

# The Euclid South

COMMUNITY IMPROVEMENT DISTRICT

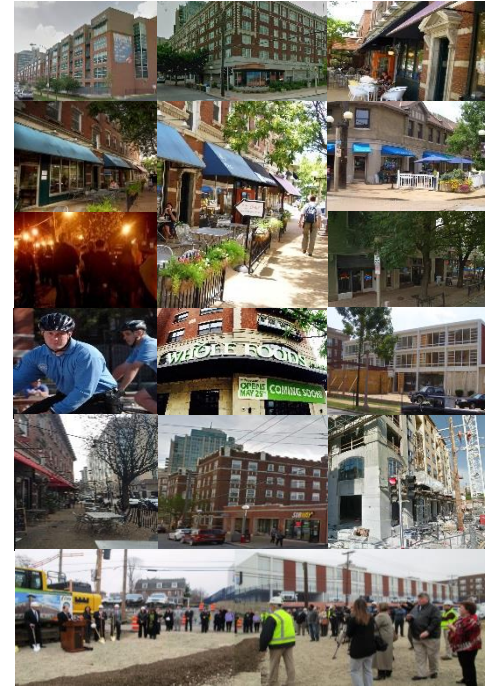


Fiscal Year 2015-2016  
Annual Report



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# LETTER TO THE COMMUNITY

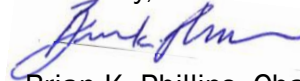
Dear Friends,

As the Euclid South Community Improvement District (CID) closes its first full year of operation, I want to extend the community's appreciation for your foresight and support in approving the District. Your vote in 2014 created the CID and approved the 1% sales tax that funds every CID program. Your continued participation in the committees helps guide the CID's efforts and is key to the CID's success and the success of the community.

The Euclid South CID is focused on Euclid Avenue, from Lindell Boulevard to Forest Park Avenue. The businesses and remarkable mix of historic and contemporary residential opportunities create an energetic and unique community. The extraordinary building boom is bringing new residents and businesses, making the area stronger and even more dynamic. The CID's goal is to further enhance and promote the District, providing a vibrant and attractive atmosphere in a welcoming walkable urban neighborhood.

The Euclid South CID is just the beginning. On behalf of the CID Board, I invite you to continue the effort to make this the community you have always wanted.

Sincerely,



Brian K. Phillips, Chairman of the Board

Euclid South Community Improvement District



# ABOUT THE 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.



# EUCLID SOUTH CID, GOVERNANCE

## BOARD OF DIRECTORS:

<b>Brian K. Phillips</b> (WU Medical Center)	Chairman
<b>Nick Georges</b> (Property & Business Owner)	Vice Chairman
<b>Sam Koplak</b> (Property Owner)	Secretary
<b>John Ly</b> (Business Owner)	Director
<b>John McElwain</b> (Property Owner)	Director
<b>Joshua Udelhofen</b> (Property Owner)	Director
<b>Open Seat</b> ( <i>Business Owner</i> )	Director

## Board Meetings

Board meetings are held at 2 p.m. on the third Thursday of odd-dated months in the Administrator's office. Meetings are open to the public, but may be rescheduled if a quorum is not available. Please call to confirm.

## District Administrator

Park Central Development Corporation  
4512 Manchester Ave., Suite 100  
St. Louis, MO 63110 314.535.5311  
Staff: Susan Anderson and  
Hannah Curtin



# EUCLID SOUTH CID, COMMITTEES

## LANDSCAPING COMMITTEE

Gary Jackson, *MetroLofts*

John McElwain, *Real Property Associates*

Maggy Malcolm, *Wexford Condominiums*

Ron Skinner, *Patrik Travel*

Jim Velten, *Tusten Townhomes*

## MARKETING COMMITTEE

Angela Castelli, *Central Table*

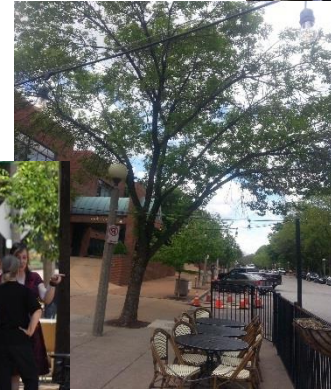
Eric Hammond, *Philip Johnson Salon*

Kevin Harmann, *Fitness Formula*

Shawn Milford, *Whole Foods*

David Picard, *Wild Flower Restaurant*

Sarah Scherer, *International Tap House*



# EUCLID SOUTH CID BUSINESSES



**\$24.5M Sales (taxable)**

**44 Businesses**

**20 Restaurants**





# BUSINESSES

Applebee's Bar & Grill	India's Rasoi	Racanelli's Pizza
A-Z Liquor	International Tap House	Relish
BBQ Saloon	Jimmy John's	Rosie's Place
Brasserie by Niche	Kampai Sushi Bar	St. Louis Bread Co.
Central Table/Bar Paradigm	Kindred Hospital	St. Louis Coffee Oasis
Central West End Cleaners	Laclede Nail Salon	Subway
Clarkson Eyecare	Little Saigon Café	Taste
Einstein Bagels	Massage Luxe	Tom's Bar & Grill
Fitness Formula	Parkway Hotel	Tortillaria Mexican Kitchen
Great Frame Up	Patrik Travel	Tutti Frutti CWE
Great Southern Bank	Philip Johnson Salon	(The) UPS Store
Hair Suite Too	Pickles Deli	West End Wok
Holiday Inn Express	Plaza Dental Center	Whole Foods
Hot Box Cookies	Premier Dental Partners	Wild Flower Restaurant



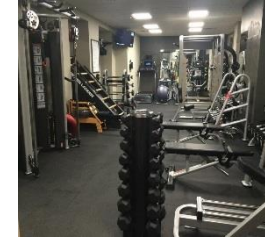
# EUCLID SOUTH CID, WELCOMES NEW BUSINESSES



**February 2015:** Hot Box Cookies opened with temptations warm & wonderful at 7 S. Euclid.



**Spring 2015:** As the weather warmed, so did the grills at BBQ Saloon, 4900 Laclede. Tantalizing!



**Summer 2015:** Choose group, personal, semi-private, or private training at Fitness Formula, 4630 Lindell.



**Spring 2016:** The new owner of CWE Nails & Spa offers clients relaxation with a dash of sparkle, 4904 Laclede.



**May 2016:** Threatening clouds did not deter eager customers who lined up around the block for Whole Foods opening. It's the first store in St. Louis City!

# PROGRAMS

Clean & Green

Marketing

Public Improvements

Public Safety

A photograph of a city sidewalk scene. In the foreground, there are black metal outdoor tables and chairs. A person is sitting at one of the tables. In the middle ground, several people are walking along the sidewalk. There are trees and buildings in the background. The scene is bright and sunny.

CWE  
LIVE!

# CLEAN & GREEN

Ensuring a welcoming streetscape in 2016 is a new planting scheme that included hundreds of flowering annuals and bulbs.



# CLEAN & GREEN

The Euclid South CID is honored to be “home” to shops, bars, restaurants, and hotels who take pride in creating a welcoming entrance to their business.

Echoing that pride, a precise schedule of twice weekly care and watering of District planters and trees is followed. The maintenance includes a matching schedule for regular cleaning of the sidewalk and streets, emptying curbside trash containers, plus upkeep of the street furniture and lighting.



# MARKETING

The Euclid South CID's primary focus this first year of operation was the Euclid Streetscape Improvements. The project's completion and the patience of our businesses, patrons, and neighbors was celebrated at a ribbon cutting.



# MARKETING

The CID launched Phase 1 of its communication and marketing strategy by activating a social media campaign with the creation of **CWELive** Twitter, Instagram and Facebook accounts. The name accentuates the energetic atmosphere pulsating throughout the District and that Euclid South is a great place to reside.

Soon to be online, [www.EuclidSouthCID.org](http://www.EuclidSouthCID.org) will include event and business announcements, updates for on-going CID projects, upcoming projects, and all the Board meeting agendas, minutes and financial reports.

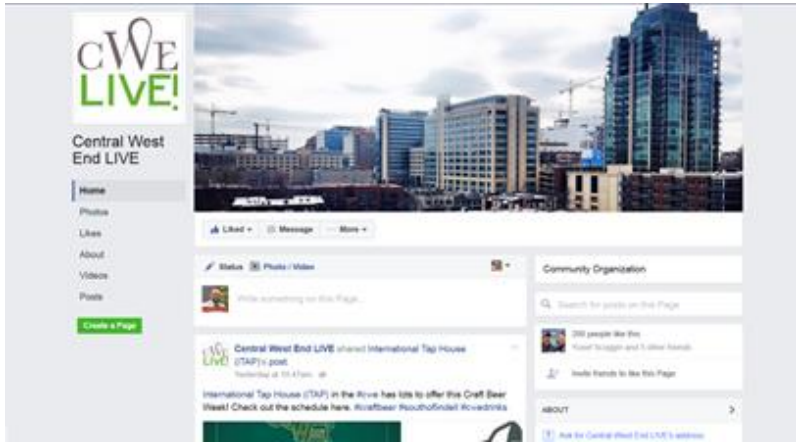


LĪVE ... or ... LĪVE

However you chose to pronounce it, the answer is a resounding  
**“YES!”**



# MARKETING





# SPECIAL EVENTS

The Euclid South CID Marketing Committee is working through plans for “*Pour + Pair*” on October 15. Mark your calendar for the first of this annual event as the Euclid South businesses offer specialty dishes paired with select cocktails, wine, or beer and served while patrons enjoy live music and art outdoors.



# PUBLIC IMPROVEMENTS

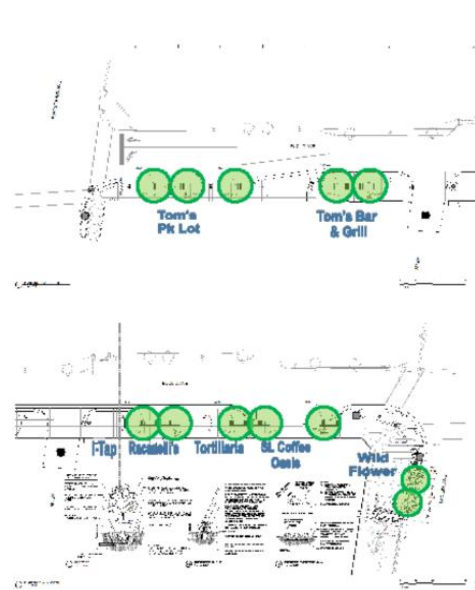
Steady progress toward a dynamic new streetscape! The \$7M Euclid Streetscape Project is a multi-phased plan to thoroughly upgrade the public realm along Euclid Avenue, Lindell Boulevard to Forest Park Avenue.



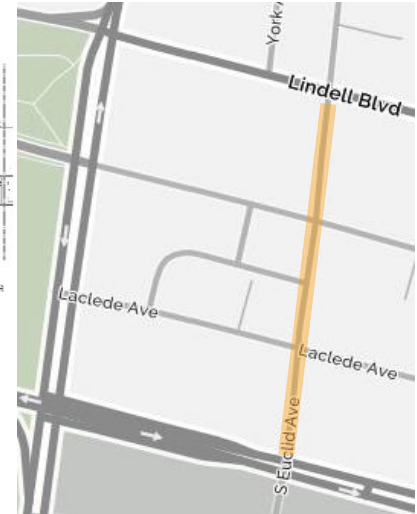
# PUBLIC IMPROVEMENTS

Developed with input from property owners, businesses owners and residents, the plan ensures the design and improvements meets the needs and wishes of the community.

All new sidewalks, pedestrian streetlights, and trees will provide a stronger sense of place, making Euclid even more inviting as residents and visitors enjoy the distinctively walkable opportunities to live, shop, dine, and enjoy entertainment in the heart of the City.



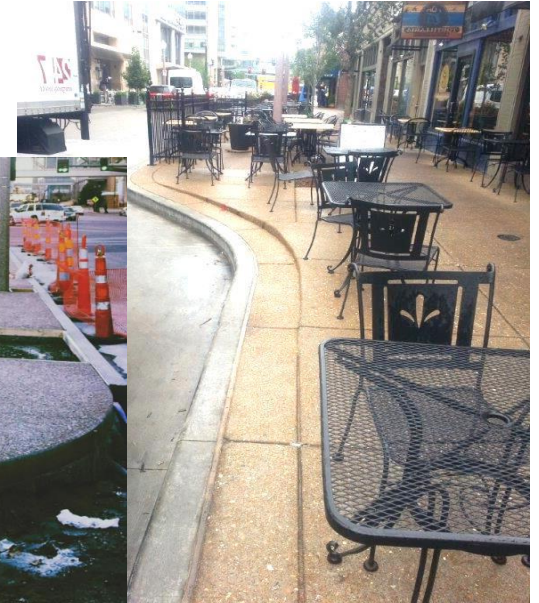
STREETSCAPE IMPROVEMENTS:  
22 S. TO 199 N. EUCLID AVE.



# Public Improvements

Deteriorated sidewalks, failing trees and dim streetlights were replaced along the east side of Euclid, Laclede to Forest Park Avenue by the Euclid South CID.

This whole new look is more inviting than ever. Customers and pedestrians enjoy the new, wider sidewalks, radiant pedestrian lighting, and new trees that will offer shade and a variety of color along this popular section of Euclid.



## PUBLIC SAFETY

The Euclid South CID established the Guide Program in February 2016. These well-trained officers work in conjunction with off-duty police officers contracted by the CWE South Special Business District.






# PUBLIC SAFETY



Business staff, residents and visitors welcomed the guides in their distinctive and highly visible black and yellow uniforms. Equally evident and unique, the guide's bike is fully equipped with radio communication and flashing lights.

Daily "calls for (police) service" reports and monthly crime reports are closely monitored. This data supplies the necessary info to make changes to the patrols so any activity and trends are addressed quickly.

# PROGRAM SUMMARY: By the Numbers

<b>CLEAN &amp; GREEN</b> (cleaning & landscaping)	Streets & Sidewalks Cleaned (10,000 feet, twice weekly)	Curbside Litter Containers Emptied (7, twice weekly)	Seasonal Plantings: 12 above-ground planters & twice weekly maintenance
<b>INFRASTRUCTURE</b> Phase 1: Euclid Streetscape Improvements	500 ft., New Sidewalks	11 New Streetlights	12 New Trees
<b>MARKETING</b>	 Facebook: 288 Likes	 Instagram: 240 Followers	 Twitter: 233 Followers
<b>PUBLIC SAFETY</b>	Guides, 577 Patrol Hours (in addition to off-duty police officers provided by CWE South Special Business District)		

## ON THE HORIZON

The District is currently experiencing a remarkable building boom. Hundreds of new residential units will be completed in and around the District over the next twenty-four months. As each project brings new residents and attracts new business, more and more people discover our *“Little Piece of Heaven.”*

CWE  
LIVE!





## 32 N. EUCLID

Demolition of the 1941 single-story building at the southeast corner of Euclid and West Pine was Phase 1 of the Koman Group's creation of a \$31M mixed-use development.

*Shake Shack* will anchor the ground floor, while the 10,000 square foot second floor will be office space, and the third, fourth and fifth floors will host seventy-two residential units, all enjoying two levels of underground parking.



## 4900 WEST PINE



Gamlin Restaurant Group is planning to open “1746 Pub” in the long-vacant commercial space on the southwest corner of the Forest Park Hotel at West Pine and Euclid.

This major interior/exterior makeover will add to the vibrancy of this great district.

# LOOKING FORWARD

The Best is Yet to Come!

**CLEAN & GREEN.** Long-term plans are underway for the addition of more planters, street furniture, and other public amenities.

**MARKETING.** “*Pour + Pair,*” October 15, 2016 plus co-sponsored events and efforts by the Euclid South and the CWE North CIDs.

**PUBLIC IMPROVEMENTS.** Phase 2 planning of the Euclid Streetscape Improvements, replacement of the aged and inefficient “*lollipop*” pedestrian lights, and sponsorship of an Enterprise CarShare vehicle.

**PUBLIC SAFETY.** The Guides will continue as well as consideration of placement of additional security cameras.



# FINANCIALS



# BALANCE SHEET

## Assets

Current Assets

Checking/Savings      \$ 84,117.28

**Total Current Assets**      **\$ 84,117.28**



## Liabilities & Equity

Accounts Payable      \$ 220.00

**Total Current Liabilities**      **\$ 220.00**

## Equity

Net Assets      \$ 21,871.64

Net Income      \$ 62,025.28

**Total Liabilities & Equity**      **\$ 84,117.28**



# PROFIT & LOSS FY 2015-2016

## Income

Sales/Use Tax	\$ 245,776.49
Interest Income	<u>58.63</u>

**Total Income** **\$ 245,835.12**

## Expense

Administration	\$ 51,253.00
Marketing/Promotions	483.34
Public Area Maintenance & Landscaping	7,246.00
Infrastructure	117,466.09
Public Safety & Security	<u>7,300.00</u>

**Total Expense** **\$ 183,809.48**

**Net Ordinary Income** **\$ 62,025.64**



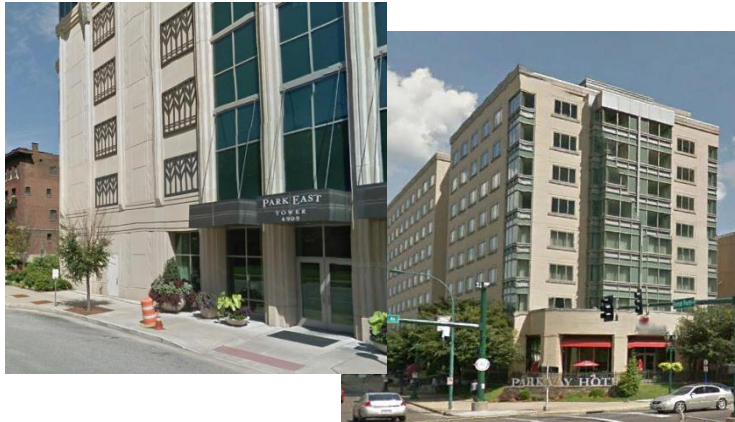
# BUDGET FY 2015-16

## Income

1% Sales Tax           \$ 170,000

Interest Income                 0

**Total Income           \$ 170,000**



## Expenses

Administration           \$ 73,000

Marketing               10,500

Beautification           20,000

Infrastructure           111,814

Public Safety           34,600

**Total Expenses       \$ 249,914**

# FY 2015-2016 TAX REVENUE: \$245,771

