



Grove CID Executive Committee Meeting

TO BE HELD

July 11, 2022 at 10:00 AM

Via Zoom

Please Note: Due to COVID-19, the Executive and Finance Committee meeting will be held by Zoom Conference.

Mobile: US: +1 646 931 3860

Meeting URL: <https://us06web.zoom.us/j/85848679254?from=addon>

Meeting ID: 858 4867 9254

NOTICE & PROPOSED AGENDA

TAKE NOTICE that on July 11, 2022, at 10:00 AM via Zoom, the Grove Community Improvement District (the "District") will hold an **Executive 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 Meeting Minutes**
- 3. Events and Sponsorship**
 - a. Night Pride – Update
 - b. Grove Fest – Approval
- 4. Grove Expansion/Assessment**
- 5. Summary Update**
 - a. Safety and Security
 - b. Flock Camera Proposal – Kathleen Graham
 - c. Nominations
- 6. Other Business**
- 7. 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: 7-8-2022

Time Posted: 11:00 AM

• **The Grove Community Improvement District** •

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

www.thegrovestl.com



Grove CID Executive Committee Meeting Minutes
July 7th, 2022 at 2:00pm
ZOOM

Committee members present: Kelly Kenter, Don Bellon, Kelly Spencer, Matt Bauer, Chad Fox

Committee members not in attendance: Chip Schloss

Others in attendance: Codi Holt (Park Central)

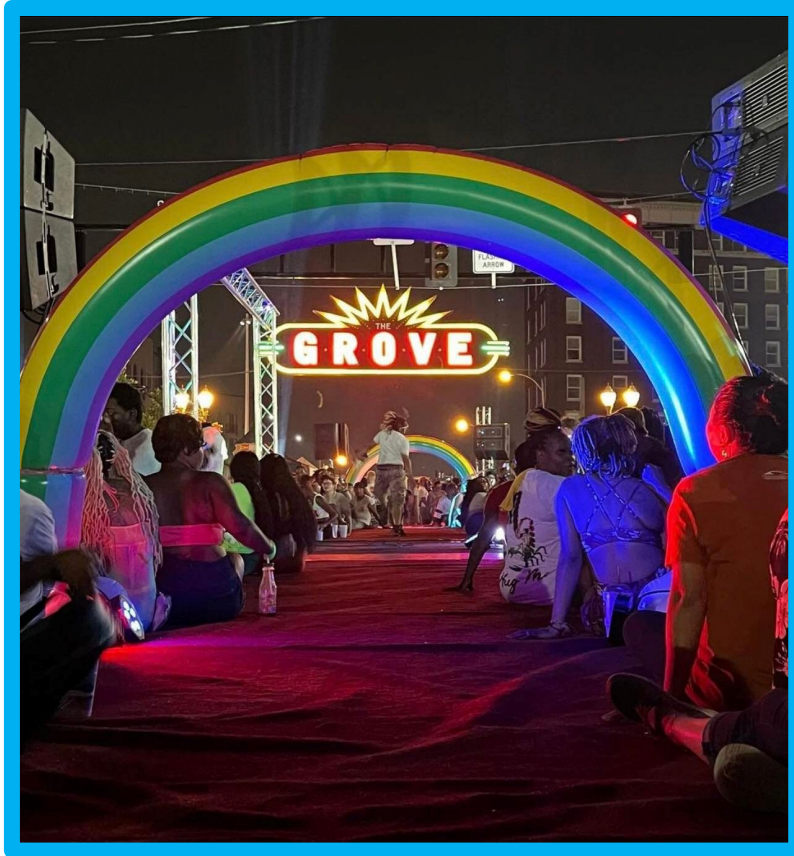
1. **Call to Order:** K. Kenter called the meeting called to order at 2:02 PM.
2. **Approval of Previous Minutes:** K. Kenter made a motion to approve the minutes. D. Bellon seconded the motion. All in favor, motion passes.
3. **Discussion of TCF Interview:**
 - a. The committee reviewed the information Rob Betts shared during the interview. K. Kenter shared that throughout his 20 years of knowing R. Betts that he is a thorough individual that would benefit the Grove security initiatives. K. Spencer shared that they are the largest and most professional secondary service provider in the city. D. Bellon asked C. Fox to share how responsive TCF has been at his establishment and asked who would be watching the patrols. C. Fox shared that TCF has been responsive in the past. K. Spencer committed to being involved in overseeing that TCF is present in the district during their scheduled hours. C. Fox mentioned the benefits of having QR codes in the businesses and providing business owners with a direct line to TCF for emergencies. C. Fox motioned to recommend TCF patrol services to the board; K. Spencer seconded. All in favor – motion passes.
4. **Flock Camera Proposal:**
 - a. C. Holt explained that the NSI sent the district a proposal suggesting four (4) license plate identifying cameras to the Grove camera system. C. Holt explained that the costs for leasing the cameras would be \$2,500 per camera each year. M. Bauer expressed that the ongoing costs were high and suggested seeing if they could be reduced. K. Kenter spoke to the benefits of the camera system in increasing security in the Grove and reducing management of the cameras. C. Fox motioned to move forward with the proposal after PCD spoke with Flock to clarify pricing; M. Bauer seconded the motion. All in favor – motion passes.
5. **Other:** K. Kenter suggested to keep the Joint Executive and Safety and Security Committee intact until the new contract with TCF was finalized and K. Spencer is prepared to take on direct communications with TCF.
6. **Adjournment:** K. Kenter adjourned the meeting at 2:37 PM.

• The Grove Community Improvement District •

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

www.thegrovestl.com

Night Pride



- Large turnout
- Clean up services were not acquired after reminders from PCD
- ATBM emergency clean up services were used Sunday morning and will be paid for out of the event's final sponsorship payment.
- Firework property damage on Vandeventer

Grove Sponsorship Application

GroveFest 2022	
Date:	Saturday, October 1, 2022
Funding Request:	\$30,000
Attendees:	30,000
Event Description:	GroveFest has brought in thousands of St. Louis residents to the Grove to celebrate our community. This annual street festival is free and packs a ton of fun into one day. The Merchant Village, Food Village (featuring restaurants in the Grove), family area, street performers, and main stage performances keep all ages entertained.
Past Support:	Yes. This will be the events 16 th annual occurrence.

Proposal

TO GROVE SECURITY SERVICES



**THE CITY'S
FINEST**

Proposal Overview

- Meets all requirements in RFP

Benefits

- Headquarters in FPSE Neighborhood
- Accountability through GPS
- Proprietary online reporting
- Crime analysis unit
- DMS offering real-time notifications to client stakeholders of major incidents

Community Engagement

- Interacts with the public during patrols, helping provide a friendly police presence that effectively deters crime.

History

- The Grove CID
- Washington University
- Downtown CID
- +18 other areas

Costs

- \$95/HR per uniformed officer
- Holidays and Special events are time-and-a-half

Nominations for Committee Seat Openings

Nominee	Seat/Position
Kendra Harris	Marketing Seat
John Boldt	Public Service & Marketing Seat
Ben Grupe	Public Service & Marketing Seat
Tatyana Telnikova	BOD Secretary / Exec Committee

Board Seat Recommendation



Nominee	Seat/Position
Sal Martinez	Business Owner Seat Opening



SPECIAL EVENT FUNDING REQUEST

PART I - INSTRUCTIONS AND DEFINITIONS

PURPOSE:

This document sets forth the guidelines and categories for requests for funds (in excess of \$1,000) from the Grove Community Improvement District. Applications will be accepted from organizations that will sponsor and promote activities within the Grove CID that bring substantial numbers of visitors to the District.

TIMETABLE FOR REVIEW:

The Grove CID will distribute applications to organizations that express an interest in receiving funds for upcoming Fiscal Year. Projects must meet the guidelines and criteria outlined in this document. Completed applications should be submitted to the Grove CID Administrative Offices C/O Park Central Development AT LEAST 90 DAYS BEFORE THE PROPOSED EVENT.

Applications may be mailed or hand delivered to the Grove CID c/o Park Central Development:

Attn: Codi Holt, Administrator
4512 Manchester Avenue
Suite 100
St. Louis, MO 63110

APPLICATION AND EVALUATION PROCEDURE:

The following procedure will be strictly followed. Applicants are cautioned not to contact any member of the Grove CID Board regarding their request. All contacts should be channeled through the Grove CID administrative office. Please read the following instructions carefully and call the Grove CID Office with any questions. Incomplete or incorrect applications will be returned.

The Grove CID Administrator will review all applications to determine if they meet the established criteria for funding. The Grove CID office staff will notify qualifying applicants who are finalists. All finalists will then be invited to present their applications to the Grove CID Executive & Finance Committee at the regular scheduled meeting the second Monday of the month. The Grove CID Executive & Finance Committee will vote on each qualifying applicant and prepare, in priority order, their recommendations for funding. Funding recommendations of the Grove CID Executive & Finance Committee are final. All materials submitted with applications will become a matter of public record, open to inspection by any citizen of the State of Missouri subject to the Sunshine Law.

OVERALL GUIDELINES

Applications must conform to the guidelines specified by the Grove CID. Applications that do not conform to these guidelines will not be considered for funding. The funding limits are subject to final approval by the Grove CID Executive & Finance Committee. Funding is available for major events staged in the District that attract large numbers of visitors to the District.

TYPES OF EVENTS:

Programs, festivals, or special events should have a history of, or the potential for attracting visitors, either as participants or spectators, generating retail sales at district area businesses. Consideration will



also be given to events that can generate national, state, or regional media exposure for Grove CID and its offerings.

ELIGIBLE ORGANIZATIONS:

Not-For-Profit Organizations under section 501 of the Internal Revenue Code (a copy of the IRS determination letter provided by the applicant confirms federal tax-exempt status) and For-Profit Organizations are eligible for funding. Organizations must have significant District ties, established primarily to produce cultural programs, festivals, or special events, utilizing private sector community financial support and volunteers as well as paid staff to carry out the objectives of the organization.

PROJECT GUIDELINES:

1. Project must take place (at least partially) within the Grove CID boundaries.
2. Applicant must make project accessible to the public and to disabled persons.
3. Applicant must submit a list of the Board of Directors, organization staff and event staff– if applicable.
4. Applicant must have comprehensive marketing and advertising plan.
5. Applicant must have comprehensive trash/recycling plan.
6. Applicant must have comprehensive safety & security plan.
7. Applicant must submit proof of non-profit status – if applicable.
8. Applicant must submit proof of good corporate standing – if applicable.
9. Applicant must submit proof of taxes paid with the City of St. Louis and the Grove CID – if applicable.
10. Applicant must submit most recent preliminary final/attendance and final reports if you have received a grant in the past from the Grove CID.
11. Applicant must match the amount requested on a dollar-for-dollar basis, showing revenue specifically contributed for program (50% of this match may be in-kind contributions, accompanied by a list of fair and reasonable market value).
12. Applications failing to meet deadline will not be considered.
13. Multiple events must be separate and distinct applications with separate summaries and budgets.
14. Invoice must be made to the Grove CID. No funds will be forwarded in anticipation of the receipt of an invoice.
15. A complete detailed project budget must be submitted that includes all expenses.
16. The complete detailed project budget must include all revenues.
17. All information should be submitted on 8 ½ x 11" white paper.
18. A certificate of liability insurance, naming the Grove CID as an additional insured, is required before any reimbursements can be released.

Funding Administration: No funding may be reimbursed until the Grove CID Executive & Finance Committee approves the funding.

Funding Manager: Organizations receiving funding shall designate a Funding Manager. That individual shall be responsible for maintaining the official file with application, correspondence, funding, narrative progress reports, request for funds/reimbursements, invoices and sample of promotional materials used. The organizations funding manager will insure that all elements of the funding application are followed, that narrative progress reports are submitted in a timely manner, that requests for funds are accurate and appropriate attachments are included, and that the event funding is closed out efficiently with the necessary reports and financial submitted. It is the funding manager's responsibility to see that any applicable Federal, State or City laws and policies are followed.

APPLICATION GUIDELINES:

1. If you are applying for more than one event, separate applications and distinct separate budgets are required.



2. State the goals and objectives for each event for which you are applying for.
3. Describe what benefits will be received from each event or promotion for which you are applying.
4. Describe how the event increases awareness of the Grove CID as a visitor destination, increases the number of visitors, their length of stay, and promotes intra-regional travel by visitors.
5. Describe how the effectiveness of each event will be evaluated.
6. Describe how financial resources will be monitored.
7. Describe, in detail, how the event will be implemented.
8. Attach copies of letters of commitment to substantiate matching funds.

STATUS REPORTS:

Initial Plan: A preliminary status report is due at the time of submission of application indicating an overall status of the event and revenue generated to the Grove CID.

Interim Status Report: A detailed interim status report will be required sixty (60) days prior to the event. This report will identify at what point you are with the planning of the event.

Final Status Report: A detailed final status report is due within sixty (60) days of the close of the event.

PROCEDURES FOR DRAW OF FUNDS

Funds will be dispersed according to the following schedule:

- 33% within 7 business days of receipt and approval of Initial Plan
- 33% within 7 business days of receipt and approval of Interim Status Report
- 33% within 7 business days of receipt and approval of Final Status Report

An invoice must be submitted to the Grove CID office for interim draws and for final payment. All payments are on a reimbursement basis only and made after proof of paid invoices are presented. Reimbursement of funds must stay within the confines of the Project Expenses outlined in your application. Organizations receiving funding should take into consideration that it will take a minimum of 5 business days for the Grove CID to process a check. Copies of paid invoices, cancelled checks, tear sheets, printed samples or other backup information to substantiate payment may need accompany request for funds.

USE OF GROVE COMMUNITY IMPROVEMENT DISTRICT FUNDS

Grove CID grant funds must be used to promote and advertise the entertainment district. Any event must seek to draw existing and new patrons to the district.

NOTICE: All collateral material and advertisements must list the Grove CID as one of the event sponsors.

FUNDING CATEGORY GUIDELINES

I. Sponsorships and Event Bid Fees: Minimum one-day event with 1000 or more participants. Funds are to be used exclusively for advertising and promotion. The maximum is \$15,000 for events with a minimum of three years of result history.

II. First Time Events: These would include newly created events, or ones that have little history. The maximum amount per event is \$5,000. Subsequent year funding will be determined by results of the first or second year.

CRITERIA FOR EVALUATION OF APPLICATIONS



Applications will be scored in three (3) categories with a maximum score of one hundred (60) points per applicant.

I. SOUNDNESS OF PROPOSED PROJECT - Maximum 30 Points.

The extent to which the project has clearly identified objectives; has assigned responsibilities and accountability; has a realistic timetable for implementation; has additional funding sources available that will be utilized; will accomplish its stated objectives.

II. STABILITY AND MANAGEMENT CAPACITY - Maximum 15 Points.

A proven record or demonstrated capacities of the organization to develop resources, effectively plan, organize and implement the proposed project. The organization has a successful history of service in and to the City of St. Louis. Ability of the organization to administer public grants and to prepare and deliver the necessary progress reports to the Grove CID.

III. QUALITY AND UNIQUENESS OF PROPOSED PROJECT -Maximum 15 Points.

Extent, to which the activity provides a program for the Grove visitors and its residents, which is of significant merit and that, without such assistance, would not take place in the District. After the fourth year of requesting CID Special Event Funding the event should have enough sponsors to fund the event without using the CID Special Event Funding. If a request for funding is submitted after the fourth year, the Executive & Finance Committee will take the request under consideration and forward a recommendation to the Grove CID Board of Directors. A detailed explanation letter of why the funding request is needed will be required before any review of the application takes place. For second and third year requests special consideration will be given to organizations that have secured additional support through private or corporate contributions.

FUNDS MAY NOT BE USED FOR:

Projects that are restricted to private or exclusive participation. Legal, medical, engineering, accounting, auditing, planning, marketing, feasibility studies or other consulting services. Salaries or supplements to salaries for existing or future staff, or employment of personnel directly or indirectly related to the project or event. Real property or capital improvements, new construction, renovation or restoration to facilities. Tangible personal property including but not limited to office furnishings or equipment, permanent collections, or individual pieces of art. Interest or reduction of deficits and loans. Expenses incurred or obligated prior to or after the project period. Advertising and promotional materials distributed at the event site or after the event. Payments for services or goods purchased for previous or other events.

One copy of the following items is required and should be attached to your original application:

Charter, Articles of Incorporation, By-Laws, Proof of Current Status

IRS Determination Letter of non-profit status (if applicable)

List of current Officers, Board members & event staff with terms (if applicable)

Copy of financial statement of your most recent fiscal year (except government entities)

Proof of taxes paid with the City of St. Louis and the Grove CID (if applicable)

Proof of Liability Insurance

List of other Financial Commitments

Event financial from previous year (if applicable)



THE GROVE COMMUNITY IMPROVEMENT DISTRICT

FISCAL YEAR 2023

SPECIAL EVENT GRANT APPLICATION

1. NAME OF EVENT/PROJECT: GroveFest
2. DATE OF EVENT/PROJECT: Saturday, October 1, 2022
3. LOCATION OF EVENT/PROJECT (address and/or specific location where event/project will take place):
Address: Manchester Avenue 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: Saint Louis, MO 63110
5. CONTACT PERSON/TITLE:
Name Codi Holt
Title: Neighborhood Development Project Manager
Telephone No. (314) 535-5311 ext. 2008 Fax No. () _____
E-mail: codi@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: 30,000



14. ANTICIPATED NUMBER OF EVENT VENDORS: 100
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: yes, with the City of STL Street Dept
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.




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.

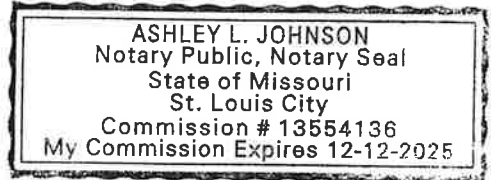
Official's Signature: 

Official's Name & Title (Typed): Abdul Abdullah

ON This 27th ^{June} day of, 2022, before me, the undersigned, a Notary Public in and for the State of Missouri, personally appeared Abdul Abdullah, to me known to be the person named in and who executed the foregoing document.

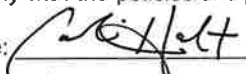
Notary Public: 

My Commission Expires: December 12, 2025



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: 

Official's Name & Title (Typed): Codi Holt, Neighborhood Development Project Manager

ON This 27th ^{June} day of, 2022, before me, the undersigned, a Notary Public in and for the State of Missouri, personally appeared Codi Holt, to me known to be the person named in and who executed the foregoing document.

Notary Public: 

My Commission Expires: December 12, 2025





Preliminary Status Report

EVENT NAME: GroveFest
REPORT DATE: 6/27/2022
ORGANIZATION: Park Central Development
CONTACT PERSON: Codi Holt
ADDRESS: 4512 Manchester Ave, Suite 100
PHONE: (314) 535-5311 ext. 2008

TITLE: Neighborhood Development Project Manager
FAX: N/A

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?
16 years
3. What is the estimated revenue generated by this event?
4. What is the estimated number of participants expected at this event?
30,000
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?
N/A
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 103,000 followers.