



# Euclid South Community Improvement District

Fiscal Year 2017-2018



# ABOUT

## Euclid South CID

At the southern end of the vibrant Euclid Avenue corridor in the Central West End, the Euclid South CID boasts some of the regions finest and most memorable dining, specialty shops, and eclectic residential opportunities.

Established in 2014, the Euclid South CID is a political subdivision organized under the Revised Missouri Statutes Sections 67.1401-67.1571. It is governed by an appointed seven-member Board of Directors who are property and business owners within the CID boundaries.



## Beautification

In an ongoing effort to beautify and enhance the District, the Euclid South CID implements a number of projects including:

- Bi-weekly litter & weed abatement
- Weekly street sweeping
- Bi-weekly watering of planters and trees
- Bi-annual tree well mulching
- Seasonal Planting



## Public Safety

The Euclid South CID is a member of the Central West End Neighborhood Security Initiative (NSI), who's mission is to enhance safety and security in and around the Central West End. The NSI is responsible for the installation, maintenance & monitoring of cameras, the coordination & direction of supplemental security patrols, and communication with the SLMPD.

The CID currently deploys supplemental patrols in the form of guides, who provide both a visible presence on the street as well as informational component for visitors to the district.



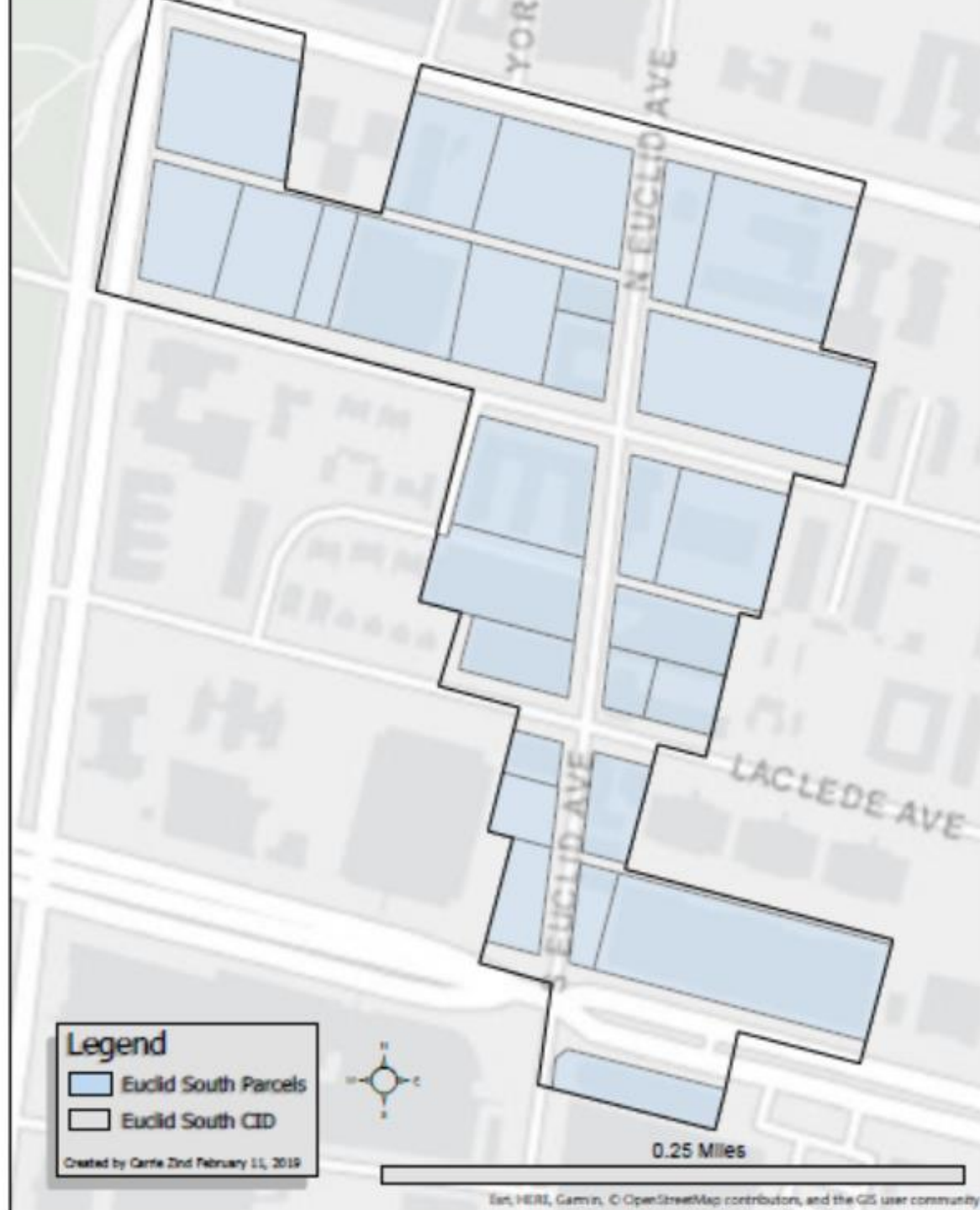
## Public Improvements

The Euclid South CID has been working on various public improvement projects. Major projects include:

- Installation of ADA Ramps - \$10, 720 Project
- In partnership with CWE South SBD and Washington University Medical Center, the installation of 184 LED fixtures for the pedestrian lights - \$44,145 Project
- Approved major street infrastructure upgrade along Euclid and Laclede, - \$36,000 project

# Euclid South Community Improvement District

MARGIE'S TRAVEL

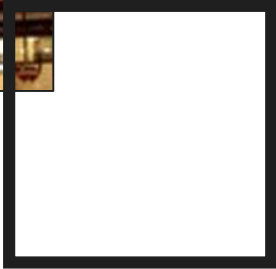


# Block Party

The first annual Block Party took place Saturday, June 16<sup>th</sup>. The afternoon was uncharacteristically hot, but the event still attracted about 100 people walking from business to business in the Euclid South CID.

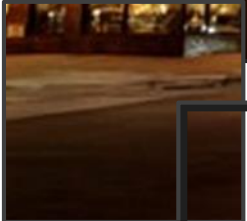
Participants were given a map of each location in the CID and asked to visit at least half of them to qualify for prizes. The Block Party awarded about 30 prizes throughout the course of the event.





# New Businesses

Euclid South CID



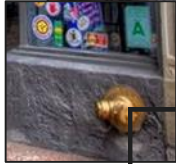




Coming to The Euclid South CID

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ON THE  
HORIZON





# ON THE HORIZON

This fiscal year saw the start of one mixed-used developments in the District:

## One Hundred

- 100 North Kingshighway
- \$130m - 36 Story apartment tower
- Completion date: Winter 2020

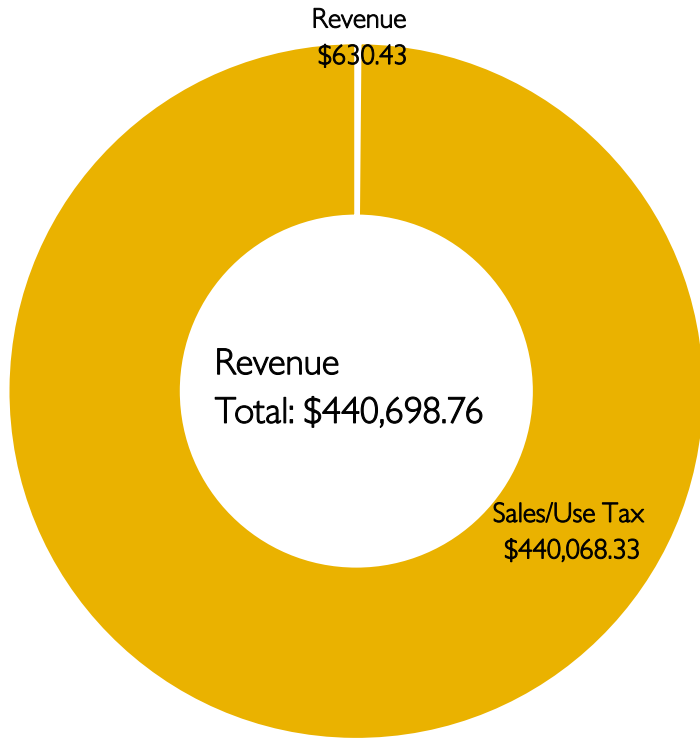




# Financials

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Fiscal Year 2017-2018



### Where Does the Money Come From?

**Sales Tax:** State of Missouri sales tax rate of 1% per sales and use dollars is collected by the Missouri Department of Revenue from the businesses within the boundaries of the district

**Revenue:** Events and interest

### Where Does the Money Go?

**Marketing:**

- Logo, Branding
- Advertising
- Special Events
- Web, social Media
- Marketing and Promotions

**Public Safety:**

- CWE Neighborhood Security Initiative
- Patrols
- Public Safety Reserves

**Net Income:**

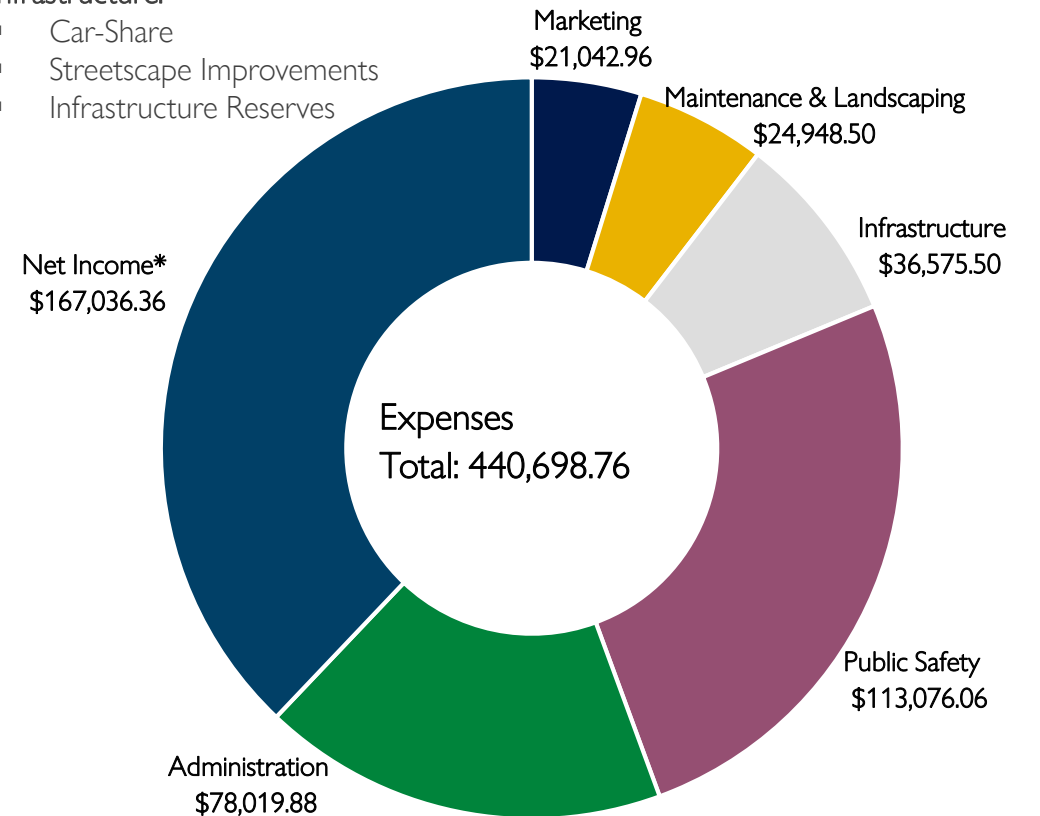
- New Businesses contributed to a unexpected increase in revenue

**Maintenances & Landscaping:**

- Cleaning & Maintenance
- Maintenance & Clean Reserves

**Infrastructure:**

- Car-Share
- Streetscape Improvements
- Infrastructure Reserves





# Business List

Euclid South CID

Applebee's Bar and Grill	Holiday Inn Express	Philip Johnson Salon	Taze Mediterranean Street Food
A-Z Market	Hot Box Cookies	Pickles Deli	Tom's Bar & Grill
BBQ Saloon	India's Rasoi	Plaza Dental Center	Treats Unleashed
Brasserie by Niche	International Tap House	Poke Doke	Tutti Fruitti CWE
Central West End Cleaners	Jimmy John's	Premier Dental Partners	UPS Store
Central West End Nail & Spa	Kampai Sushi Bar	Racanellis's Pizza	West End Wok
Chi Sushi Sake	Kindred Hospital	Rosie's Place	Whole Foods
Clarkson Eyecare	Little Saigon Café	Shake Shack	Wild Flower Restaurant
Einstein Bagels	Massage Luxe	Steve's Hot Dogs (iTAP)	1746 Public House
Fitness Formula	Metro Lofts	St. Louis Bread Company	
Great Southern Bank	Parkway Hotel	Subway	
Hair Suite Too	Patrick Travel	Taste	

👤 Ashley L. Johnson (*program Administrator*)

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[www.EuclidSouthCID.org](http://www.EuclidSouthCID.org)

# Board of Directors

- Mark Rubin, *Koman Group* (Chair)
- Lucas Gamlin, *1746 Public House* (Treasurer)
- John McElwain
- Brian Phillips, *Washington University Medical Center*
- John Ly, *Little Saigon Café*