



CENTRAL WEST END

*North Business Community
Improvement District*

FY 2021/2022 ANNUAL REPORT

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Central West End Business Community Improvement District Stakeholders:

Coming out of the COVID 19 Pandemic, the individuals and businesses of the Central West End displayed the resilience of our city, and demonstrated that the Central West End Business Community Improvement District continues to be a driving force behind the success of our community.

The Central West End Business Community Improvement District (CID) has displayed, now more than ever, that it is dedicated to maintaining the Central West End as one of the top destinations in St. Louis.

With your continued support, the CID has 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.

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

From bringing back the CWE Annual Cocktail Party and Legendary CWE Halloween Party and Costume Contest in-person – events that draw thousands of visitors to the CWE, to Back in Bloom featuring live music, street performers, and special deals at participating businesses, and the kick off to a neighborhood-wide Scavenger Hunt, to repaving

the sidewalk, landscaping, and maintenance, the CID works year-round to maintain a vibrant and clean neighborhood for all to enjoy.

The CID has continued working with a St. Louis-based communications firm to further strengthen marketing and branding, and continued working with H3 Studios to develop a streetscape design for the CID with the focus on pedestrian experience. Each year the CID strives to build upon our success as urban place makers and make the most of opportunities within the neighborhood.

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

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

3



Marketing



Events



Public Realm



Safety

MARKETING

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.

FY2021/2022 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 **41,000** followers across Facebook, Instagram, and Twitter, a **19.51%** increase over fiscal year 20/21.
- Communicated CWE events, news, and promotions with more than **5,000** consumers through monthly e-newsletters.
- Posted **300+** retail and restaurant promotions on the CWEScene website/Facebook Page and published **50+** blog posts/news articles on the CWEScene website.
- Marketed CWE events, businesses through outdoor signage, including **billboards, banners, directories, and print ads**.

FY2022/2023 Priorities

- Continue to seek creative ways to support businesses and keep the CWE top-of-mind.
- 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.
- Expand our social media and email audiences by continuing to engage on all of our channels.



22,308 Followers

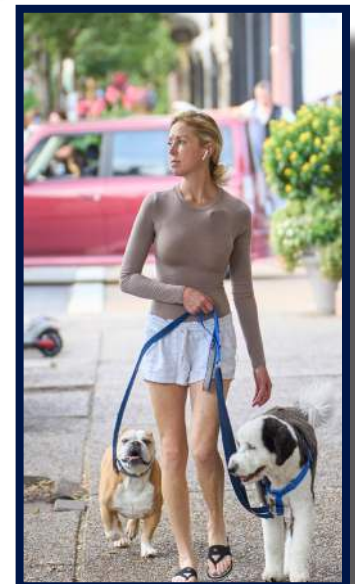


13,152 Followers



5,829 Followers

as of July 1, 2022





The CID strives to create a vibrant atmosphere by creating unique experiences throughout the year. This includes a series of small and large activities and events that are free and open to all in the St. Louis community.

FY2021/2022 Accomplishments

- Continued the **CWE Streatery** to generate additional business for the restaurants and create a unique dining experience.
- Brought back the **Legendary CWE Halloween Costume Contest** in person, with new entertainment, a record number of participants in the costume contest, and thousands celebrating in the CWE.
- Brought back the **CWE Cocktail Party and Cocktail Competition**.
- 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 a **Winter Scavenger Hunt** to further attract visitors to the CWE during the holiday season and rewarded all of them with CWE Gift Cards.
- Promoted the vibrant arts district on McPherson with the launch of recurring daytime **Art Strolls**
- Hosted two **Sidewalk Sales** (summer and winter) as a way to drive additional traffic to the CWE.
- Enhanced the **Window Walk** by partnering with 20 area designers to decorate numerous windows, and scheduled programming and activation throughout the neighborhood.

FY2022/2023 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.

FY2021/2022 Accomplishments

- Continued efforts enhancing the **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**.
- Provided **window washing** first floor windows of all commercial spaces in the CID area.
- Powerwashed **all sidewalks** in front of the commercial businesses in the CID area.
- 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 **20** CID businesses, and through the installation of **holiday lighting** and **decor** for the CID.
- Replaced **sections of the sidewalk** and removed cobblestones around the trees along Euclid, and north and south of Maryland, to eliminate trip hazards and improve walkability.
- Installed **electrical outlets** at all trees in the commercial area of the CID for event and holiday use.

FY2022/2023 Priorities

- Enhance the streetscape along McPherson Ave.
- Add lighting to the trees along the district to enhance the atmosphere and improve lighting.
- Develop an Operations & Management Strategy for the CID.
- Continue to maintain a clean environment through cleaning and maintenance efforts, 7 days a week.
- Finalize and adopt the retail vision plan and identify key initiatives to implement.





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.

FY2021/2022 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

FY2022/2023 Priorities

- Continue to collaborate with the NSI on safety efforts in the CID
- Create consistent safety messaging for businesses in the District
- Seek additional opportunity to enhance safety in CWE

CID BOARD OF DIRECTORS



Trip Straub

Straub's Fine Grocers
Chair

Ken Fowler

Enchanting Embellishments
Commissioner

Jim Dwyer

Pierce Arrow Building
Secretary

Paul Filla

The Chase Park Plaza
Commissioner

Kyle Bozoian

Mac Properties
Commissioner

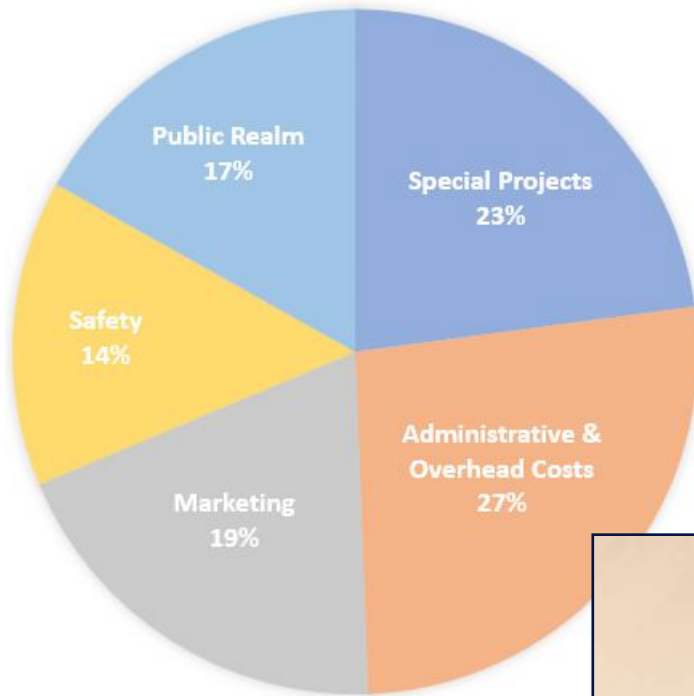
CID Staff Members

Kate Haher
Executive Director
kate.haher@cwenorthcid.com

CWE CID BOUNDARY MAP



FISCAL YEAR 2021/2022 BUDGET



The total revenues for the
2021/2022 fiscal year were
\$864,502



**94% OF CID REVENUES COLLECTED WERE
THROUGH THE 1% SALES AND USE TAX**



CENTRAL WEST END

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www.cwescene.com

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