



THE GROVE

THE GROVE CID

ANNUAL 22 - REPORT 23

PREPARED BY PARK CENTRAL DEVELOPMENT

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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 58th 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.

Shakespeare in the Park

The Festival's 20-year-old touring program returned as the free and outdoor public park tour, TOURCO, throughout Missouri and Illinois with A Midsummer Night's Dream. The Grove CID helped sponsor this event in Chroma Plaza in August, joining the rest of the region in celebrating free outdoor arts.



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 the end of September, 2023.

Additionally, a potential expansion is currently ongoing and could 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.

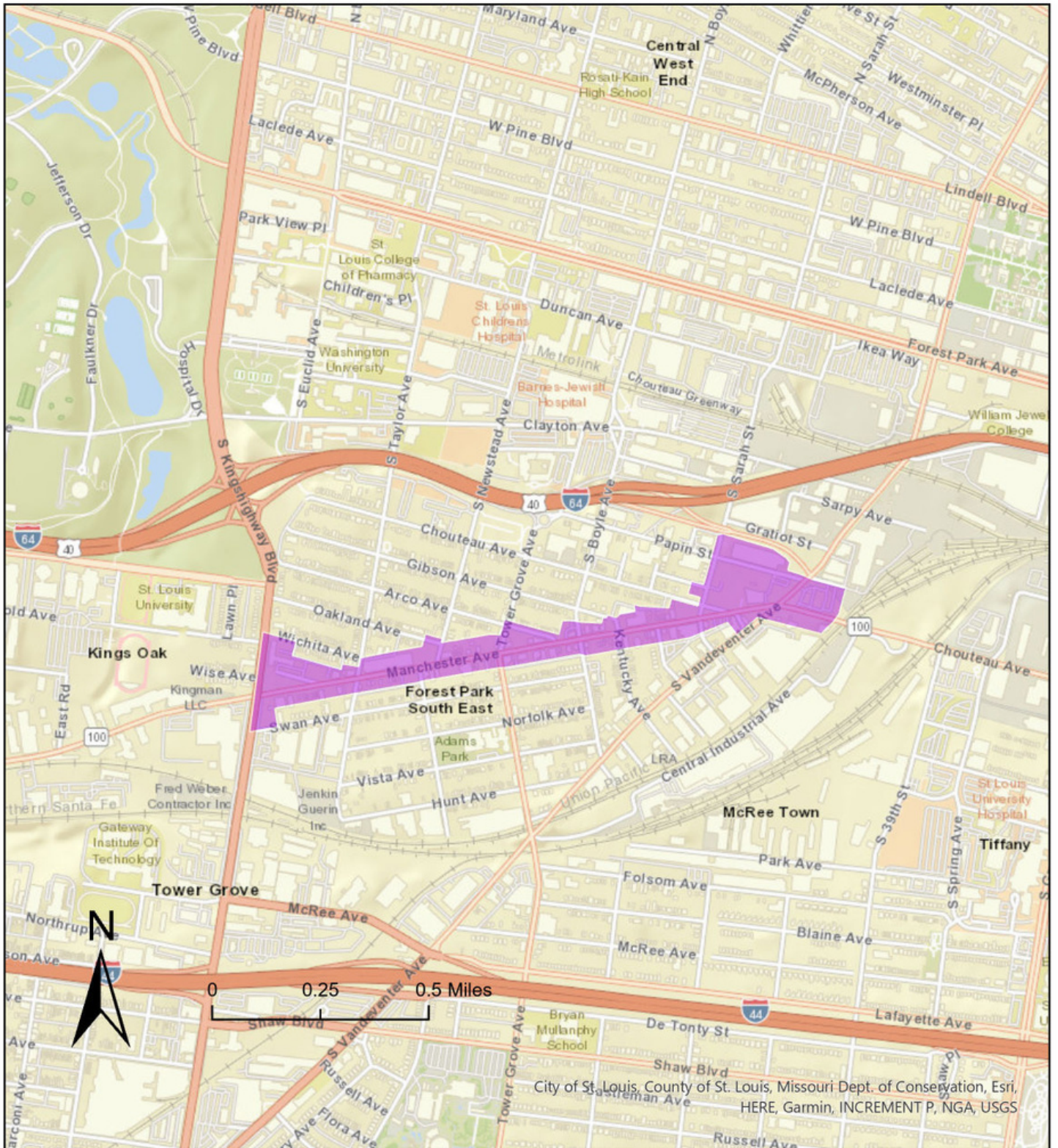
@TheGroveSTL has over 40,000 followers on Instagram and posts reach about 50,000 each month.

Continued Engagement and Content

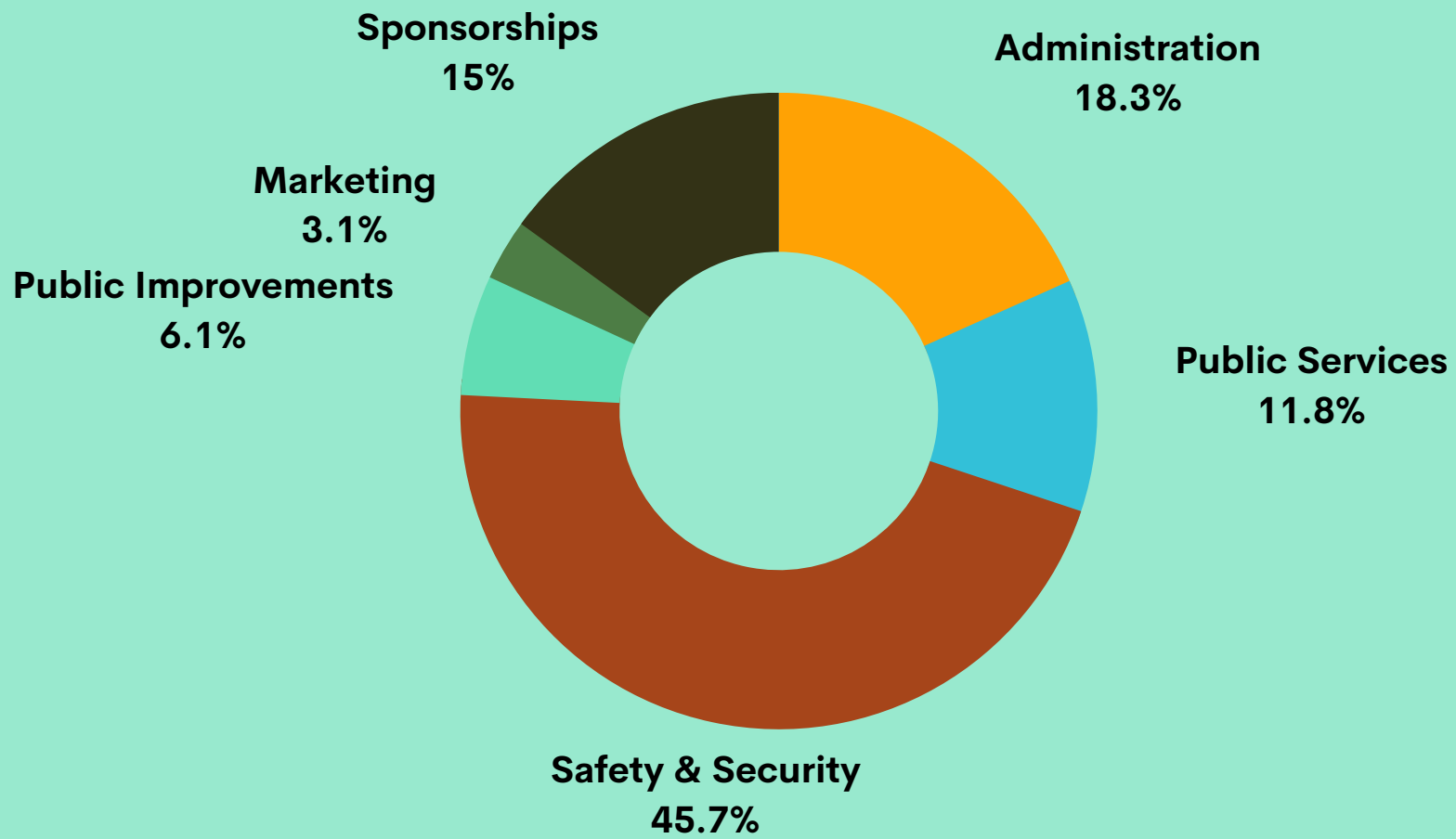
The CID always wants to showcase everything happening in the Grove! Take #grovestl to help EngageTaste find your posts as well as send photos to the marketing committee for keeping track of district updates.



Grove CID Boundary

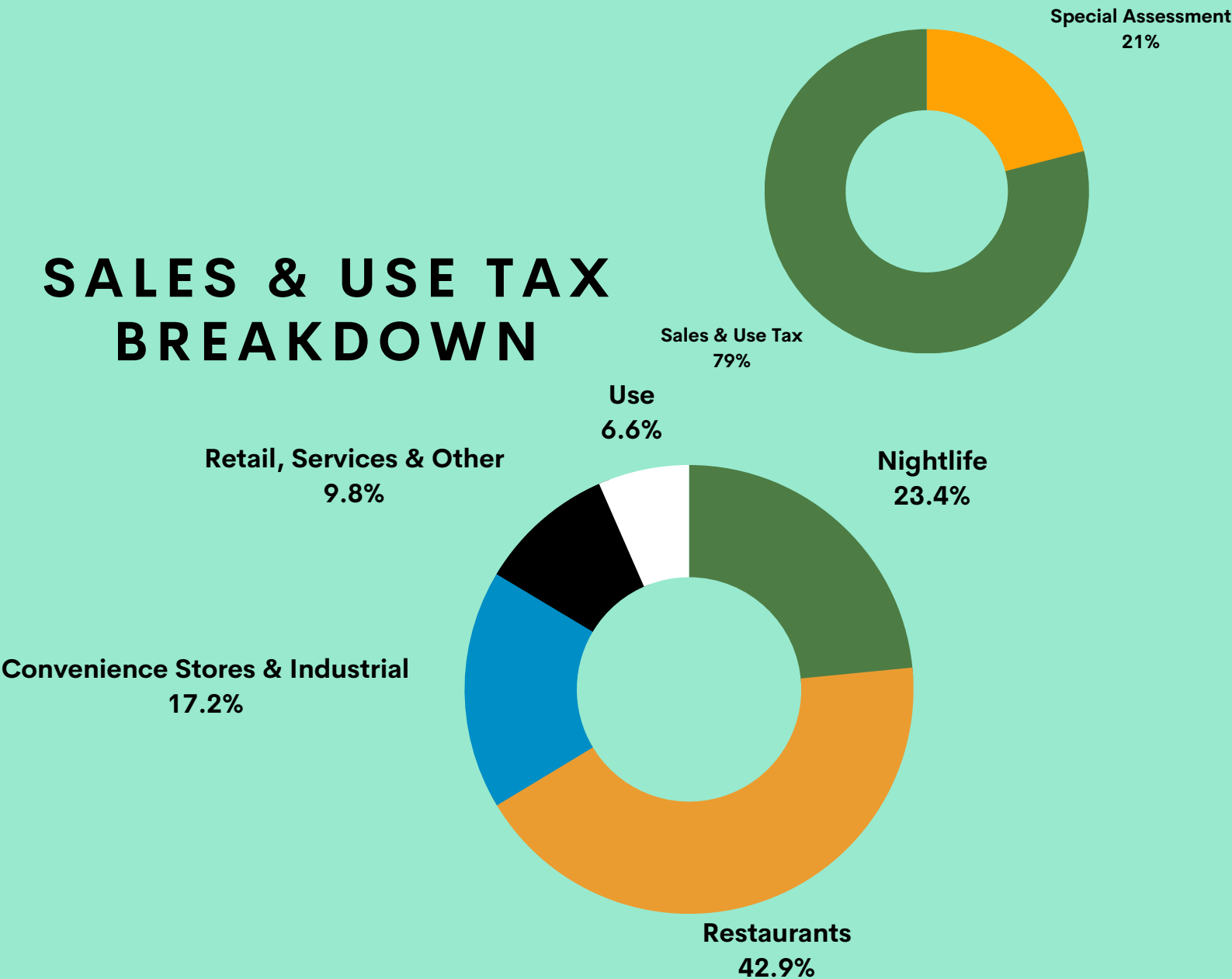


FY 2023 EXPENSES: \$491,271.60



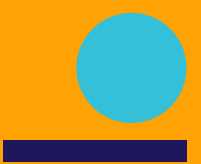
FY 2023 REVENUE: \$537,077.42

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