



## CENTRAL WEST END

*North Business Community  
Improvement District*

# FY 2024/2025 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, 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.

This past year, the CID welcomed new businesses to the neighborhood, including at the McPherson Ave. corner, which was temporarily closed due to a devastating fire in 2022. New businesses include Pass the Past, Rushmore Boutique, Central West End Yoga and others. We are also excited about future developments underway, the reopening of the Chess Club and new businesses coming, such as Mainlander and Stacked STL.

Additionally, the CID assisted the businesses and neighbors during some challenging times. The unprecedented snow fall in early 2025 left the neighborhood unpassable. The CID was able to use resources to clean streets and sidewalks for visits to access the businesses. In May 2025, STL was hit by a tornado, damaging the landscape and many buildings. The CID was again fortunate to be able to assist with a quick clean up of the CID to help get business back to normal.

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 producing the annual CWE Cocktail Party, legendary CWE Halloween Party & Costume Contest and CWE Window Walk – events that draw thousands of visitors to the CWE; to sidewalk cleaning, landscaping and maintenance, the CID works year-round to keep the neighborhood vibrant and clean for all to enjoy.

Going forward, the CID will continue to build upon our success as urban place-makers 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.

Trip Straub  
Chair  
Board of Directors

Kate Hafer  
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





# MARKETING

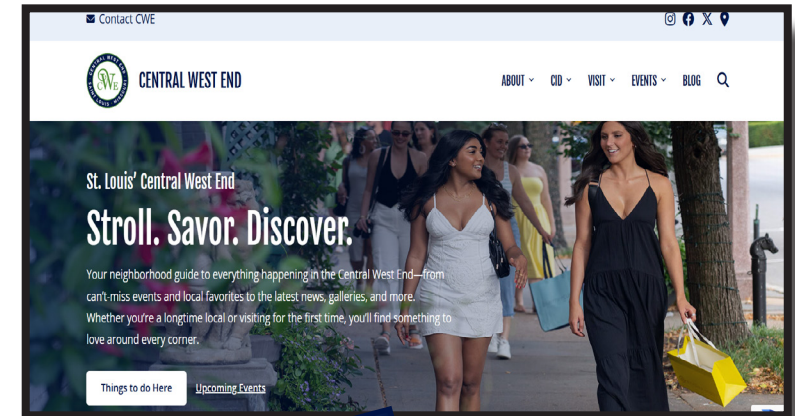
The CID works to generate awareness and increase exposure of small businesses and to position the Central West End as a unique destination to shop, dine and visit. This is completed through a strategic and comprehensive marketing and communications program, which includes monthly e-newsletters, annual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

## FY2024/2025 Accomplishments

- Worked 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 and Instagram.
- Communicated CWE events, news, and promotions to more than **4,000** consumers through monthly e-newsletters.
- Posted **330+** retail and restaurant promotions on the CWEScene social media and published **40+** blog posts/news articles on the CWEScene website.
- Marketed CWE events and businesses through outdoor signage, including **billboards, banners, directories** and **print ads**.
- Expanded marketing to include the **Euclid South CID** businesses and promote the diverse mix of businesses and events. Instagram.
- Created a CWE branded bag available to all businesses.

## FY2025/2026 Priorities

- Continue to seek creative ways to support businesses and keep the CWE top-of-mind.
- 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.
- Expand influencer relationships.
- Increase storytelling about businesses and the CWE through blogs and social media.
- Improve visibility and the perception of the CWE by celebrating the positive changes.



27,556 Followers

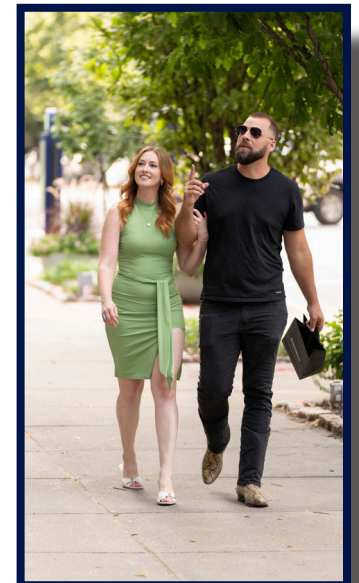


14,909 Followers



5,497 Followers

as of August 5, 2025







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

## FY2024/2025 Accomplishments

- Hosted the **Legendary CWE Halloween Party**, growing both the kids and pet events to bring more people to the CWE.
- Hosted the **CWE Cocktail Party and Cocktail Competition**, celebrating the history of the CWE with businesses serving drinks and snacks.
- 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**.
- Promoted the vibrant arts district on McPherson and Washington with coordinated **Gallery Nights** three times annually.
- Produced the **Window Walk** by partnering with 20 area designers to decorate numerous windows, and scheduled programming and activation throughout the neighborhood on Saturdays in December, attracting thousands of visitors to the CWE for the holiday season.
- Expanded the **Summer Music Series** to include Saturday evenings through a collaboration with the Interco Trust.
- Promoted the CWE as the place to spend Valentine's Day with additional promotions and Instagram moments.

## FY2025/2026 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.
- Enrich existing events with new entertainment, fresh performances and additional activations.



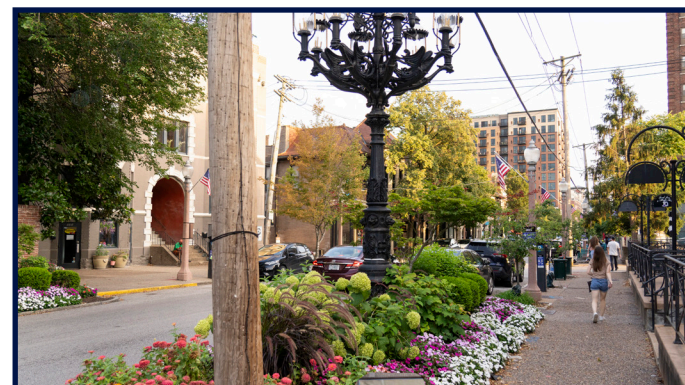
The CID creates an inviting environment by investing in landscape services, sidewalk cleaning, trash removal, snow removal, and the maintenance and repair of public fixtures in the district, in addition to funding capital improvements throughout the District to enhance the pedestrian experience.

## FY2024/2025 Accomplishments

- Provided clean up services, removing trees and debris from sidewalks and streets after the May 16 tornado.
- Replaced eight damaged trash receptacles in the district.
- **Restriped all parking spaces and curbs** in the CWE.
- **Washed** first floor windows of commercial spaces in the CID area.
- Aided the City of St. Louis by removing snow from the streets and parking lanes in the CID, providing access to the retailers and restaurants, after a 20 year snow event.
- Provided **cleaning and maintenance services** for the District, including trash collection, graffiti removal, sidewalk cleaning and snow removal seven days a week.
- 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.
- Improved the landscape on McPherson Ave. by removing cobblestones, realigning planters and adding additional planters to the intersection.
- 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.
- Operated the Euclid Shuffle, moving visitors along the corridor.
- In collaboration with City Forestry, planted 21 new trees and pruned all trees in the CWE.

## FY2024/2025 Priorities

- Enhance the streetscape along McPherson Ave. at Walton
- Develop an Operations & Management Plan for the CID in collaboration with the City of St. Louis.
- Continue to maintain a clean environment through cleaning and maintenance efforts, seven days a week.
- Work with the City of St. Louis to replace trees in the CID and repair lights damaged by the tornado.
- Assess traffic calming options on Euclid Ave.







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.

## FY2024/2025 Accomplishments

- **Funded off-duty officers and safety ambassadors** 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.

## FY2025/2026 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

Patty Long Catering  
Treasurer

### Debra Hunter

Provisions St. Louis  
Commissioner

### Jim Dwyer

Pierce Arrow Building  
Vice Chair/Secretary

### Paul Filla

The Chase Park Plaza  
Commissioner

### Kyle Bozoian

Mac Properties  
Commissioner

### CID Staff Members

Kate Haher  
Executive Director  
[kate.haher@cwenorthcid.com](mailto:kate.haher@cwenorthcid.com)

Nina Emerson  
Marketing & Communications  
Specialist  
[nina.emerson@cwenorthcid.com](mailto:nina.emerson@cwenorthcid.com)

Clean Team:  
Sean Anthony  
Stanley Johnson

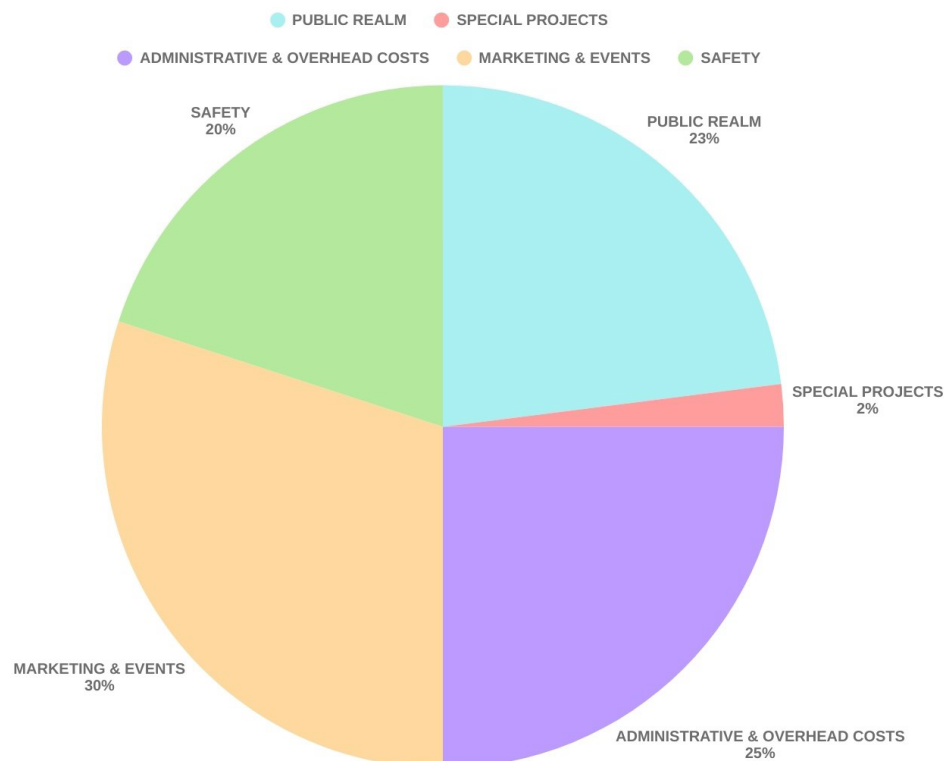


# CWE CID BOUNDARY MAP





## FISCAL YEAR 2024/2025 BUDGET



The total revenues for the 2024/2025 fiscal year were  
**\$1,032,604.13**







## CENTRAL WEST END

*North Business Community  
Improvement District*

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

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