



314-535-5311



TheGroveSTL.com



4512 Manchester Ave, Ste. 100,

St. Louis, MO 63110-2100

2023

**The Grove
Community
Improvement
District
Executive &
Finance Committee
August 2023
Meeting Materials**



Grove CID Executive and Finance Committee Meeting

TO BE HELD

August 14th, 2023, at 10:00 AM

At Park Central Development Corporation, 4512 Manchester Ave. Suite 100, St. Louis, MO 63110

NOTICE & PROPOSED AGENDA

TAKE NOTICE that on August 14th, 2023, at 10:00 AM in person, the Grove Community Improvement District (the "District") will hold an **Executive and Finance Committee** meeting to consider and act upon the matters on the following tentative agenda and such other matters as may be presented at the meeting and determined to be appropriate for discussion at that time.

1. Call to Order
2. Approval of Prior Month's Minutes
3. Gramophone Lot (4247 Manchester Ave) Updates
4. Financial
 - a. **3-month and 6-month CDs – Decide to Renew or End**
5. Sponsorship Event Requests
 - a. **Shakespeare in the Park**
 - b. **GroveFest**
6. Annual Report
 - a. **Public - Review**
7. Marketing Committee Application
8. Other Business
9. Adjournment

This meeting is open to the public; provided, however, a portion of the meeting may be closed to discuss select matters as provided by Section 610.021, RSMo.

Representatives of the news media may obtain copies of this notice, and persons with disabilities wishing to attend can contact: Park Central Development, 4512 Manchester #100, St. Louis, 63110, (314) 535-5311.

DATE POSTED: 8-11-2023

Time Posted: 4:00 PM

• **The Grove Community Improvement District** •

4512 Manchester, Suite #100 Saint Louis, MO 63110 (314) 535-5311

www.thegrovestl.com



314-535-5311

TheGroveSTL.com

4512 Manchester Ave, Ste. 100,

St. Louis, MO 63110-2100

2023

July 2023 & Special Meeting Meeting Minutes



Grove CID Executive Committee Meeting Minutes
July 10th, 2023 at 10 :00am
On Zoom

Committee members present: Kelly Kenter, Matt Bauer, Tatyana Telnikova, Kelly Spencer, Don Bellon

Committee members not in attendance:

Others in attendance: Brian James (Park Central), David Wright (Park Central)

1. Call to Order: K. Kenter called the meeting to order at 10:04 AM.

2. Approval of Previous Minutes:

K. Kenter made a motion to approve the minutes. K. Spencer seconded the motion. All in favor, motion passes.

3. Manchester Bike Bash Sponsorship Event Request:

T. Telnikova presented the sponsorship request for the Manchester Bike Bash taking place on Saturday, August 5th. She requested sponsorship for clean-up and security. The Grover CID Executive and Finance Committee will approve \$6,000 and present it to the Grove CID Board. K. Kenter suggested that this same event proposal for 2024 be submitted soon so that it can be in the budget.

K. Kenter motioned to approve the sponsorship. K. Spencer second the motion. All in favor - motion passes.

4. Operation Brightside Donation Request:

D. Bellon noted the commitment from the board to donate to Operation Brightside following their removal of graffiti in a specific part of the district. B. James provided positive feedback on working with the organization and the idea for the donation to be increased from \$300 to \$400 was brought up.

D. Bellon motioned to approve \$400 for donation to Operation Brightside. Seconded by M. Bauer. All in favor – motion passes.

5. Gramophone Lot Improvement:

Proposals to change the entrance to the parking lot adjacent to Gramophone were brought up in the meeting materials. One proposal included a raising arm that would cost \$19,000, while the other included a swinging gate that would cost roughly \$70,000. These proposals were sought after a conversation with the treasurer about making the lot safer. There was conversation about how to optimize safety for the 33 car lot and whether or not it might be possible to eventually lease out the lot to a private entity to manage rather than have the Grove CID manage its safety. Prioritizing a safe lot is the most important thing for the committee.

6. Other Business:

• The Grove Community Improvement District •

4512 Manchester, Suite #100 Saint Louis, MO 63110 (314) 535-5311

www.thegrovestl.com



A debrief on the Grove Pride event took place. T. Telnikova asked for the feedback and mentioned that she would prefer to have the event insured in an entity's name next year rather than her own. K. Spencer noted that there were some problems with trash outside of the event footprint and T. Telnikova reflected that near the end of the event, there appeared to be more energy and small incidents that were hard to control. There were ideas such as making the Grove Pride event an official after party for the city's potentially as well as trying to block off more parts of the streets to contain the event. The committee also reflected on some safety challenges throughout the event.

7. **Adjournment:** Adjourn the meeting at 10:49 AM.

DRAFT

• **The Grove Community Improvement District** •

4512 Manchester, Suite #100 Saint Louis, MO 63110 (314) 535-5311

www.thegrovestl.com



Grove CID Executive Committee Emergency Special Meeting Minutes

August 4th, 2023 at 10 :00am

In-person at 4512 Manchester Ave., Suite 100, St. Louis MO 63110

Committee members present: Kelly Kenter, Matt Bauer, Kelly Spencer (remotely), Don Bellon

Committee members not in attendance: Tatyana Telnikova

Others in attendance: Abdul Abdullah (Park Central), David Wright (Park Central)

1. **Call to Order:** K. Kenter called the meeting to order at 10:04 AM.

2. **Gramophone Lot Improvement:**

K Kenter talked about current problems at the Gramophone Lot and the need to act on a plan. He mentioned that there was recently an armed robbery during the day. He recapped how the CID has reached out to the Treasurer's office to no full effect. The committee talked about how an arm might not be the best solution and a gate would be a very expensive option.

K Kenter and K Spencer talked about a meeting with the Treasurer's office earlier this week about a solution. They also met with Alderman Browning about the issue and he is helping communicate with the Treasurer's office. It seems as though there are two options following that meeting: 1. Partner with the Treasurer's office to figure out how to proceed or 2. Put out an RFP where the CID sets the scope of the meeting.

K Kenter talked about an option through St. Louis Parking, a company that operates over 350 parking spots near City Museum that uses lighting and cameras that they own and operate in addition to extra security.

M Bauer talked about the long-term option of developing that lot rather than keeping it as a lot. He noted that there needs to be an interim step in the process, but that in the long-term, that would be an option. A Abdullah talked about how the process might be around three years if it starts today- one year for RFP and two years for development. Park Central would help work with the City on the RFP and proposals.

K Kenter mentioned how a potential option could be to hire someone for administering the lot during the day and investing in more security in the evenings. D Bellon suggested that the CID may request parking revenue from that lot from the City to see how much revenue is made there. A Abdullah said that the CID could, in theory, pay for secondary patrol throughout the day and night to staff the lot.

K Spencer noted that a security guard through the City's Finest would be a potential option during the day. A Abdullah noted that Signal 88 and Hudson, who Green Street already contracts out for extra security, could be an option.

• **The Grove Community Improvement District** •

4512 Manchester, Suite #100 Saint Louis, MO 63110 (314) 535-5311

www.thegrovestl.com



Park Central will ask the Treasurer's office for revenue on the lot.

The board discussed how this current issue is an emergency in the district. A Abdullah noted that Park Central will reach out to potential third party safety contractor for the Gramophone and Chroma lots. It will also be an opportunity to partner with Green Street on safety and security.

K Spencer makes a motion to reach out to a third-party security company; D Bellon seconds the motion. M Bauer abstains. All in favor; motion passes.

K Kenter asked about what to do this weekend and A Abdullah said that he will reach out to R Betts about adding security. K Spencer noted how the Manchester Bike Bash already has extra security for the event tomorrow.

3. Other Business:

A Abdullah also noted that there are four different lights out in the district. Park Central is working with R Coleman on how to fix them.

D Bellon noted that he is interested in changing the light design to make sure that the lights function to point downwards onto the street. M Bauer agreed that he would like to see something slightly different. K Kenter noted how the CID bought extra diffusers in the past so the CID could potentially try it out, but that the matter is a public service committee one.

4. Adjournment:

D Bellon made a motion to adjourn the meeting at 10:31 AM. Bauer seconded; all in favor. Meeting adjourned.

• **The Grove Community Improvement District** •

4512 Manchester, Suite #100 Saint Louis, MO 63110 (314) 535-5311

www.thegrovestl.com



314-535-5311

TheGroveSTL.com

4512 Manchester Ave, Ste. 100,

St. Louis, MO 63110-2100

2023

August 2023 Financials

3 Month CD due to expire 8/17/23 – Do you want to continue or cash in CD?

Your Certificate of Deposit will automatically renew on 8/17/23.

Account Number.....:	XXXXXXXX0684
Current Balance.....:	100,794.90
Current Interest Rate.....:	3.9400%
Renewal Interest Rate.....:	Undetermined at this time*
Annual Percentage Yield.....:	Undetermined at this time*
Interest Payment Period.....:	3 months
Next Interest Date.....:	8/17/23
Renewal Period.....:	3 months
Next Renewal Date.....:	11/17/23
Grace Period Days After Renewal Date...:	10 Days

6 Month CD due to expire 8/17/23 – Do you want to continue or cash in CD?

Your Certificate of Deposit will automatically renew on 8/17/23.

Account Number.....:	XXXXXXXX0882
Current Balance.....:	100,842.45
Current Interest Rate.....:	3.4550%
Renewal Interest Rate.....:	Undetermined at this time*
Annual Percentage Yield.....:	Undetermined at this time*
Interest Payment Period.....:	3 months
Next Interest Date.....:	8/17/23
Renewal Period.....:	6 months
Next Renewal Date.....:	2/17/24
Grace Period Days After Renewal Date...:	10 Days



314-535-5311



TheGroveSTL.com



4512 Manchester Ave, Ste. 100,

St. Louis, MO 63110-2100

2023

Sponsorship Requests



FISCAL YEAR

10/1/2022 - 9/30/2023

1. NAME OF EVENT/PROJECT:

St. Louis Shakespeare Festival's TourCo: MERRY WIVES

2. DATE OF EVENT/PROJECT: **8/18/2023**

3. LOCATION OF EVENT/PROJECT (address and/or specific location where even project will take place):

Address: **Chroma Plaza 4041 Chouteau Ave**

City, State, Zip: **St. Louis, MO 63110**

4. NAME OF APPLICANT/HOST ORGANIZATION:

Legal Name: **St. Louis Shakespeare Festival**

Address: **3333 Washington Ave., #203**

City State Zip: **St. Louis, MO 63103**

5. CONTACT PERSON/TITLE:

Name: **Eli Wennstrom**

Title: **Development Manager**

Telephone No. **(314) 410-8722**

Fax No.: **N/A**

E-mail: **eli@stlshakes.org**

6. TYPE OF ORGANIZATION - IRS STATUS (TAX ID NO.) If applicable, attach Articles of Incorporation, Bylaws.

FIDNO.: **43-1815139**

7. ATTACH A LIST OF MEMBERS OF THE ORGANIZATION'S BOARD OF DIRECTORS

8. ATTACH A LIST OF ORGANIZATIONAL AND EVENT STAFF OF THE ORGANIZATION.

9. ATTACH MOST RECENT ANNUAL FINANCIAL REPORT FOR ORGANIZATION AND BUDGET FOR THE UPCOMING YEAR.

10. ATTACH PROOF OF GOOD CORPORATE STANDING (IF APPLICABLE)

11. ATTACH PROOF OF CITY OF TAXES PAID IN CITY OF ST. LOUIS & GROVE CID (IF APPLICABLE)

N/A

12. ATTACH A DESCRIPTION OF EVENT/PROJECT.

The St. Louis Shakespeare Festival's third annual regional Touring Company (TourCo) will bring FREE, 90-minute performances of MERRY WIVES to 24 parks across the MO/IL bistate. While offering our programming to audiences at no cost (and in public spaces such as Forest Park) increases accessibility, we understand that there is more to be done to create truly equitable arts access for many in our region. The expenses of transportation, parking, and childcare bar entry—barriers that grow as distance from Forest Park increases.

The Festival has been honored to partner with The Grove to bring OTHELLO and A MIDSUMMER NIGHT'S DREAM to Chouteau Park in 2021 and Chroma Plaza in 2022, respectively. TourCo's stop in the Grove is home to one of our most engaged audiences, which has already bloomed from a gathering of 107 in 2021 to one of 197 in 2022, nearly doubling. We are thrilled to see support continue to grow in your community and look forward to renewing our partnership in the summer of 2023.

We seek funding in support of the August 18th performance of MERRY WIVES in The Grove's Chroma Plaza.

The performance has been rehearsed and built at the Festival's headquarters in Grand Center. In early August, the Festival's street team will hang posters in Grove businesses promoting the performance. The week of August 14th or before, Festival staff will set on-site signage promoting the event. On August 18th, the Touring Company will arrive on-site. Equipment will be loaded in/out from our transit van. All equipment can be moved by hand, requiring two people maximum. The Festival will coordinate with the site coordinator to determine access times and routes. Audience members will bring their own chairs/blankets. A temporary, self ballasted tent will cover audio equipment. All equipment will be loaded out directly following the performance.

Financial resources will be monitored by the Festival's administrative team, including Development Manager Eli Wennstrom (application, reports, and invoices), Associate Producer Colin O'Brien (expenses), Community Engagement & Education Adam Flores (expenses), and General Manager Susan Rowe Jennings.

13. ANTICIPATED NUMBER OF EVENT ATTENDEES
250

COMMUNITY IMPROVEMENT DISTRICT

14. ANTICIPATED NUMBER OF EVENT VENDORS:
1 - St. Louis Shakespeare Festival is the sole vendor for the event.

14. LIABILITY/MEDICAL INSURANCE? No Yes
If Yes, indicate insurance carrier, contact and telephone number:
The Daniel and Henry Co., % Portia Cannon (314) 444-5077

(Grove CID must be named additionally insured and be provided a COI)

15. HAS VENUE/FACILITY BEEN SECURED? No Yes
If Yes, indicate location, contact and telephone number:
Address: Chroma Plaza 4041 Chouteau Ave
City, State, Zip: St. Louis, MO 63110
Contact: Abdul-Kaba Abdullah, Abdul@pcd-stl.org, (314) 239-1400

16. IS EVENT ACCESSIBLE TO THE PUBLIC AND DISABLED PERSONS? No Yes

The performance space, audience seating, and welcome desk will be erected/set on the existing hard surfaces of the Chroma Plaza. Tickets are not required: there will be no formal box office.

In addition, the Festival's website includes alternative text descriptions and is compliant with screen reading software. As of 2020, all of our playbills are available in print as well as digitally on our website.

Audience members may contact Marketing Manager Allie Magee to request additional accessibility accommodations.

17. ATTACH EVENT/PROJECT BUDGET WITH ITEMIZED CATEGORIES OF REVENUE AND EXPENSES.

18. AMOUNT OF FUNDING REQUESTED:
\$5,000

19. INTENDED USE OF THE FUNDS:

To fully support the performance of MERRY WIVES in The Grove's Chroma Plaza.

The attached budget includes expenses for the entire 24-performance tour. Each performance costs approximately \$5,000 to produce.

20. ATTACH PROOF OF MATCHING FUNDS (EQUAL OR GREATER THAN AMOUNT REQUEST FROM THE GROVE CID)

21. ATTACH MARKETING AND ADVERTISING PLAN.

TourCo will be promoted as part of the Festival's 2023 Season of FREE summer Shakespeare. Performances will be widely marketed to the public through social media, eblasts, and traditional print advertising.

The Grove CID's support of the event will be recognized through digital promotion, on-site signage, and an on-stage shout out before the performance.

22. ATTACH TRASH RECYCLING PLAN.

This is a one-night-only, 90-minute performance. No additional trash or recycling will be provided for the event. Guests will be encouraged to dispose of their refuse in the appropriate receptacles already on-site.

23. ATTACH SAFETY & SECURITY PLAN.

This is a one-night-only, 90-minute performance. No additional security is required. The Festival staff will have a basic first-aid kit, and at least one on-site staff member will be First Aid/CPR certified.

22. HOW WILL THE EVENT/PROJECT BENEFIT THE GROVE CID?

The TourCo performance at The Grove's Chroma Plaza will draw an audience of 200+ neighborhood residents and visitors—attracting pre- and post-performance customers to the area's shops and restaurants. The event is free to attend, and performances are approachable to children and adults alike.

23. HAVE YOU RECEIVED GROVE CID SPECIAL EVENT FUNDING IN THE PAST? No Yes

If Yes, indicate name and date of event/project and amount received.

TourCo: A MIDSUMMER NIGHT'S DREAM, 8/26/2022, \$1,000

24. IF YOU HAVE RECEIVED PREVIOUS GROVE CID EVENT FUNDING, PLEASE PROVIDE PRELIMINARY & FINAL ATTENDANCE FIGURES AND FINAL REPORT. ALSO, PLEASE PROVIDE COPIES OF ALL EVENT PROMOTIONAL MATERIALS, INCLUDING RADIO OR TELEVISION SCRIPTS, BILLBOARD COPY, PRINTED FLIERS, ADS, OR OTHER MATERIAL YOU PURCHASED WITH GROVE CID MONEY. (ONLY PROVIDE MATERIAL ON THE MOST RECENT YEAR SPECIAL EVENT MONEY WAS RECEIVED.)

25. WHAT RESEARCH DO YOU HAVE REGARDING THE DEMOGRAPHICS OF YOUR ATTENDEES? HOW DO YOU MEASURE THE SUCCESS OF YOUR EVENT? HOW DO YOU MEASURE THE EFFECTIVENESS OF YOUR PROMOTION?

TourCo is the only program of its kind, bringing FREE Shakespeare to audiences within a 120-mi. radius of St. Louis. The program engages underserved communities, making high-quality theater accessible to those who cannot afford attendance at other arts activities in the city. TourCo also visits rural communities that have few or no arts and culture offerings in their area.

2022’s TourCo continued to build the program’s audience. While 2021’s tour drew 2,300 patrons to their local parks, our 2022 production entertained a total of 4,475; a 95% increase. We anticipate patronage growing even further in 2023 and beyond.

Audience survey responses speak for themselves: an O’Fallon resident shared that “I brought a couple of teens in the LGBTQIA community not knowing the wonderful representation they got to see. Thank you so much for sharing your talents with us!” Another attendee simply said “the cast and crew put their mark on this classic.”

Success of the tour is measured by...

- Accomplishments and accolades for casts and creative team;
- Diversity of the casts and creative team;
- Total number and diversity of the audience;
- Media coverage by local outlets; and
- Audience reaction to the performances. Post-performance emails requesting feedback will measure audience members' response to the show.

Thanks to our post-performance outreach, we have a significant amount of data regarding the demographics of TourCo’s attendees. Over the course of our 2022 tour, we reached the following audiences:

<u>Gender</u>		Black/African	9%
Male	31%	Hispanic/Latinx	3%
Female	67%	White	80%
Nonbinary/Other	2%	Prefer not to answer	7%
		Other	0%
<u>Age</u>		<u>Household Income</u>	
18-34	15%	Under 35,000	13%
35-54	36%	\$35,000-66,000	18%
55-69	31%	\$67,000-100,000	15%
70+	18%	\$101,000-150,000	18%
		\$151,000+	13%
<u>Race/Ethnicity</u>		Prefer not to answer	23%
Asian/Asian American	1%		



VERIFICATION OFFICIAL WITH CONTRACTING AUTHORITY FOR THE ORGANIZATION

I HEREBY CERTIFY that I have read the foregoing application and that the facts stated herein are true and correct to the best of my knowledge and belief. I have read the Special Event Policies and Procedures and agree to comply with the policies and procedures therein as a condition of receiving grant funds.

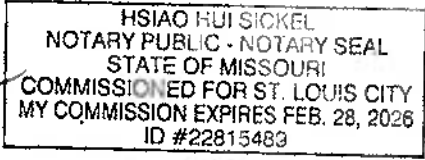
Official's Signature: [Handwritten Signature]

Official's Name & Title (Typed): Eli Wennstrom, Development Manager

ON This Aug 09 day of, 2023, before me, the undersigned, a Notary Public in and for the State of Missouri, personally appeared Wennstrom, Elijah H. to me known to be the person named in and who executed the foregoing document.

Notary Public: [Handwritten Signature]

My Commission Expires: Feb 28 2026



Aug 09 2023

CONTACT PERSON AS LISTED ON PAGE ONE OF APPLICATION

I HEREBY CERTIFY that I have read the foregoing application and that the facts stated herein are true and correct to the best of my knowledge and belief. I have read the Special Event Policies and Procedures and agree to comply with the policies and procedures therein as a condition of receiving grant funds.

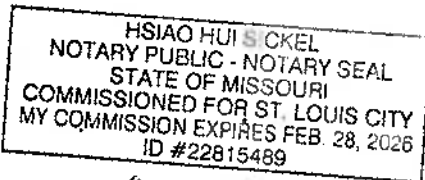
Official's Signature: [Handwritten Signature]

Official's Name & Title (Typed): Eli Wennstrom, Development Manager

ON This Aug 09 day of, 2023, before me, the undersigned, a Notary Public in and for the State of Missouri, personally appeared Wennstrom, Elijah H. to me known to be the person named in and who executed the foregoing document.

Notary Public: [Handwritten Signature]

My Commission Expires: Feb 28 2026



Aug 09 2023

ST·LOUIS SHAKESPEARE FESTIVAL

ORGANIZATIONAL AND EVENT STAFF

Tom Ridgely, Producing Artistic Director

Susan Rowe Jennings, General Manager

Brett Schott, Director of Philanthropy and Strategic Partnerships

Eli Wennstrom, Development Manager

Allie Magee, Marketing and Communications Manager

Colin O'Brien, Associate Producer

Adam Flores, Community Engagement & Education Manager

Charlie Tatum, Administrative Coordinator



Project Budget

Insert Agency Name Here	TourCo: MERRY WIVES		
Expenses	Total Project Expenses	Amount Requested from Funder	
Salary and Benefits	\$ 44,631	\$	1,498.00
Contract Services (consulting, professional, fundraising)	\$ 19,300	\$	647.00
Occupancy (rent, utilities, maintenance)	\$ -	\$	-
Training & Professional Development	\$ -	\$	-
Insurance	\$ -	\$	-
Travel	\$ 500	\$	17.00
Equipment	\$ 21,950	\$	736.00
Supplies	\$ 600	\$	20.00
Printing, Copying & Postage	\$ 2,500	\$	84.00
Evaluation	\$ -	\$	-
Marketing	\$ 6,600	\$	222.00
Conferences, meetings, etc.	\$ 3,351	\$	112.00
Administration	\$ -	\$	-
*Other - Allocated staff time _____	\$ 49,568	\$	1,664.00
*Other - _____	\$ -	\$	-
TOTAL EXPENSES	\$ 149,000	\$	5,000
Revenues	Committed	Pending	Planned
Contributions, Gifts, Grants, & Earned Revenue			
Local Government	\$ 1,000	\$ -	\$ -
State Government	\$ 25,000	\$ -	\$ -
Federal Government	\$ 20,000	\$ -	\$ -
Individuals	\$ 22,500	\$ -	\$ 10,346
*Foundation - Eppinger	\$ 5,000	\$ -	\$ -
*Foundation - Saigh	\$ 10,000	\$ -	\$ -
*Foundation - _____	\$ -	\$ -	\$ -
*Foundation - _____	\$ -	\$ -	\$ -
*Corporation- Commerce Bank	\$ 2,500	\$ -	\$ -
*Corporation- Woodard	\$ 1,000	\$ -	\$ -
*Corporation- Clean + Unifirst	\$ 5,000	\$ -	\$ -
*Corporation- Cherokee Street CID	\$ 1,500	\$ -	\$ -
*Corporation- The Grove CID	\$ -	\$ 5,000	\$ -
*Corporation- Union Pacific	\$ -	\$ 10,000	\$ -
*Corporation - Various	\$ -	\$ -	\$ 25,000
Membership Income	\$ -	\$ -	\$ -
Program Service Fees	\$ -	\$ -	\$ -
Products	\$ -	\$ -	\$ -
Fundraising Events (net)	\$ -	\$ -	\$ -
Investment Income	\$ -	\$ -	\$ -
In-Kind Support	\$ -	\$ -	\$ -
*Other -donations at sites	\$ 2,154	\$ 3,000	\$ -
TOTAL REVENUES	\$ 95,654.00	\$ 18,000.00	\$ 35,346.00
*Please specify for contributions over \$1,000.			

ST. LOUIS SHAKESPEARE FESTIVAL

Operating Budget

	FY23
	Budget
REVENUE	
Contributed	
Individual	\$ 840,000
Institutional:	
Corporate/Foundation	\$ 725,000
Government	\$ 181,701
Total Institutional	\$ 906,701
Special Event Net	\$ -
Contributed Revenue	\$ 1,746,701
Earned	
Box Office	\$ 106,750
Contracted Services	\$ 35,500
Tuition	\$ -
Other: Ads, Merchandise (net), Concessions, Misc.	\$ 26,700
Earned Revenue	\$ 168,950
TOTAL REVENUE	\$ 1,915,651
EXPENSES	
Program - Personnel	\$ 243,002
Education - Personnel	\$ 92,725
Technical/Production - Personnel	\$ 153,349
Staff, Taxes, and Benefits	\$ 802,591
Fees	\$ 14,950
Non-Personell Program	\$ 316,612
Marketing/Communications	\$ 83,732
Space Rental	\$ 70,005
Outside Professional Services	\$ 24,400
General/Admin	\$ 114,053
TOTAL EXPENSES	\$ 1,915,419



FINAL STATUS REPORT

EVENT NAME: St. Louis Shakespeare Festival's Touring Company: A MIDSUMMER NIGHT'S DREAM

REPORT DATE: 10/24/2022

ORGANIZATION: St. Louis Shakespeare Festival

CONTACT PERSON/TITLE:

Name: Tori Rezek

Title: Development Manager

Address: 3333 Washington Ave., #203

City State Zip: St. Louis, MO 63103

Telephone No. 314-410-8722

Fax No.: N/A

E-mail: tori@stlshakes.org

1. Is this a first time event? If not, how many times has this event taken place?

This was the first time the Festival's TourCo production had been hosted at Chroma Plaza.

This was the 2nd annual tour presentation, which brings free Shakespeare to 24 parks across the bi-state.

2. What is the total revenue generated for this event?

\$0

This event is completely free to attend.

3. Total expenses. (Have all vendors been paid?)

Yes.

4. List the vendors that have been paid, if not, what invoices are still outstanding and why?

"Vendors" include all personnel and organizations associated with the project – designers, actors, stage managers, fabricators, administrators, etc. All have been paid.

5. What is the number of participants that came to this event?

197

6. What is the percentage of the total participants from out of the St. Louis region?

It is likely that the vast majority of audience members were Grove residents or lived in the surrounding neighborhoods.

7. What problems occurred if any during the event?

The heat and lack of shade were problematic for the performers. Should the event be hosted in the same venue in the future, we may consider changing the stage orientation and bringing in additional shade/tents/umbrellas for the performers.

8. List the advertising, marketing, and/or public relations that have been contracted or placed to date?

The event was featured on the Festival's website beginning in mid-May. The tour was also promoted during our Shakespeare in the Park production throughout the month of June in Forest Park: it was promoted by word-of-mouth during our nightly onstage welcome speech and in the Shakespeare in the Park playbill.

Advertising and active promotion for the event began in July and included...

- Press release

- 3-part direct mail campaign (~2,100 recipients)
- Eblast and social media promotion
- Postering in performance neighborhoods

9. How can the event be improved or expanded?

Event attendance could have been expanded through active collaboration and promotion with Grove businesses and organizations.

Project Budget

ST. LOUIS SHAKESPEARE FESTIVAL	TourCo: A Midsummer Night's Dream	
Expenses	Total Project Expenses	Amount Received from Funder
Salary and Benefits (cast and stage management)	\$ 41,697	\$ -
Contract Services (director, designers, production crew)	\$ 14,950	\$ -
Occupancy (e.g. rent, utilities, maintenance)	\$ -	\$ -
Training & Professional Development	\$ -	\$ -
Insurance	\$ -	\$ -
Travel	\$ 396	\$ -
Equipment	\$ -	\$ -
Supplies	\$ -	\$ -
Printing, Copying & Postage	\$ -	\$ -
Evaluation	\$ -	\$ -
Marketing	\$ 5,623	\$ -
Conferences, meetings, etc.	\$ -	\$ -
Administration (staff percentage of salary and benefits)	\$ 43,930	\$ -
*Other - Production & Sets (transport, supplies,	\$ 4,153	\$ -
*Other - Audio rental	\$ 5,250	\$ -
*Other - Costumes (materials, laundry)	\$ 3,050	\$ -
*Other - Rehearsal expenses and supplies	\$ 1,268	\$ -
*Other - Touring Van maintenance	\$ 247	\$ -
*Other - ASL & Audio Description	\$ 800	\$ -
TOTAL EXPENSES	\$ 121,365	\$ 1,000

Revenues	Committed	Pending	Planned
Contributions, Gifts, Grants, & Earned Revenue			
Local Government	\$ 1,000		
State Government			
Federal Government	\$ 20,000		
Individuals	\$ 44,494		
*Foundation - _____			
*Foundation - _____			
*Foundation - Saigh Foundation	\$ 10,000		
*Corporation- Red Key Realty	\$ 5,000		
*Corporation - Grove Community Improvement District	\$ 1,000		
*Corporation - Thompson Coburn	\$ 5,000		
*Corporation - City of O'Fallon	\$ 1,000		
*Corporation - City of Chesterfield	\$ 1,000		
*Corporation - City of Manchester	\$ 1,000		
*Corporation - City of Edwardsville	\$ 1,000		
*Corporation - Commerce Bank	\$ 5,000		
*Corporation - Cherokee Street Community Improvement District	\$ 1,000		
*Corporation - Park Central Development Corp.	\$ 6,500		
*Corporation - Bank of Kampsville	\$ 5,000		
*Corporation - Clarendale Clayton	\$ 2,500		
*Corporation - Moneta Group	\$ 1,500		
*Corporation - RubinBrown LLP	\$ 1,000		
*Corporation- Clean Uniform Company	\$ 2,500		
*Corporation - Other	\$ 500		
Membership Income			
Program Service Fees			
Products			
Fundraising Events (net)			
Investment Income			
In-Kind Support			
*Other - _____			
TOTAL REVENUES	\$ 115,994.01	\$ -	\$ -

*Please specify for contributions over \$1,000.

Dear <Primary Salutation / Friend>,

In August the Festival will take *A Midsummer Night's Dream* to 24 parks across the region. Not only will there be free Shakespeare in Forest Park this summer, it will be in Fairground, Carondelet, Ferguson and beyond. Every performance will be free. And for more people than ever, it will feel within reach.

Last year one of our Metro East partners said: "You mean we get our very own Shakespeare in the Park?" We'd been doing free Shakespeare since 2001, but it hadn't felt like it was for her. Now it does.

Give what you can and help us give that feeling to everyone.

Thank you,



Tom Ridgely
Producing Artistic Director

A gift of \$100 makes
you a Festival Member.



**ST·LOUIS
SHAKESPEARE
FESTIVAL**

3333 WASHINGTON AVE.
ST. LOUIS, MO 63103

STLSHAKES.ORG/DONATE



THE GROVE COMMUNITY IMPROVEMENT DISTRICT

FISCAL YEAR 2024

SPECIAL EVENT GRANT APPLICATION

1. NAME OF EVENT/PROJECT: GroveFest 2023
2. DATE OF EVENT/PROJECT: Saturday October 7, 2023
3. LOCATION OF EVENT/PROJECT (address and/or specific location where event/project will take place):
Address: Manchester Ave., from Hemp to Boyle
City, State, Zip: _____
4. NAME OF APPLICANT/HOST ORGANIZATION:
Legal Name: Park Central Development
Address: 4512 Manchester Ave, Suite 100
City State Zip: St. Louis, MO 63110
5. CONTACT PERSON/TITLE:
Name David Wright
Title: Commercial Corridor Manager
Telephone No. (314 535 - 5311 Fax No. () -
E-mail: david @ pcd-stl.org
6. TYPE OF ORGANIZATION - IRS STATUS (TAX ID NO.)
If applicable, attach Articles of Incorporation, Bylaws.
FID NO. Nonprofit 501c3 EIN: 37-1427044
7. ATTACH A LIST OF MEMBERS OF THE ORGANIZATION'S BOARD OF DIRECTORS
8. ATTACH A LIST OF ORGANIZATIONAL AND EVENT STAFF OF THE ORGANIZATION.
9. ATTACH MOST RECENT ANNUAL FINANCIAL REPORT FOR ORGANIZATION AND BUDGET FOR THE UPCOMING YEAR.
10. ATTACH PROOF OF GOOD CORPORATE STANDING (IF APPLICABLE)
11. ATTACH PROOF OF CITY OF TAXES PAID IN CITY OF ST. LOUIS & GROVE CID (IF APPLICABLE)
12. ATTACH A DESCRIPTION OF EVENT/PROJECT.
13. ANTICIPATED NUMBER OF EVENT ATTENDEES: 40,000



14. ANTICIPATED NUMBER OF EVENT VENDORS: 130
14. LIABILITY/MEDICAL INSURANCE? No Yes
If Yes, indicate insurance carrier, contact and telephone number: Currently gaining insurance
(Grove CID must be named additionally insured and be provided a COI)
15. HAS VENUE/FACILITY BEEN SECURED? No Yes
If Yes, indicate location, contact and telephone number: Street application submitted to City and paid
16. IS EVENT ACCESSIBLE TO THE PUBLIC AND DISABLED PERSONS? No Yes
17. ATTACH EVENT/PROJECT BUDGET WITH ITEMIZED CATEGORIES OF REVENUE AND EXPENSES.
18. AMOUNT OF FUNDING REQUESTED: \$ \$30,000
19. INTENDED USE OF THE FUNDS: Production - rentals, vendors, music, entertainment
20. ATTACH PROOF OF MATCHING FUNDS (EQUAL OR GREATER THAN AMOUNT REQUEST FROM THE GROVE CID)
21. ATTACH MARKETING AND ADVERTISING PLAN.
22. ATTACH TRASH RECYCLING PLAN. earthday 365 and ATBM
23. ATTACH SAFETY & SECURITY PLAN. NSI and TCF
22. HOW WILL THE EVENT/PROJECT BENEFIT THE GROVE CID? The event brings in thousands to the Grove and highlights Grove businesses and community.
23. HAVE YOU RECEIVED GROVE CID SPECIAL EVENT FUNDING IN THE PAST? No Yes
If Yes, indicate name and date of event/project and amount received. \$30,000 annually
24. IF YOU HAVE RECEIVED PREVIOUS GROVE CID EVENT FUNDING, PLEASE PROVIDE PRELIMINARY & FINAL ATTENDANCE FIGURES AND FINAL REPORT. ALSO, PLEASE PROVIDE COPIES OF ALL EVENT PROMOTIONAL MATERIALS, INCLUDING RADIO OR TELEVISION SCRIPTS, BILLBOARD COPY, PRINTED FLIERS, ADS, OR OTHER MATERIAL YOU PURCHASED WITH GROVE CID MONEY. (ONLY PROVIDE MATERIAL ON THE MOST RECENT YEAR SPECIAL EVENT MONEY WAS RECEIVED.)
25. WHAT RESEARCH DO YOU HAVE REGARDING THE DEMOGRAPHICS OF YOUR ATTENDEES? HOW DO YOU MEASURE THE SUCCESS OF YOUR EVENT? HOW DO YOU MEASURE THE EFFECTIVENESS OF YOUR PROMOTION?

In 2016 we conducted a crowd survey which helped determine the makeup of the crowd. We use social media to identify follower statistics. We collect information from businesses regarding volume for the day of the festival. We also talk to retail vendors about their activity for the day.



Preliminary Status Report

EVENT NAME: GroveFest 2023
REPORT DATE: 8/8/2023
ORGANIZATION: Park Central Development
CONTACT PERSON: Brian James TITLE: _____
ADDRESS: 4512 Manchester Ave, Suite 100, St. Louis, MO 63110
PHONE: 314-535-5311 FAX: _____

On an attached sheet, answer the following questions and attach it to your application.

PRELIMINARY INFORMATION:

1. Is this a first time event? No
2. If not, how many times has this event taken place?
17 Years
3. What is the estimated revenue generated by this event?
4. What is the estimated number of participants expected at this event?
40,000
5. If event planning is in progress, what has been done, what remains to be done, and are there any problems?
Special events permits have been requested from the city. Vendor registration is now open. Insurance, event Security, and clean up services are being acquired. Marketing campaign is scheduled.
6. If the event planning has not been started, why?
7. List the advertising, marketing, and/or public relations that have been contracted or placed to date?

GroveFest has social media accounts that reach a wide audience. The event has also partnered with the Grove CID social media designer. Park Central social media will also be used. Together, these will reach over 100,000 followers.



314-535-5311

TheGroveSTL.com

4512 Manchester Ave, Ste. 100,

St. Louis, MO 63110-2100

2023

Annual Report for FY 2023



THE GROVE

THE GROVE CID

ANNUAL 20 REPORT 23

PREPARED BY PARK CENTRAL DEVELOPMENT

PARK
CENTRAL
DEVELOPMENT
SAINT LOUIS • MO

OVERVIEW

This thriving, centrally-located district stretches nearly a mile along Manchester Avenue between Kingshighway and Vandeventer. It hosts a diverse range of over 50 businesses offering great places to eat and drink, a multitude of dance floors, spots to shop and grab coffee, a brewery, tattoo parlors and several organizations devoted to improving the vitality of the area.

The Grove, known as the Manchester Strip in the late 19th century, was developed as a retail drag to serve the working-class population of Forest Park Southeast. Dubbed Adam's Grove in the 1950s, it served as a bustling commercial district for the entire city. The strip then experienced a decline until the LGBTQ+ community led a wave of investment in the area, beginning with Attitudes Night Club that opened in the 1980s, helping to transform it into the premier entertainment district that it is today. Built on the ideals of acceptance, the neighborhood grew into an eclectic mix of businesses, residents and guests.

Other community members took up the mantle and committed to filling one vacant storefront at a time and today the area is a thriving, diverse and vibrant neighborhood. "The Grove" name was coined to support the re-brand effort so the area could begin anew.

In 2009, The Grove Community Improvement District (CID) was formed for the purposes of supporting the businesses, beautifying the neighborhood, and most importantly improving safety for its visitors and businesses.

Today, the CID is run by an 11-member Board of Directors, made up of property owners and/or business operators within the district with a purpose of funding and managing services and projects within the district. Examples of this include providing security, cleaning initiatives, providing additional off-street parking, marketing the businesses within the CID, funding special events, and promoting business retention and development.



WHAT IS A COMMUNITY IMPROVEMENT DISTRICT?

Special Taxing Districts are established to provide services and improvements to supplement what the city provides.

Community Improvement Districts (CIDs for short!) can collect sales and property taxes to fund these services and improvements. These services can range from infrastructure repair, to beautification projects, to even marketing for the district.

The ultimate goal for the Grove CID is to provide a place where St. Louis residents want to live, work and play!



Board of Directors

Matt Bauer, Don Bellon, Neal Griffin, Kelly Kenter, Sal Martinez, Fahime Mohammad, Sheryl Myers, Guy Slay, Kimberly Smith-Drake, Kelly Spencer, Tatyana Telnikova



Executive & Finance Committee

Matt Bauer, Don Bellon, Kelly Kenter, Kelly Spencer, Tatyana Telnikova

Safety & Security Committee

Don Bellon, Chad Fox, Antonio French, Rick Lewis, Fahime Mohammad, Jon Shine, Kelly Spencer



Marketing Committee

John Boldt, Paul Byrne, Ben Grupe, Kendra Harris, Sheryl Myers, Guy Slay, Kelly Spencer, Maggie St. Geme, Tatyana Telnikova, Billy Thompson



Public Service Committee

Don Bellon, John Boldt, Lana Coleman, Kelly Kenter, Sheryl Myers, Tony Saputo, Shelley Satke, Guy Slay, Tatyana Telnikova,

Nominations Committee

Neal Griffin, Kelly Kenter, Tatyana Telnikova

Events in the Grove



GroveFest

GroveFest is the annual festival of all things Grove. Vendors from around the City sell food and goods on the street, businesses bring tents and games out, children play in the kids area with bubbles and bounce houses, and there is an unlimited amount of live entertainment from jugglers and dancers to fashion shows. This past year's saw almost 50,000 people coming to the Grove to support 140 unique businesses. The event generates more than \$100,000 in sponsorships to make it free to the public and reduce vendor fees for planning.



Flyover Comedy Festival

Flyover Comedy Festival remains unique as a festival, highlighting multiple venues on both the east and west ends of The Grove. The event took place at multiple venues on Manchester, which allowed all of The Grove's remarkable restaurants, bars, and venues to be showcased.

Moonlight Ramble

The Moonlight Ramble hosted its 57th moonlit bike ride of varying length (7-18 miles), which always takes place on the Saturday closest to the Full Moon in August. The event draws riders of all ages and abilities to safely enjoy riding the streets of STL traffic free while enjoying the full moon. This past year, the ride started and finished in the Grove, and thousands came early and stayed late patronizing the bars and restaurants in the Grove.



Manchester Bike Bash

This international event celebrating bikes and bodies meets up in the Grove every year and includes pre-ride festivities including body painting and a costume contest. Event goers can paint their bodies, decorate their bikes, and join the thousands of cyclist for a ride around the city. An after party then occurs in the Grove and features live music, local food and drinks, and so much more.

Green Curbside Hop Donation

Celebrating Green Dining options in the Grove, this scavenger hunt traversed through restaurants all down Manchester and included samples for all involved.

Participants who completed the scavenger hunt received bonus prizes at earthday365 group's booth! Winning prizes included a bike, a Green Dining Alliance Gift Bag and more.



Grove Pride Night

Pride has been in the Grove's DNA since the 80s! Built on the ideals of acceptance, our community has blossomed since then into an eclectic mix of businesses, residents, and guests, with this event celebrating through live entertainment, DJs, and closed off portions of Manchester.

Urban Chestnut Oktoberfest

Urban Chestnut Brewing Company (UCBC) held its annual Munich-style celebration--featuring live music, German beer, food, and activities--in the Grove this past year. This two-day festival featured the Polka Patio and the Rock Dock on two stages as well as yard games for all to enjoy. Also included were neighboring businesses Vails Brothers, Creole with a Splash of Soul, and Serendipity Ice Cream.

CID Projects & Beautification

Alley Paving

The Grove CID led the repaving of four different alleys within the district, including collaborating in funding with the Alderman and Park Central Development.

Grove Signs, Globe Lights, & Art

Zimmerman continues to provide support with the Grove signs and globe lights. Their annual inspections help ensure the structural integrity of the signs. Additionally, the Grove invested in repairing murals with graffiti on them to preserve public art.

Security & Patrol

During the fiscal year (2022-2023), the district transitioned and partnered with The City's Finest to provide secondary patrols for the district.

Additionally, the Grove added new security cameras through Flock at different locations throughout the CID that help reduce the amount of time taken to respond to crime incidents.



Smash-Resistant Windows

The Grove CID approved a budget of \$50,000 from reserves to cover 50% (up to \$2,500) per business to install smash resistant windows on a first-come first-serve basis, with a handful of businesses taking advantage of the opportunity. Additionally, following a power outage the CID provided monetary support to a restaurant that lost all of its food inventory due to spoilage.

CID Assessment & District Expansion

The CID assessment renewal is underway, with expected completion by August, 2023. Additionally, the expansion is currently ongoing and will potentially be completed in 2024.

Public Service



Landscaping

In addition to the smash-resistant window program, the CID partnered with Shelton Landscaping to provide street beautification projects to the Grove, including flower planters and watering along Manchester. The CID contracts ATBM for litter and trash pickup throughout the district.

Graffiti Removal

The CID partnered with Brightside St. Louis to strategically remove graffiti from some of the walls and murals in the district.

Pride Banners

The CID led the installation of new Grove Progress Pride banners along Manchester.

Marketing

Social Media Partner

The CID continues to work with EngageTaste to manage and provide a more consistent online presence. Additionally, the district is working with Explore STL to expand outreach.

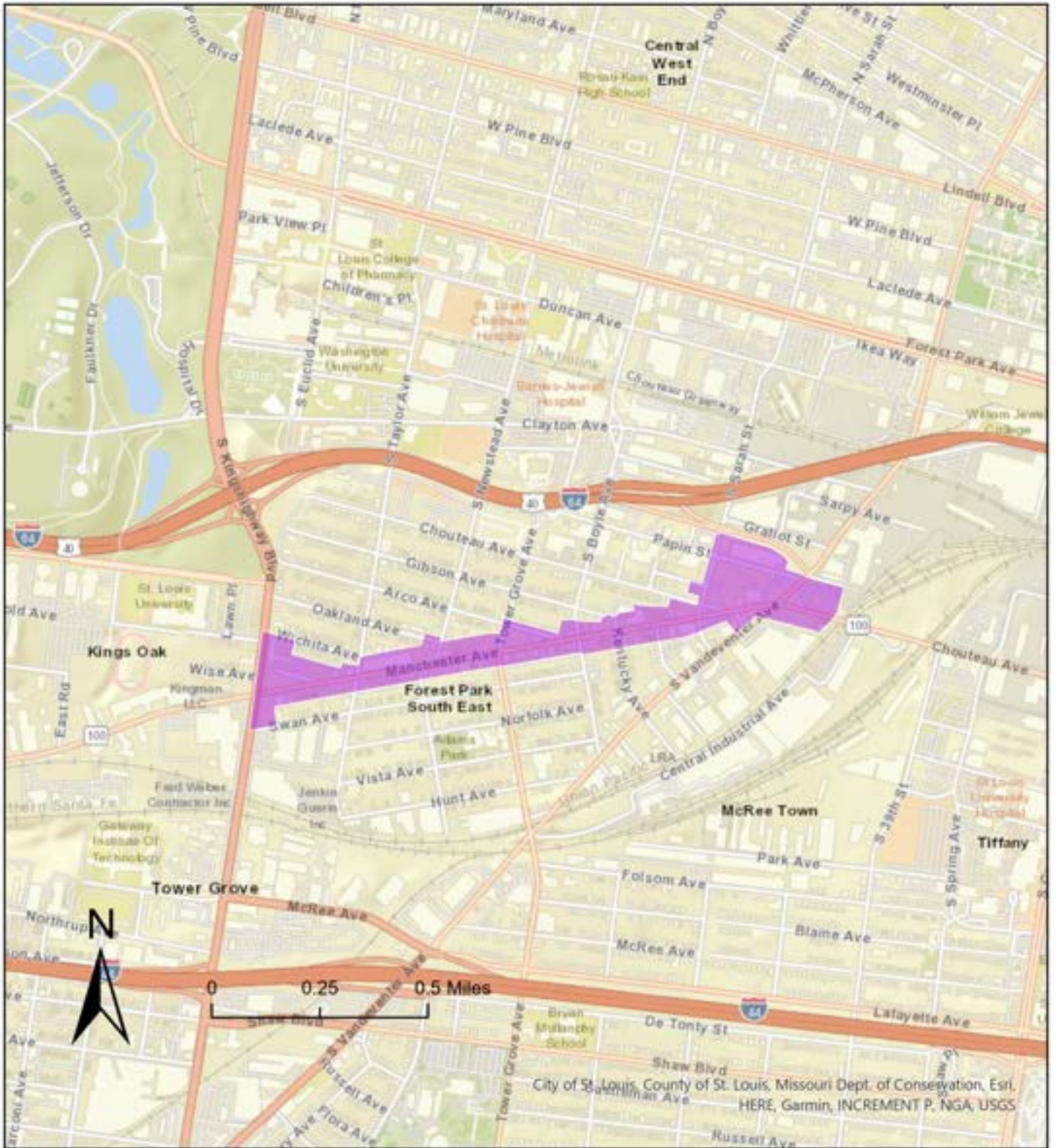
@TheGroveSTL has over 40,000 followers on Instagram and posts reach about 50,000 each month.

Continued Engagement and Content

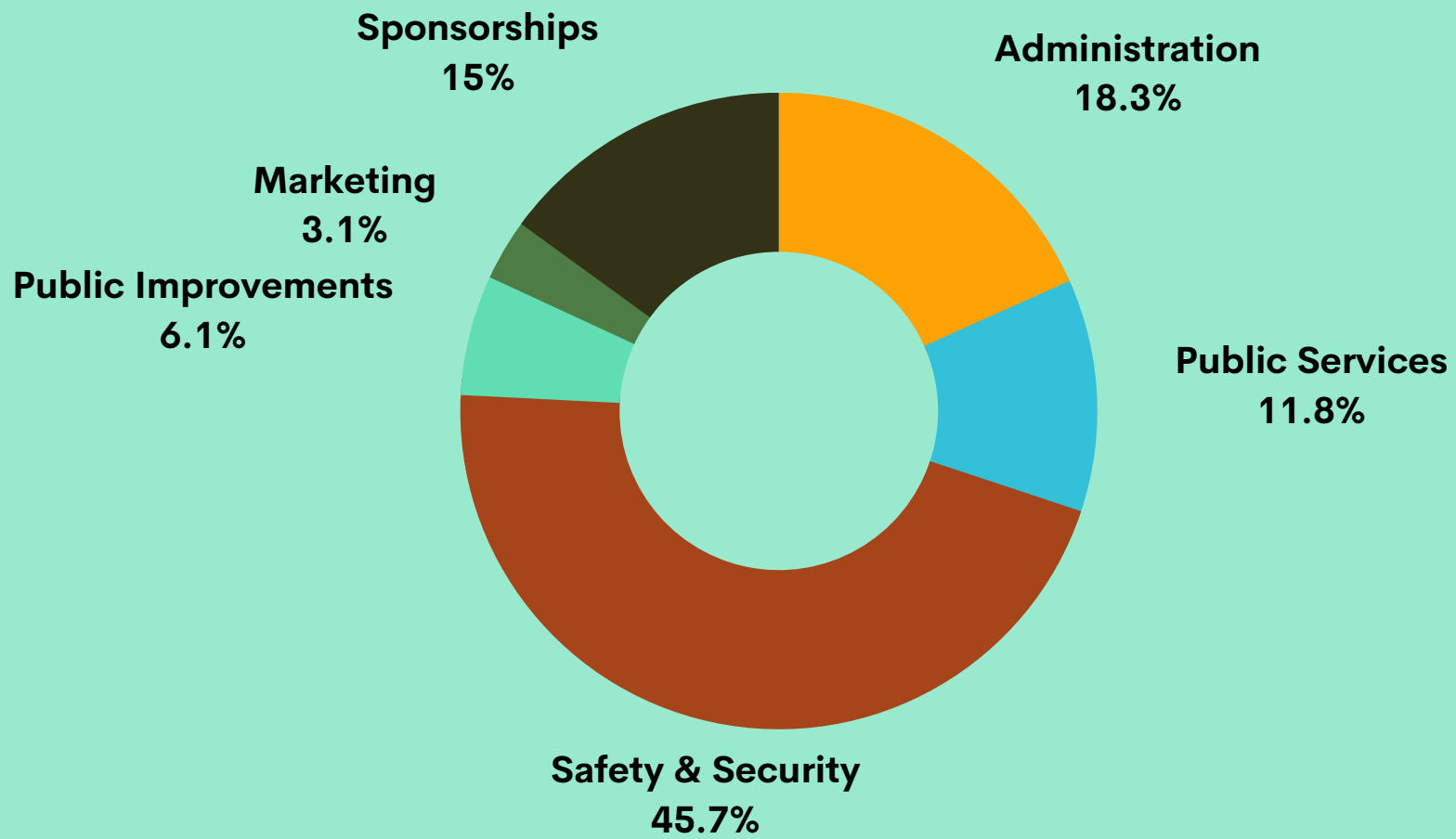
The CID always wants to showcase everything happening in the Grove! Take #grovestl to help EngageTaste find your posts as well as send photos to the marketing committee for keeping track of district updates.



Grove CID Boundary

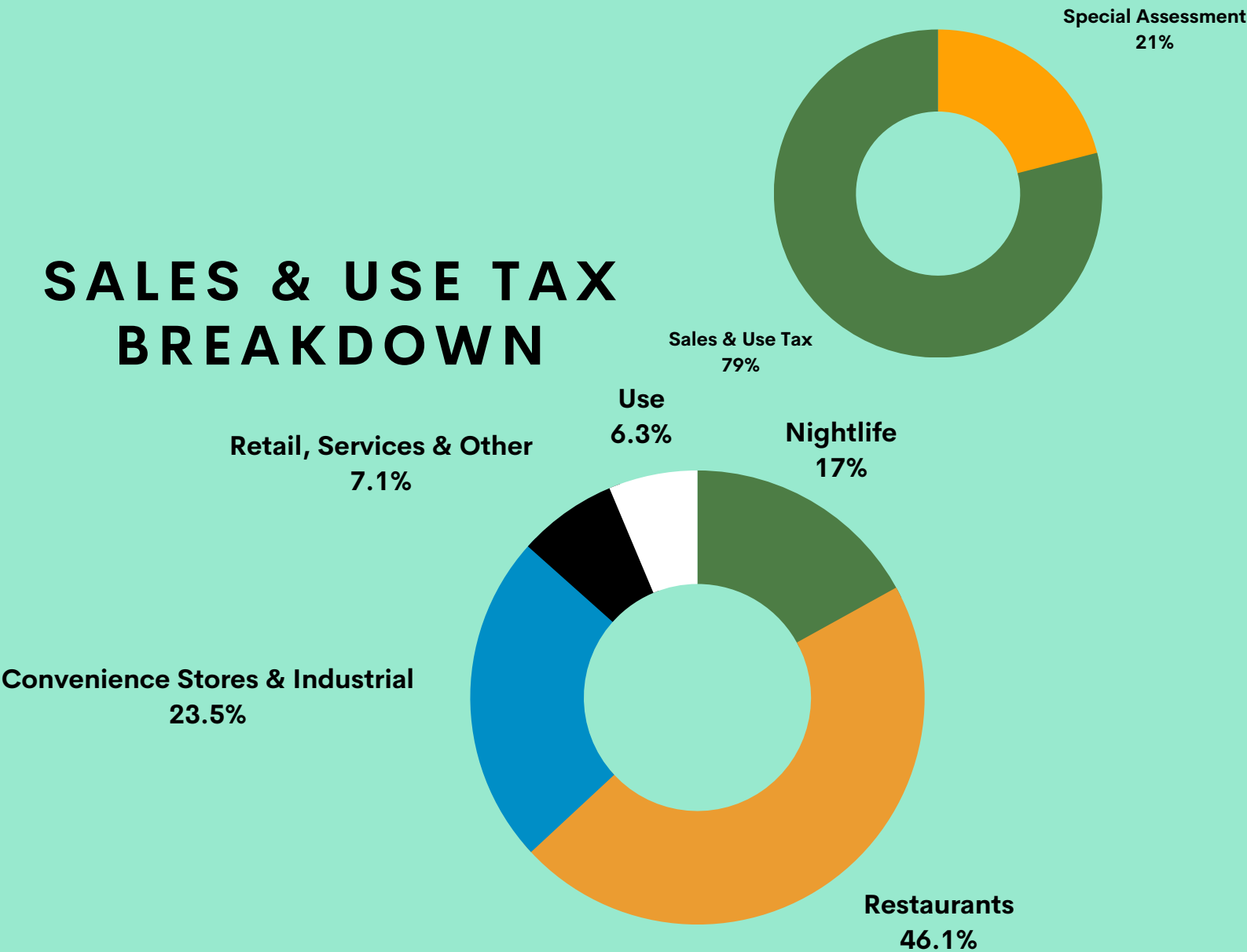


FY 2023 EXPENSES: \$491,271.60



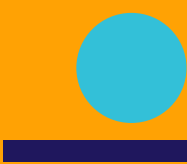
FY 2023 REVENUE: \$537,077.42

SALES & USE TAX BREAKDOWN



The Grove CID obtains most of its revenue from Sales & Use Tax (1% collected on all retail sales, approved by the registered voters residing the in District). Special Assessment property tax is also collected based on the value of properties in the Grove. The CID has \$38,630 in reserves.

The 1% Sales and Use tax revenue reflects an annual economic impact of \$42,414,300 on businesses in the district.



Presented to:
The Grove CID Board & the Public
Prepared by:
Park Central Development



314-535-5311



TheGroveSTL.com

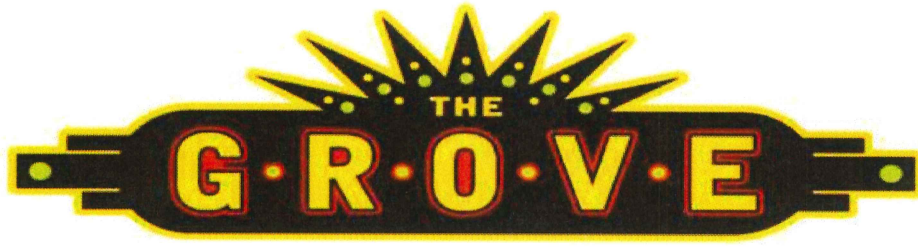


4512 Manchester Ave, Ste. 100,

St. Louis, MO 63110-2100

2023

Marketing Committee Application: Kristin Ponzar



The Grove CID Marketing Committee Application

The Grove Community Improvement District Marketing Committee is charged with advising the Grove CID Board of Directors on ways to better market the Grove CID.

Name: Kristin Ponzar Date: 8/10/2023

Address: 4321 Manchester Avenue St. Louis, MO 63110

Email: Kponzar@Midlandsb.com

Telephone: 636-219-9445 Cell 314-512-8993 Office

Business Owner No Resident No

If yes to business owner, what business? _____

Briefly describe your marketing experience.

I am the branch manager at Midland States Bank in the Grove. I am a brand ambassador for the bank. I also used to be a brand ambassador for Madrina's Coffee, a local St. Louis Coffee brand. I have most experience educating people about products through direct interaction, but I also have experience with webpage design. I created web pages for the Midland News Network on our employee website.

What do you feel (if anything) has been lacking with the marketing of the Grove district in the past?

N/A

Disclaimer: The submission of this application does not guarantee you will be selected for the Committee Board.

Why are you interested in the Grove CID joining the Marketing Committee?

As branch manager of Midland States Bank in the Grove community, I would like to offer my services to help improve the community.

Signature: Kristin Ponzee Date: 8/11/23

YOUR COMPLETED APPLICATION MAY BE SUBMITTED BY EMAIL TO:

Brian James (District Administrator)

brian@pcd-stl.org

Or dropped off to Park Central development, 4512 Manchester Ave, St. Louis, MO 63110

Disclaimer: The submission of this application does not guarantee you will be selected for the Committee Board.