



314-535-5311



TheGroveSTL.com



4512 Manchester Ave, Ste. 100,

St. Louis, MO 63110-2100

2023

The Grove Community Improvement District August 2023 Meeting Materials



**BOARD OF DIRECTORS MEETING
TO BE HELD**

**August 14, 2023, at 11:00 a.m.
4512 Manchester Ave, Suite 100, St. Louis, MO 63110**

NOTICE & PROPOSED AGENDA

TAKE NOTICE that on August 14, 2023, at 11:00 a.m. at 4512 Manchester Ave, Ste. 100, St. Louis, MO 63110, the Grove Community Improvement District (the "District") will hold its public Monthly 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 Previous Minutes
3. Chairs Report & Announcement of the Order of Business
4. Public Comments & Questions (limited to 5 minutes per speaker)
5. Committee Reports:
 - a. **Safety and Security Committee (Kelly Spencer)**
 - i. Safety & Security Reports – (2nd District Patrol, NSI + TCF)
 - ii. Safety & Security Committee Meeting Recap – Kelly Spencer
 - iii. Gramophone Lot – 4247 Manchester Ave
 - b. **Executive & Finance Committees (Matt Bauer/Kelly Kenter)**
 - i. Monthly Financials – Approval
 - ii. Public Annual Report – Review
 - c. **Public Service Committee (Guy Slay)**
 - i. Manchester Crosswalk
 - ii. Bollard Project Update
 - iii. De-volcano Mulching
 - d. **Marketing Committee Update**
 - i. Marketing Committee Meeting – 8.31.23
 - ii. Marketing Committee Application
 - iii. Manchester Bike Bash
6. District Updates – Ron Coleman
7. Sponsorship Requests
8. Other Business
9. Adjourn

This meeting is open to the public; provided, however, that a portion of the meeting may be closed pursuant to Section 610.021 RSMo with explicit notice of the reason for closure.

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: 4:00 PM

• The Grove Community Improvement District •

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

www.thegrovestl.com/



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4512 Manchester Ave, Ste. 100,

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2023

July 2023 Meeting Minutes

Grove CID Board of Director Meeting
July 10th, 2023, at 11:00 AM
at ZOOM

Board Members Present: Kelly Spencer, Kelly Kenter, Sal Martinez, Don Bellon, Tatyana Telnikova, Sheryl Myers, Matt Bauer, Kimberly Smith-Drake

Board Members Absent: Fahime Mohammad, Guy Slay

Others in Attendance: Brian James (Park Central Development), Ron Coleman (Improvement Specialist), David Wright (Park Central Development), Rob Betts (The City's Finest [TCF]), Officer Nicky Walker (STL PD), Annette Pendilton (Park Central Development)

- 1. Call to Order:** K. Kenter called the meeting to order at 11:03 AM.
- 2. Approval Pervious Months Minutes:** K Spencer motioned to approve the meeting minutes; T Telnikova seconded the motion. All in favor, motion approved.
- 3. Chairs Report & Announcement of the Order of Business:** None
- 4. Public Comments and Questions:** None
- 5. Committee Reports:**
 - a. Safety and Security Committee (Kelly Spencer):**
 - i. R Betts shared crime reports from both the Forest Park Southeast neighborhood and the Grove district, specifically. He shared year-to-year comparisons of both person crime and property crime. Most incidents occur during the 2nd and 3rd shifts for city police officers, specifically during the time window of 3pm-11pm. Crime data from June shows a decline in incidents in Forest Park Southeast from May, but R Betts noted how vehicle thefts are going up across the country in part due to a feature of keys in Kia models that is not specifically unique to St. Louis. R Betts noted how patrols generally go out Thursday through Sunday during peak incident times.
 - ii. K Spencer asked why some radios given to businesses in the Grove were taken back by TCF. R Betts replied that most besides the one at Rehab were collected since most businesses were not using them regularly and that TCF could redistribute them if a business requests one. T Telnikova responded that Handle Bar would like one again and K Spencer said that she would pass the word along to other businesses.
 - iii. K Spencer also asked about why a particular homicide that took place on Gibson was not recorded in the data shown during the presentation. R Betts replied that he did not know for sure, but said that it was potentially due to the event occurring outside of the Grove's footprint. Officer Walker also offered in the chat that the event was classified as an aggravated assault on June 26th. K Spencer wanted to make sure that incident was recorded under person crime.
 - iv. K Spencer expressed collective interest in holding a meeting with the members of the Safety and Security Meeting, Park Central Development, and TCF before events expecting more than 2,500 people to make sure that everyone is on the same page for expectations during large events. R Betts agreed that these meetings could happen at Park Central's office.

- v. The committee also brought up reflections on the recent Pride event and debriefed with R Betts. Central concerns with this event mostly applied to incidents occurring outside of the event footprint. D Bellon inquired about what one should do when someone is climbing on canopies outside and R Betts replied that some things are outside of TCF control and they lean on city police officers in certain situations.
- vi. R Coleman passed along that he has received three noise complaints about music going beyond the posted time outside (11pm).

b. Executive & Finance Committee:

- i. M Bauer gave an overview of the financials. The CID currently has more income than initially budgeted.
- ii. D Bellon inquired about accounting for the Window Security Improvement Grant that the CID funded through Park Central. A Pendilton replied that there is still available resources for window repairs and that she would send D Bellon an update.
- iii. K Kenter added that the CID is making \$2,500 annually in CDs at the moment, which will help fund extra event support. K Kenter also added that the assessment period ends at the end of the calendar year and inquired about confirming a property would join the assessment that was recently sold.
- iv. K Kenter brought up the Manchester Bike Bash sponsorship brought forward by T Telnikova, taking place on Saturday, August 5th. M Bauer motioned to approve the support; K Spencer seconded. All in favor – motion passed.
- v. K Kenter motioned to approve the financials; K Spencer seconded. All in favor – motion passed.

c. Public Service Committee:

- i. In G Slay's absence, B James reported on public service.
- ii. R Coleman provided insight for why the crosswalk painting design was declined by the city and it happened because the design needs to maintain the white crosswalk pattern. B James reported that Park Central is working to help submit a new design by the end of this week, with the expectation that it will be approved.
- iii. A donation request for Operation Brightside for removing graffiti in a specific part of the district came up for \$400 based on the work they did (increased from the proposed \$300). D Bellon motioned to approve; K Smith-Drake seconded. All in favor – motion passed.
- iv. The question of how to proceed with the parking lot next to Gramophone. There were two different proposals for either a gate or a raised arm entrance into the lot; the board leaned towards the opening gate option, but the price is almost \$70,000 compared to \$19,000 for the arms. The committee discussed how it might make sense to get control of the lot if possible and discussed meetings with the treasurer having taken place about it.
- v. D Bellon inquired about a grant opportunity that went out to businesses recovering from a recent power outage. B James reported that only one restaurant had responded to the call in the past week.

6. Other Business:

a. None.

7. Adjournment: K Spencer motioned to adjourn; T Telnikova seconded. K Kenter adjourned the meeting at 11:48am.

DRAFT



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4512 Manchester Ave, Ste. 100,

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2023

August 2023 Financials

Grove CID
Balance Sheet
As of July 31, 2023

	Total
ASSETS	
Current Assets	
Bank Accounts	
1072 Bill.com Money Out Clearing	3,916.00
Operating (9310)	2,024.47
Reliance (4124)	0.00
Sales and Use Tax (0668)	35,970.91
Simmons - Grove 8418	154,817.03
Special Assessments (3269)	0.00
X MO CD 0018 - 2	100,794.90
X MO CD 0019 - 2	100,842.45
X Mo CD 0020 - 2	100,865.62
Total Bank Accounts	\$ 499,231.38
Accounts Receivable	
Accounts Receivable - SE	0.00
Other Accounts Receivable	0.00
Sales Tax Receivable	0.00
Total Accounts Receivable	\$ 0.00
Other Current Assets	
CID Assmt Rec CY14	0.00
CID Assmt Rec CY15	0.00
CID Assmt Rec CY16	0.00
CID Assmt Rec CY17	0.00
Due to From Special Events	0.00
Prepaid Expenses	0.00
Receivables	0.00
Total Other Current Assets	\$ 0.00
Total Current Assets	\$ 499,231.38
Fixed Assets	
15000 Furniture and Equipment	0.00
Accum Depr - Furn & Equip	0.00
Accumulated Amort-Intangible As	-11,775.00
Construction in Process	0.00
Intangible Assets	11,775.00
Total Fixed Assets	\$ 0.00
TOTAL ASSETS	\$ 499,231.38
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 Accounts Payable	-1,666.88
Total Accounts Payable	-\$ 1,666.88

Credit Cards	
Reliance Credit Card	0.00
Total Credit Cards	\$ 0.00
Other Current Liabilities	
25800 Unearned/Deferred Revenue	0.00
Accrued Liabilities	0.00
Deferred Inflows of Resources	0.00
Total Other Current Liabilities	\$ 0.00
Total Current Liabilities	-\$ 1,666.88
Total Liabilities	-\$ 1,666.88
Equity	
30000 Opening Balance Equity	8,122.97
32000 Retained Earnings	496,040.02
Fund Balance	0.00
Net Income	-3,264.73
Total Equity	\$ 500,898.26
TOTAL LIABILITIES AND EQUITY	\$ 499,231.38

Monday, Aug 07, 2023 10:14:05 AM GMT-7 - Accrual Basis

Grove CID
Budget vs. Actuals: Budget_FY24_P&L - FY24 P&L
Jul-23

	Total	
	July Actual	Budget
Income		
40000 Revenue		0.00
40100 CID 1% Sales and Use Tax	42,217.18	380,000.04
40150 Special Assessments		80,000.00
40200 Interest Earnings	451.79	
Total 40000 Revenue	\$ 42,668.97	\$ 460,000.04
Total Income	\$ 42,668.97	\$ 460,000.04
Gross Profit	\$ 42,668.97	\$ 460,000.04
Expenses		
60100 Administrative Support		
60110 Administration-Park Central	13,920.00	50,680.00
60130 Directors & Officers Insurance		22,000.00
60140 Audit Services		8,500.00
60150 Legal Services		3,999.96
60170 Storage Facility	273.00	1,188.00
Total 60100 Administrative Support	\$ 14,193.00	\$ 86,367.96
60200 Marketing		
60220 Website & Design Services	2,500.00	16,200.00
Total 60200 Marketing	\$ 2,500.00	\$ 16,200.00
60270 Sponsorships		69,999.96
60300 Public Improvements		
60310 Grove Signs Electricity	269.94	3,000.00
60315 Street Lighting Impr-Electricit	414.51	5,499.96
60320 Grove Signs Repairs & Mnt		4,999.92
60330 Other Public Improvements	760.00	
Total 60300 Public Improvements	\$ 1,444.45	\$ 13,499.88
60400 Public Services		
60410 Litter Control	6,825.00	52,999.92
60420 Landscaping		4,500.00
Total 60400 Public Services	\$ 6,825.00	\$ 57,499.92
60500 Security & Public Safety		
60515 Cameras		4,999.92
60530 Thursday Security Patrols	5,035.00	52,650.00
60531 Friday Security Patrols	5,985.00	52,650.00
60532 Saturday Security Patrols	6,460.00	52,650.00
60533 Sunday Security Patrols	3,277.50	52,650.00
60534 Other Security Patrols	213.75	
Total 60500 Security & Public Safety	\$ 20,971.25	\$ 215,599.92
Total Expenses	\$ 45,933.70	\$ 459,167.64
Net Operating Income	-\$ 3,264.73	\$ 832.40
Net Income	-\$ 3,264.73	\$ 832.40

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

Grove CID
Revenue Sals and Use Taxes

	2022	2023	Variance
Jul-23	38,319.78	46,786.80	8,467.02
YTD	237,619.66	271,215.31	33,595.65

* July totals are from June Sales

FISCAL YEAR

Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly Collections
2020	\$ 78,382	\$ 68,760	\$ 89,738	\$ 70,304	\$ 307,184
2021	\$ 78,045	\$ 72,475	\$ 56,620	\$ 63,789	\$ 270,928
2022	\$ 131,337	\$ 85,612	\$ 85,193	\$ 108,614	\$ 410,756
2023	\$ 106,886	\$ 101,811	\$ 98,507	\$ 144,821	\$ 452,025

CALENDAR YEAR

Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly Collections
2020	\$ 89,738	\$ 70,304	\$ 78,045	\$ 72,475	\$ 312,581
2021	\$ 56,620	\$ 63,789	\$ 131,337	\$ 85,612	\$ 339,378
2022	\$ 85,193	\$ 108,614	\$ 106,886	\$ 101,811	\$ 402,503
2023	\$ 98,507	\$ 144,821			\$ 243,329



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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.

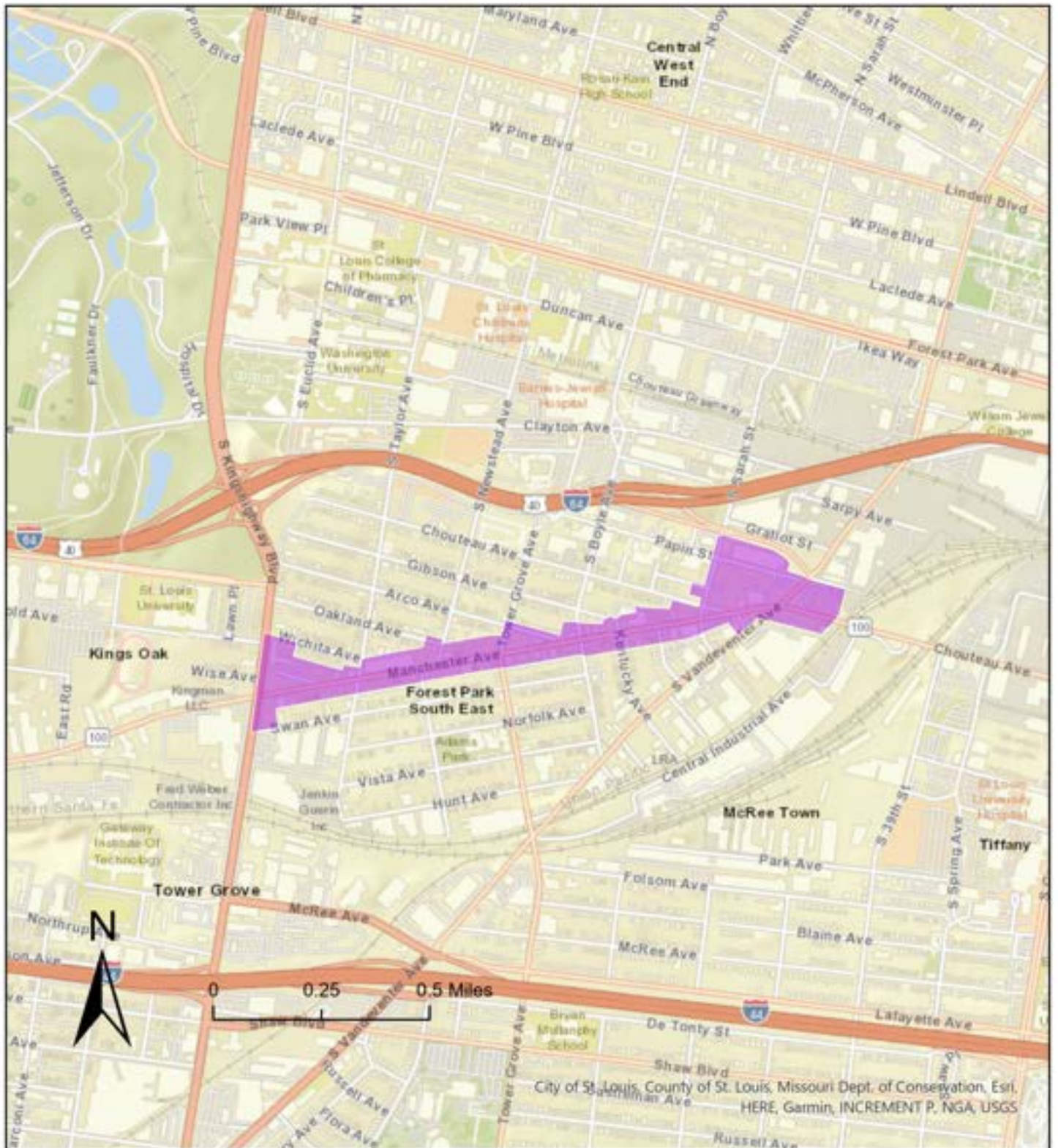
@TheGroveSTL has over 40,000 followers on Instagram and posts reach about 50,000 each month.

Continued Engagement and Content

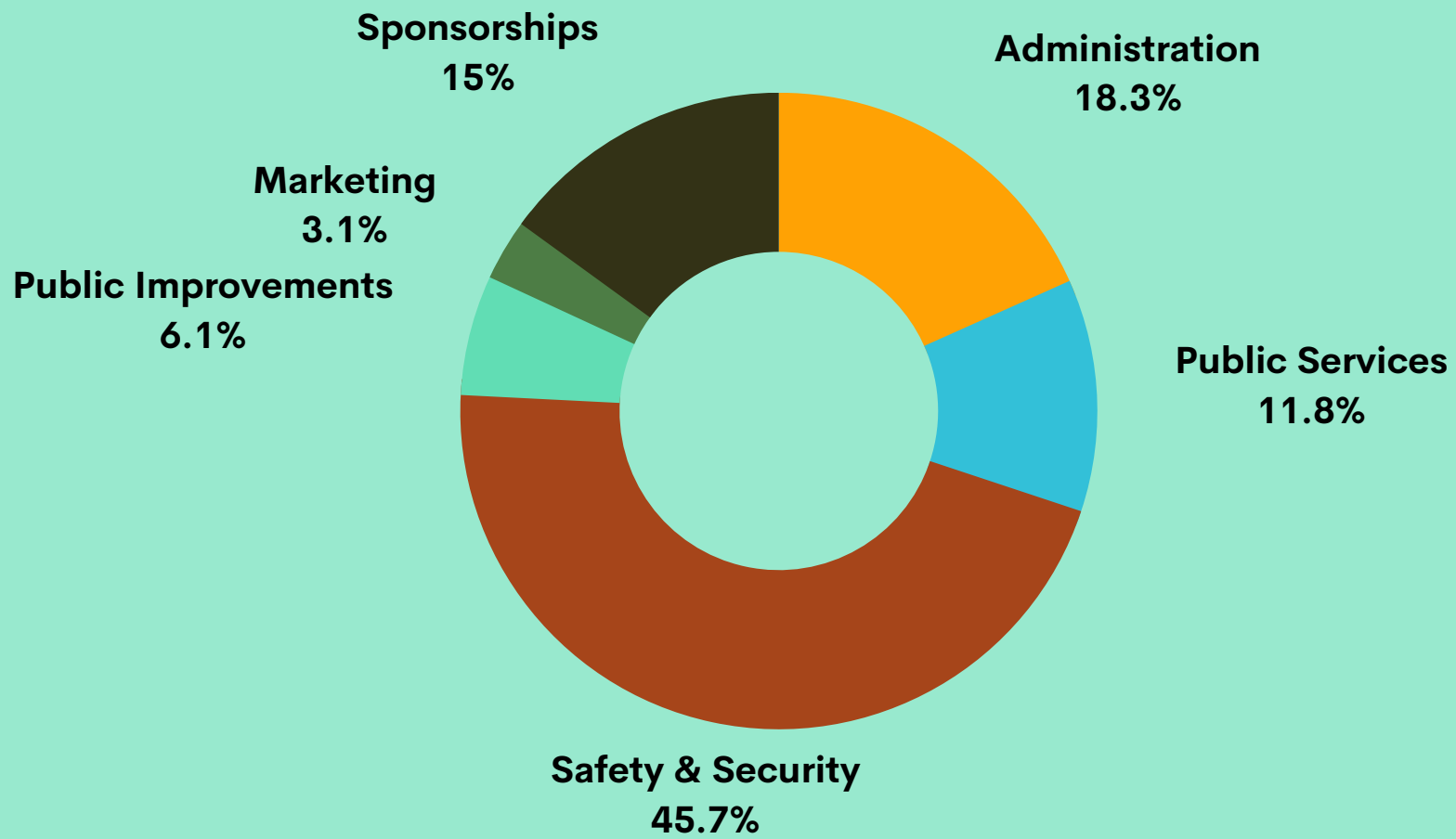
The CID always wants to showcase everything happening in the Grove! Take #grovestl to help EngageTaste find your posts as well as send photos to the marketing committee for keeping track of district updates.



Grove CID Boundary

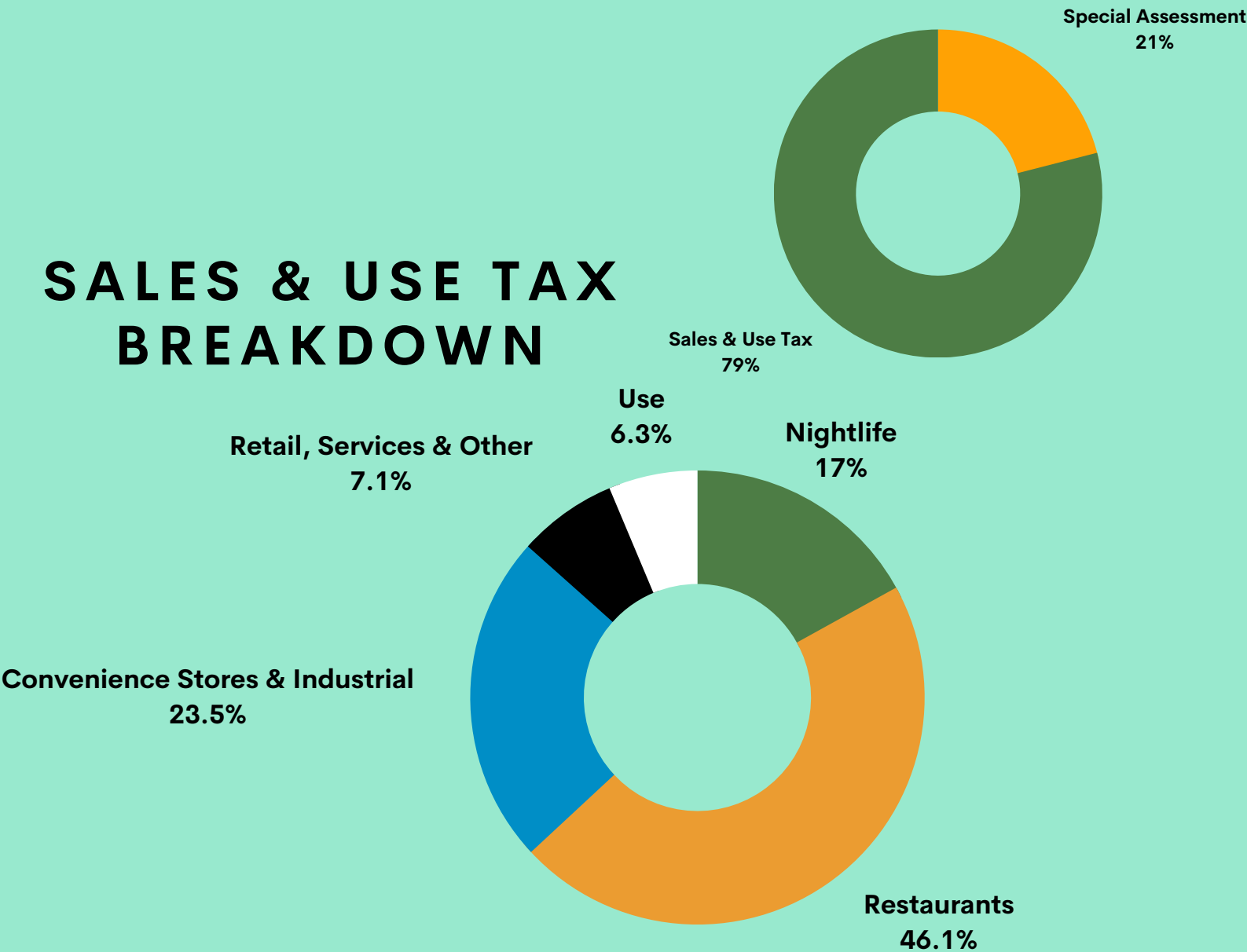


FY 2023 EXPENSES: \$491,271.60



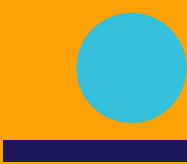
FY 2023 REVENUE: \$537,077.42

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 in the 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



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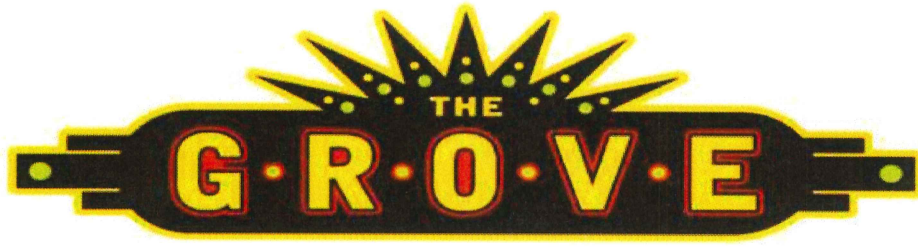


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2023

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.



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2023

Sponsorship Requests



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 aquired. 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.



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.

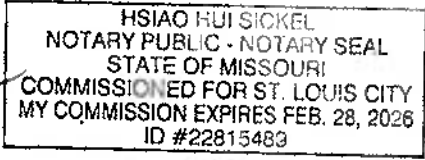
Official's Signature: [Signature]

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: [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.

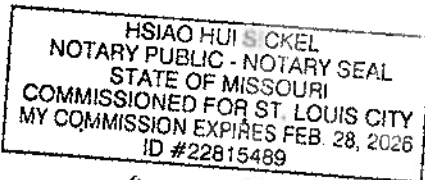
Official's Signature: [Signature]

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: [Signature]

My Commission Expires: Feb 28 2026



Aug 09 2023



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.			



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.

ST. LOUIS
SHAKESPEARE
FESTIVAL

AUGUST 2-27, 2022
TUESDAY-SUNDAY
AT 6:30 PM



A MIDSUMMER NIGHT'S DREAM

DIRECTED BY
TRE'VON GRIFFITH



FREE IN 24 PARKS
STLSHAKES.ORG

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