



CENTRAL WEST END

North Business Community
Improvement District

2017/2018 ANNUAL REPORT





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CENTRAL WEST END BUSINESS COMMUNITY IMPROVEMENT DISTRICT STAKEHOLDERS:

Since 2010, the Central West End Business Community Improvement District (CID) has been working to maintain, enhance and promote the CWE as a premier destination location. With your continued

support, 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 75 businesses that invest in the vitality of the CWE by funding maintenance services, marketing efforts, special events and safety initiatives.

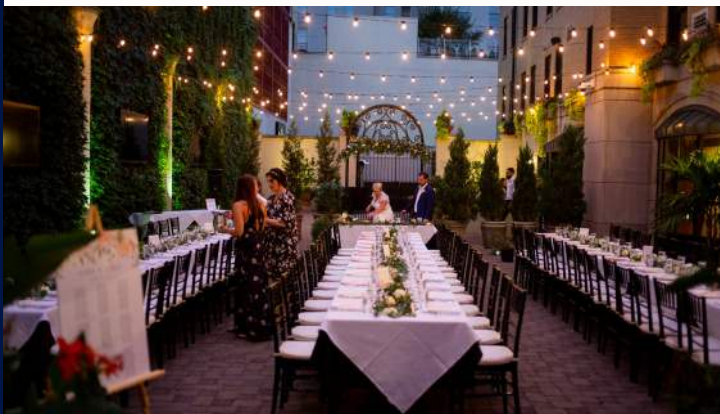
From producing BookFest St. Louis and the 3rd Annual Cocktail Party- events that draw thousands of people to the CWE; to sidewalk cleaning, landscaping and maintenance, the CID works year-round in keeping the CWE clean, beautiful and vibrant.

Earlier this year, we completed a strategic planning process to identify our key priorities moving forward. 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 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.

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





THE CID'S KEY AREAS OF FOCUS:

MARKETING | EVENTS | PUBLIC REALM | SAFETY



MARKETING & COMMUNICATIONS



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

FY2017/2018 Accomplishments

- Increased CWEScene web sessions by **136%** over fiscal year 16/17
- Grew social media audience to nearly **18,500** followers across Facebook, Instagram and Twitter
- Communicated with more than **5,000** consumers through monthly e-newsletters
- Published **31 Blog Posts**
- 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**.

FY2018/2019 Priorities

- Increase “storytelling” efforts to convey the CWE’s history, charm and character as a vibrant, mixed-use neighborhood
- Strengthen the CWE brand and key messaging for marketing and promotions
- Improve perception of the CWE and enlist a Marketing and PR firm to assist in creating strategic plans for both marketing and public relations
- 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

@CWESCENE



FACEBOOK: 8,319 LIKES

@CWESCENE



INSTAGRAM: 5,204 FOLLOWERS

@STLCWESCENE



TWITTER: 4,817 FOLLOWERS

EVENTS



CWE COCKTAIL PARTY



BOOKFEST STL



HALLOWEEN IN THE CWE



WINDOW WALK

The CID produces 4 signature events and 23 smaller events throughout the year that activate the neighborhood and engage the merchant community.

FY2017/2018 Accomplishments

- Launched the 1st Annual **BookFest St. Louis**, in partnership with Left Bank Books, bringing more than **40** authors to **7** venues in the CWE to celebrate St. Louis' literary heritage
- Produced the 2nd Annual **Sidewalk Sale**
- Hosted the 3rd Annual **CWE Cocktail Party**, drawing **thousands** to the CWE
- 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
- Expanded the 8th Annual **Window Walk**, from **1** day of festivities to **4** days
- Participated in the 3rd Annual **Make Music St. Louis Day**, hosting more than **37** performances
- Hosted **45** musicians during Friday Night **Summer Music Series**

FY2018/2019 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
- Seek additional opportunities to activate the CWE through smaller events and activities

PUBLIC REALM ENHANCEMENTS



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

FY2017/2018 Accomplishments

- 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
- Completed a **lighting design plan** for CWE properties
- Enhanced the CID during the holiday season by providing design assistance to **18** CWE businesses, and through the installation of **holiday lighting and decor**
- Completed a **parking analysis** and developed **recommendations** to improve parking in the CWE
- Worked with the City of St. Louis Forestry to replace **14 trees**
- Installed **14 dog waste stations** throughout the District

FY2018/2019 Priorities

- Implement Parking Study recommendations in order to improve parking in the CWE
- Evaluate needs in the Public Realm and make improvements to enhance the CWE's physical environment
- Expand landscape services to additional areas in the CWE
- Continue to maintain a clean environment through cleaning and maintenance efforts, 7 days a week

SAFETY

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 Priorities

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

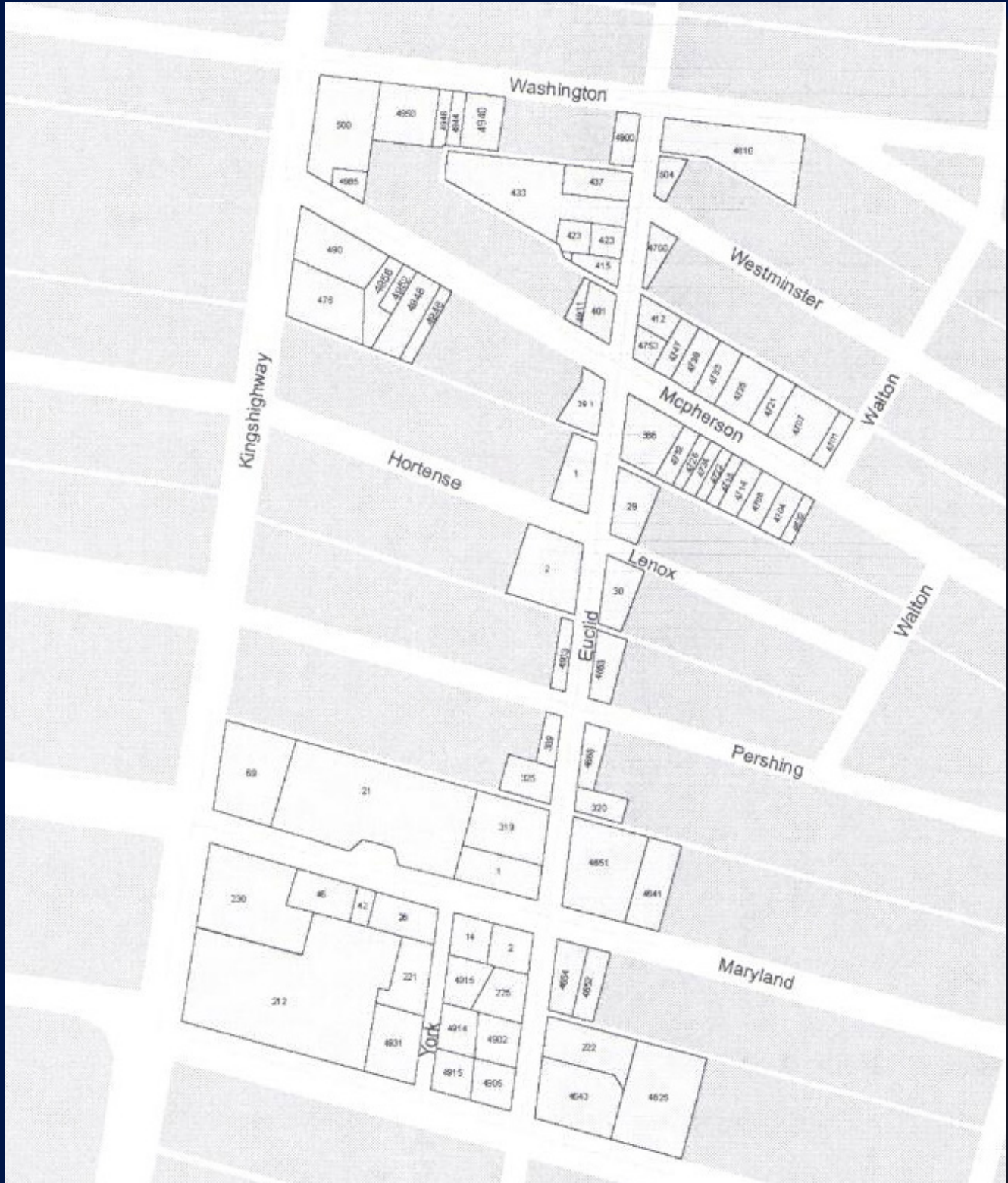


CID BOARD OF DIRECTORS

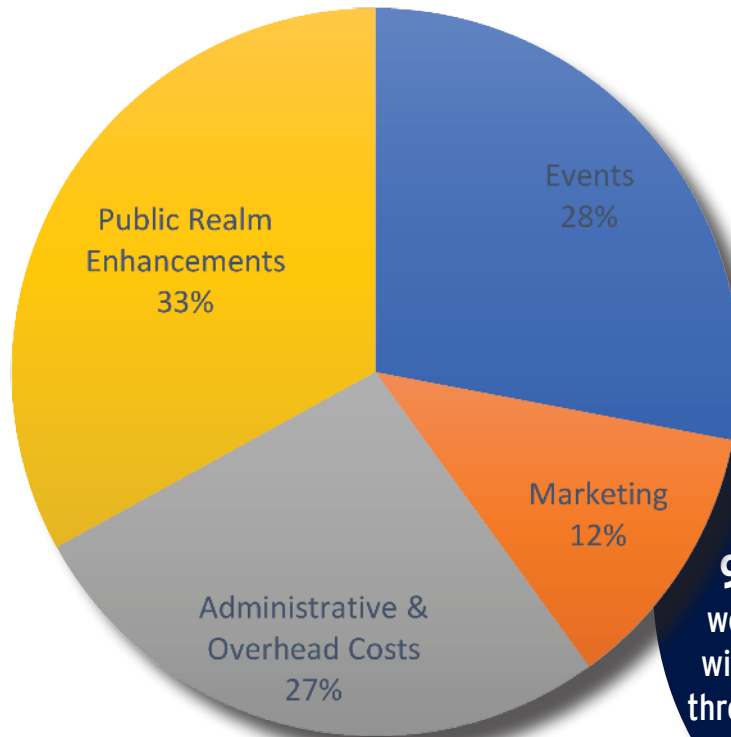
Trip Straub - Chair
Jim Dwyer - Secretary
Derek Gamlin - Treasurer

Peter Cassel
Ken Fowler
Chris Sommers

CWE CID MAP



CID FINANCIALS



The total revenues for the 2017/2018 fiscal year were
\$897,190

93% of the total revenues collected were through the 1% sales and use tax, with additional revenue being generated through sponsorships and other programs.



93% OF CID REVENUES COLLECTED WERE THROUGH THE 1% SALES AND USE TAX





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Improvement District*

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