

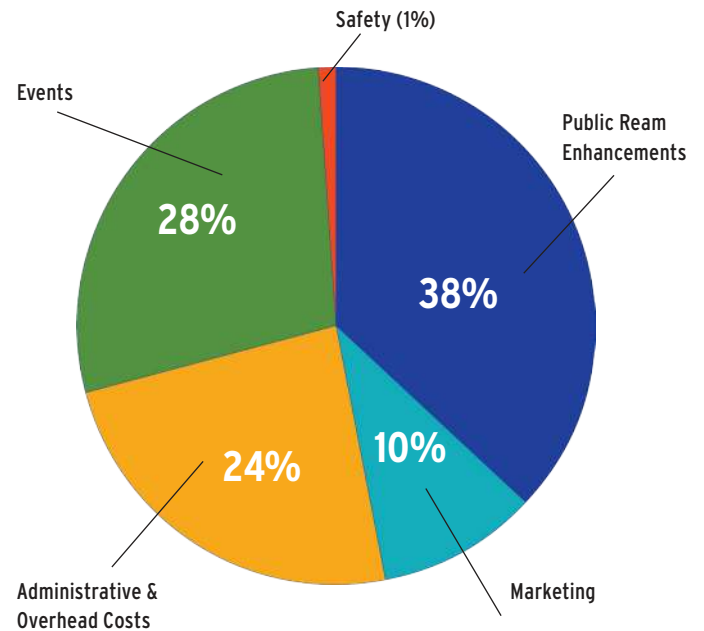
## CID Financials



### 87% OF CID REVENUES COLLECTED ARE THROUGH THE 1% SALES AND USE TAX

The projected revenues for the 2015/16 fiscal year are \$677,950. Approximately 87 percent of the revenues collected are through the 1 percent sales and use tax, with additional revenue being generated through sponsorships and other programs. The total projected expenditures for 2015/16 are \$677,950 and allocated to the key focus areas outlined in the 2015/15 Projected Expenses chart.

## 2015/2016 PROJECTED EXPENSES



## From All of Us

### THANK YOU FOR YOUR CONTINUED SUPPORT OF THE NCID!

We look forward to working with you this upcoming year.

Sincerely,  
2015/2016 CID Board of Directors

Trip Straub – Chair  
Jim Dwyer – Vice Chair/Secretary  
Pete Rothschild – Treasurer  
Bill Derbins – Commissioner  
Derek Gamlin – Commissioner  
Chris Lanter – Commissioner  
Aaron Teitelbaum – Commissioner

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**CENTRAL WEST END**  
*North Business Community  
Improvement District*

**2015/2016 ANNUAL REPORT**



## About the CID

Dear CWE North Community Improvement District Stakeholders,

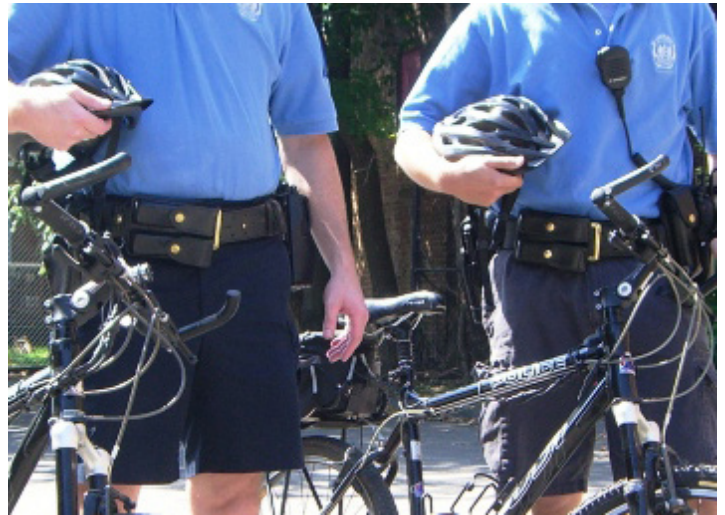
The CWE Business Community Improvement District (CID) plays an instrumental role in the continued success of the Central West End. The CID was formed in 2010 with a mission to enhance the district and the businesses it represents through a combination of physical improvements and promotional activities through its various programs. The district is situated along North Euclid Avenue from Lindell Boulevard to Washington Boulevard, stretching to Kingshighway on the west and Walton on the East. The CID promotes more than 90 businesses within its boundary and provides enhanced services in addition to the basic city services through a 1 percent retail sales tax within the district.

In this report you will find details on the CID's accomplishments in the 2015/2016 fiscal year, and priorities and goals for 2016/2017.

## The CID's key areas of focus are:



**Marketing & Communications:** The CID provides funding for targeted marketing, communications and promotional efforts including monthly e-newsletters, annual media buys, event promotion, website management and social media.



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



**Events:** The CID produces events throughout the year that activate the neighborhood and engage the merchant community, including: Living Social, Halloween, Window Walk, Make Music Day and the inaugural CWE Cocktail Party.



**Public Realm Enhancement Services:** 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 amenities throughout the district to enhance the pedestrian experience.

## 2015/2016 Accomplishments

### Marketing & Communications

- Promoted CID businesses and their events, and informed and engaged the general public and CID stakeholders through various media channels and communications tools, including: Print advertising, website, social media, newsletters, blog posts and CID maps (20,000 distributed annually)
- Launched a new CWESCENE.com website
- Grew website traffic to 61,019 users, Twitter followers to 3,835, Instagram photos/videos to 993 and Facebook reach to 513,822 users.
- Hired a marketing coordinator to bring marketing efforts in-house.

### Events

- Celebrated Halloween with a day of events that drew thousands to the district, including a children's parade, pet parade and adults-only costume contest.
- Produced the 6th annual Window Walk, partnering with St. Louis Homes & Lifestyles Magazine to provide designer assistance to eight CID businesses and expanding holiday programming beyond the first Saturday in December to include activity throughout the season.
- Produced the CWE Cocktail Party, a new event celebrating the history of the neighborhood and highlighting neighborhood businesses. This first-year event drew thousands of residents and visitors to the streets of the CWE.
- Activated the CID area by participating in the first Make Music St. Louis Day, hosting the most musical performances in one neighborhood

### Public Realm Enhancements

- 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 and 54 landscaped beds, and provided more than 1,500 hours of landscaping services throughout the district, including the introduction of a spring tulip program.
- Installed 28 directional parking signs to assist drivers in finding parking throughout the district.
- Leveraged funding from outside sources and sponsorships allowing for the CID to stretch its resources.
- Replaced worn and damaged trashcans and increased the number of cans in the district.
- Installed three directory signs to provide visitors with information on the businesses located in the CID.



**5 SIGNATURE EVENTS PRODUCED TO ACTIVATE NEIGHBORHOOD THROUGHOUT YEAR**



**MORE THAN 3,800 HOURS OF CLEANING AND MAINTENANCE PROVIDED**

## 2016/2017 Priorities

### Marketing & Communications

- Continue successful marketing efforts to effectively communicate CID offerings and attract visitors to the neighborhood to shop and dine.
- Continue to improve communication efforts with CID businesses through meetings, personal outreach, monthly newsletters, an annual report and surveys.
- Collaborate with neighborhood groups such as the CWEA, NSI, SBDs and future CIDs on initiatives and programs that promote the CID mission.

### Events

- Host CWE Sidewalk Sale to drive traffic to CID retailers.
- Expand CWE Window Walk and position the CWE as the place to spend the holidays in St. Louis
- Seek additional opportunities to activate the CWE and produce a new signature event.

### Public Realm Enhancements

- Complete an inventory and analysis of existing sidewalk amenities and make recommendations to further enhance the public realm.
- Issue an RFP for lighting design and streetscape enhancement in the neighborhood, and implement if desired by the stakeholders.
- Increase the efficiency and quality of maintenance by bringing maintenance operations in-house, revamping schedules and routines.