

Fiscal Year 2021-2022

Euclid South Community Improvement District



Table of Contents

- Letter to the Community
- About the CID
- Beautification, Safety & Improvements
- Businesses
- Future Development
- Financials
- Board of Directors
- Contact Information



All,

The 2018-19 fiscal year has resulted in some very positive growth in the Euclid South CID Taxing District.

With new retail online such as Shake Shack and Kaldi's along with 45 other retailers we have generated nearly \$525K in revenue (\$524,819.78) from a 1% sales and use tax.

With additional funds we can get going on completing another block of public streetscape improvements on the northeast corner of Laclede and Euclid. We are looking to start this effort late fall. Additionally, we have engaged Christner Architects to design and program additional accessories such as public art, new signage and street furniture.

Park Central has remained active in event planning with the CWE Business Community Improvement District, including the holiday Window Walk and the Euclid Shuffle electric cab service.

Safety and Security is always top of mind and we continue to work hand in hand with Jim Whyte from the NSI and Rob Betts from The City's Finest in strategy and funding for district guides and security patrols

Best Regards,

A handwritten signature in black ink, appearing to read "Mark A. Rubin", written in a cursive style.

Mark A. Rubin
Chairman Euclid South CID

4512 Manchester Avenue, Suite 100
Saint Louis, MO 63110

P: (314) 535-5311
EuclidSouthCID.org

To the Community

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.

Euclid South Community Improvement District

Forest Park

District Map



Quick Facts

Approximately 1,000 hours of secondary Police patrol

Approximately 820 hours of Guide patrol

1,400 of trash bags removed

19 planters cared for

42 total businesses

Beautification



Safety



Improvements



Beautification



Safety



Improvements



Beautification



- Street sweeping (weekly)
- Litter control
 - Three times weekly March – November
 - Twice weekly December – February
- Tree pruning (annually)
- Weed control
- Installation, maintenance, and removal of annual flowers and bulbs

Beautification



Safety



Improvements



Safety

The City's Finest

- ~820 hours of Guide patrol
- ~1000 hours of secondary Police patrol
- Guides and Police patrol the area at peak hours in 4-hour shifts



-
- Establishment of non-emergency security hotline
 - Patrols dispatched nights and weekends for protection during peak hours

Beautification



Safety

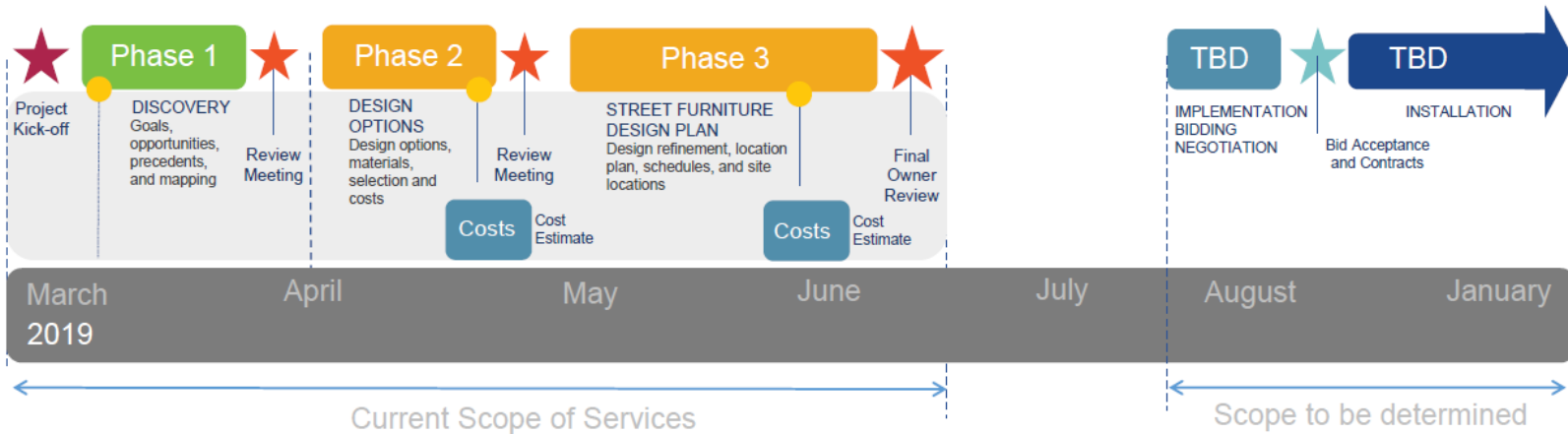


Improvements



Improvements

- Euclid South CID has discussed a plan for a series of streetscape improvements that will be utilized to provide a better pedestrian experience in the Central West End





taste

T
A
S
T
E



•Bière •Vin •Cuisine•

maison fondée 1948

taste.

taste.

Business List

- Applebee's
- BBQ Saloon
- Brasserie by Niche
- CBD Kratom
- Central West End Cleaners
- Central West End Salon and Spa
- Chick'nCone
- Clarkson Eyecare
- Community Pharmacy
- First Watch
- Great Southern Bank
- Hair Suite Too
- Holiday Inn Express
- Hot Box Cookies
- India's Rasoi
- Jimmy John's
- Kaldi's Coffee

Community
A Walgreens PHARMACY



- Kampai Sushi Bar
- Kindred Hospital
- Liberty Cannabis
- Little Saigon
- Massage Luxe
- Metro Lofts
- The Parkway Hotel
- Patrik Travel
- Philip Johnson Salon
- Pickles Deli
- Pilates Lab
- Plaza Dental
- Poke Doke
- Racanelli's New York Style Pizzeria
- Rosie's Place
- Shake Shack



- St. Louis Bread Co.
- Subway
- Sushi Koi
- Taste
- The Euclid
- Treats Unleashed
- UPS Store
- West End Wok
- Whole Foods



New Businesses

- Chickn'Cone: June 2021
- First Watch: March 2022
- St. Louis Bread Co. : December 2022



Business Spotlight

Business Spotlight That were added to the website

- March 2021: Philip Johnson Salon and Spa
- August 2022: Chickn'Cone





New Developments

Marlowe Update

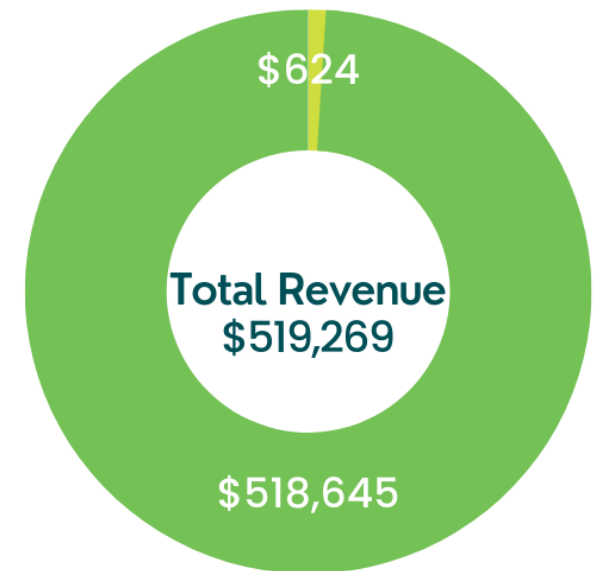
- The Marlowe high-end boutique apartments were completed in 2020
- Designed by architect Chris Cedergreen and team from Forum Studio, the building takes its inspiration from the Uffizi Gallery in Florence, Italy
- The apartments are within walking distance to multiple restaurants, Forest Park, and many other services
- \$50 million project featuring 7 stories that include parking as well as residential amenities and private entrance that faces out to Laclede



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:** Interest

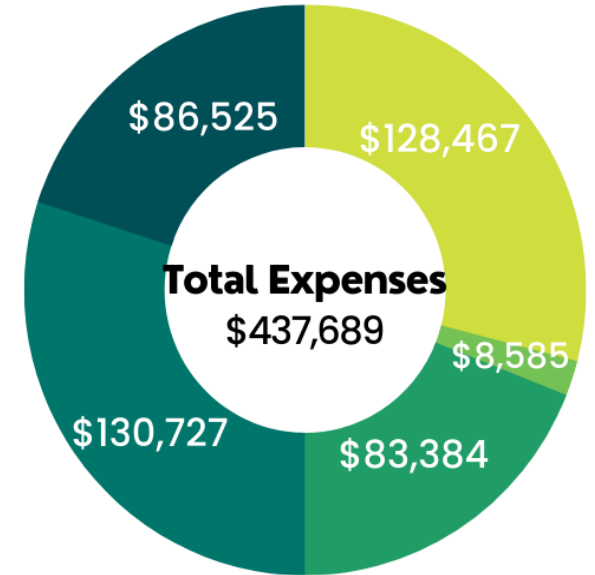
-
- **Sales**
 - **Interest**
-



Where does the money go?

- **Marketing & Special Events:**
 - Professional Services
 - Special Events
 - Holiday Decorations
 - Reserves
- **Maintenances & Landscaping:**
 - Cleaning & Maintenance
 - Landscaping
- **Infrastructure:**
 - Car Share
 - Streetscape Improvements
- **Public Safety:**
 - CWE Neighborhood Security Initiative
 - Patrols
 - Camera System
- **Administration:**
 - Administrative Services
 - Insurance
 - 32 N Euclid TIF
 - Other Miscellaneous Costs
- **Net Income:**
 - Reserves for 2021/2022 Streetscape Project

-
- Security & Public Safety
 - Public Maintenance
 - Marketing & Special Events
 - Infrastructure
 - Administration
-



Board of Directors

THE BOARD

- Mark Rubin *Koman Group (Chair)*
- Brian K. Phillips *WU Medical Center (Director)*
- Josh Udelhofen *Property Owner (Director)*
- Brian Davies *Business Owner (Director)*

Euclid South CID Contact Information



ABDUL-KABA ABDULLAH
(EXECUTIVE DIRECTOR)



(314) 627-1400



ABDUL@PCD-STL.ORG



WWW.EUCLIDSOUTHCID.ORG/