 23 smaller events throughout the year that activate the neighborhood and engage the merchant community.

FY2018/2019 Accomplishments

- Launched **two** new events to activate the neighborhood: **CWE Insidewalk Sale** in January and the **CWE Fat Tuesday Celebration** in March
- Hosted the 4th Annual **CWE Cocktail Party**, drawing **thousands** to the CWE
- Produced the 3rd Annual **CWE Sidewalk Sale**
- Produced the 2nd Annual **BookFest St. Louis**, in partnership with Left Bank Books, bringing more than **three dozen** authors to **6** venues in the CWE to celebrate St. Louis' literary heritage
- Celebrated **Halloween** with a day of events that drew **thousands** to the District, including a children's parade, pet parade and an adults-only costume contest
- Promoted **Small Business Saturday** through print, digital, social media, and on-site
- Launched the first-ever **CWE Window Walk Holiday Market**, featuring more than **two dozen** local vendors.
- Participated in the 4th Annual **Make Music St. Louis Day**, hosting more than **42** performances
- Partnered with the Euclid South Community Improvement District to expand the CWE's Friday Night **Summer Music Series** south of Lindell

FY2019/2020 Priorities

- Enhance the CID's 4 Signature Events in order to continue to produce "can't-miss" St. Louis events
- 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.

FY2018/2019 Accomplishments

- Conducted an **assessment** of the CID Public Realm and **identified priorities** for future repair
- **Restriped** all crosswalks and curbs in the CID
- 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 **16** CID businesses, and through the installation of **holiday lighting and decor**
- Launched **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**
- Partnered with the St. Louis Treasurer's Office to offer **2 hours of free parking** in the CWE during the holiday season

FY2019/2020 Priorities

- Finalize a streetscape plan for the Public Realm in the CID and implement first phase of streetscape plan through the District
- Install additional bike parking
- Stripe all parking spots
- 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





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.

FY2018/2019 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

FY2019/2020 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

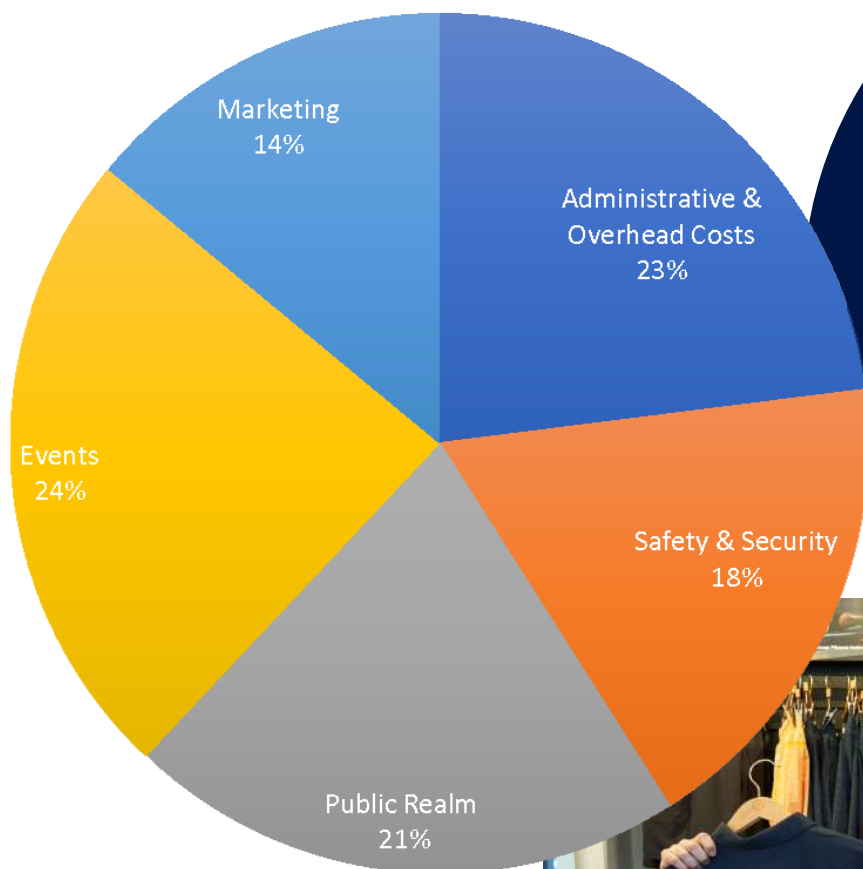
Ken Fowler

Enchanting Embellishments &
MaryAnn's Tea Room
Commissioner

CWE CID BOUNDARY MAP



FISCAL YEAR 2018/2019 BUDGET



The total revenues for the 2018/2019 fiscal year were
\$930,360

89% of the total revenues collected were through the 1% sales and use tax, with additional revenue being generated through sponsorships and other programs.



89% OF CID REVENUES COLLECTED WERE THROUGH THE 1% SALES AND USE TAX



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