

5 Year Vision Plan
South Grand Community
Improvement District
And
South Grand Cultural Alliance
2017-2021



SOUTH GRAND COMMUNITY IMPROVEMENT DISTRICT

MISSION

To cultivate a robust and supportive business climate on South Grand in order to establish the Tower Grove community as the premier urban lifestyle district in the Saint Louis Metropolitan area.

VISION STATEMENT

Further enhance the South Grand Community Improvement District to become a thriving self-sufficient vibrant community that emphasizes safety, cleanliness, promotions, quality tenant attraction and retention, and infrastructure improvements.

VALUES

- ▷ **Community Engagement:** We believe it is our responsibility to engage our surrounding business districts and neighborhoods in order to foster a positive relationship to better serve the Tower Grove Community.
- ▷ **Economic Development:** We are committed to increase our foot traffic through economic development and through capital improvements in order to create a greater return to the property and business owners within the district.
- ▷ **Public Safety:** We believe to create a robust business climate it is our responsibility to foster a safe and inviting environment to those who live, work, and play within the district.
- ▷ **Maintenance:** We are committed to ensuring a clean environment through ongoing maintenance of the streetscape of the district as well as ensuring the cleanliness of the commercial buildings through programs and/or ordinances.

SOUTH GRAND CULTURAL ALLIANCE

MISSION

The South Grand Cultural Alliance connects the South Grand business district to the surrounding communities through the arts.

VISION STATEMENT

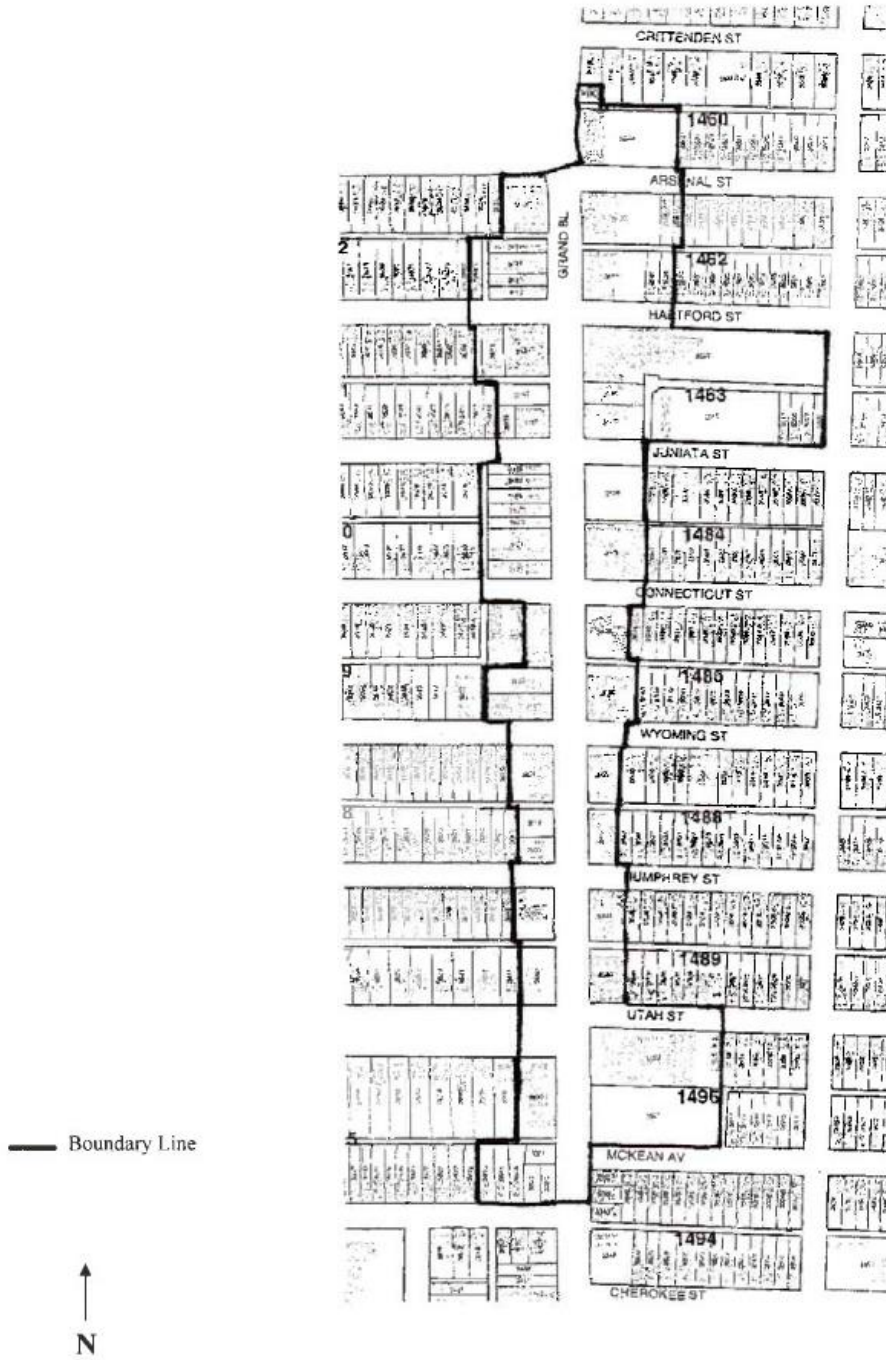
South Grand is a regional destination known for being a vibrant and dynamic place to live, work and play. Residents and visitors alike enjoy that there's always something going on, be it amazing food and drink, entertainment, shopping or an event. South Grand is rooted in community, welcoming to everyone and has a flavor all its own.

VALUES

- ▷ **Community Engagement:** The input and buy in from neighborhood residents and stakeholders is a key component to our success. We seek input not only to gain a variety of perspectives but also to gain an ownership and stewardship of the district by surrounding communities.
- ▷ **Public Art:** South Grand is full of incredible amenities – public art enhances the community's experience. We want people to delight in their walk to the bus stop, inspire introspection during a lunch break in the pocket park, or peak the curiosity of passersby.
- ▷ **Identity:** Whether people are coming from a block or a continent away, we want to greet and introduce them to the district in a friendly and engaging way so they connect with our brand, know what we have to offer, and feel welcome.

DISTRICT BOUNDARIES

Exhibit A
South Grand Community Improvement District



5 Year Vision Objectives:

1. Engage with customers patronizing businesses throughout the day
2. Identify short term-and long-term needs of property owners
3. Improve the appearance of the district
4. Improve street life
5. Improve the perception of the South Grand Business District

Outcomes:

2017-2018 Fiscal Year Outcomes:

South Grand Cultural Alliance

- International Dine Around: new brand of promotion
- Increase in vendors for South Grand Fall Fest from 45 to 48
- Sponsorship: raised \$20,402
- 2nd Annual South Grand Chalk Walk Event participants doubled
- Missouri Art Council Grant: \$1,785
- Magnet created for 2018 Calendar Year of Events and distributed 1500 magnets to block captains to the six surround neighborhoods: Compton Hill Reservoir Square, Compton Heights, Shaw, Tower Grove East, Tower Grove Heights and Tower Grove South.

South Grand Community Improvement District

- Became the first Green Dining District in the City of Saint Louis
- Jacobs Architect and Engineering Firm signed on for pro bono work to create a shade structure for the Ritz Park
- Pretty City Garden and Landscapes hired to take over the district's landscaping
- Eco Crew created to recruit volunteers to assist with maintenance and plantings headed by the district's Volunteer Coordinator
- South Grand recognized by the American Planning Association as a Great Place in America: Street
- Three cameras were installed in the South Grand Parking Lot
- Windshield Survey conducted by two volunteers from HOK and an Interior Decorator in which they surveyed the exterior and interior of South Grand businesses. Business Improvement Grant Application was provided to those who scored a "C" or below
- South Grand video completed
- City of Saint Louis Forestry department replaced six trees that were damaged within the district
- Campbell Security Group was hired to manage the district's secondary patrol
- Grants: Kerr Foundation \$5,000 for Rain Garden Maintenance
- New businesses opened:
 - VP Square

OBJECTIVE 1

ENGAGE WITH CUSTOMERS PATRONIZING BUSINESSES THROUGHOUT THE DAY



In order to better the district as a whole, engage with, customers patronizing businesses throughout the day through the support of the neighborhood associations, media and Realtors and visitors staying in the neighborhood. By doing this, business revenue will increase, which will therefore increase the overall tax revenue earned by the district. In addition, by having more people in the district, the area will serve more of the population and hopefully continue to grow into a thriving hot spot of Saint Louis. BENCHMARK: attendance of events, survey results from the surrounding neighborhoods, surveying businesses on sales after an event and sales compared on a yearly basis.

Strategy 1.1 – Create a Brand & Identity that solidifies the District

- Conduct surveys through the SGCA to the six surrounding neighborhoods
- Form a focus group to solidify brand and identity
- Form a focus group on the placement, style and identity of an entry marker

Strategy 1.2 – Improve relationship with media on creating positive stories

- Create a media kit through the SGCA with contacts in the media to promote positive news stories through social media
 - Provide media kit to South Grand businesses
- Invite media to events
 - Radio live remote

- Be a judge (Chalk Walk)
- Promote events on news

Strategy 1.3 – Create a relationship with Associations dealing with Homes and Stays

- Establish a relationship with the Realtors Association, Air bnb, Homeaway & vacation rentals: provide promotional material
- Encourage surrounding neighborhoods to be an Ambassador of South Grand

Strategy 1.4 – Maintain list of available properties and list of desired tenants, maintain demographics profile

- Make the list of properties available to prospective buyers

OBJECTIVE 2

Identify SHORT-TERM AND LONG-TERM NEEDS OF PROPERTY OWNERS



In order to improve the district, it is vital to understand the short-term and long-term goals of property owners. By doing this, the district will be able to grow in a positive direction with majority of the business and property owners on board. This will be done through a streamlining of the system including building code requirements, an updated redevelopment plan, as well as regular maintenance. BENCHMARK: by keeping record of the amount of new businesses open: hours of operations, involvement with zoning, SLDC, planning department and South Grand's applications for exterior improvements.

Strategy 2.1 – Put into place Property Owners Building Standards

- Create a code
 - Signage Ordinance
 - Hours of Operation
 - List of Suggested Businesses
- Update Redevelopment Plan
 - Work with Zoning Dept
 - Work with SLDC
 - Work with Planning Dept

Strategy 2.2 – Explore Expansion of District North and/or South:

- Evaluate needs and perform cost analysis

- Develop unique identity for North and South districts

Strategy 2.3 – Create a manual that is distributed to property owners of available assistance programs:

- Local
 - St. Louis Development Corporation Façade Programs
 - Institute district's grant program
 - Institute survey to all new business owners on process opening their business
- State
 - Missouri Linked Deposit

OBJECTIVE 3

IMPROVE THE APPEARANCE OF THE DISTRICT



To improve the appearance of the South Grand district will attract prospective businesses in addition to more customers. Because the neighborhoods surrounding the district are going through a transformation, the district must make sure the appearance of both businesses as well as the district as a whole is maintained and also improved. This will include capital improvements, regular cleaning services, and development of the area to better the overall appearance of the District. BENCHMARK: before and after photos of projects and results and implementation of windshield survey. It is important to engage with the business owners, residents and visitors on their spending and safety measures made to the street after improvements have been made.

Strategy 3.1 – Encourage the development of underdeveloped areas

- Identify underdeveloped areas
- Increase the number of new commercial buildings in the district
- Educate about TIF and/or tax abatement

Strategy 3.2 – Improve Lighting

- Replace light standards with LEDs
- Encourage property owners to install dusk to dawn sensors around their building using LED lighting
- Light up Parking Signage

Strategy 3.3 – Improve Street

- Facilitate Improvements of Streets with Stakeholders

- Replace crosswalks to be Thermal plastic as well as stripe using a ladder style
- Repave South Grand and restripe the district as well as parking lanes
- Extend road diet past beyond the district to Chippewa
- Improve safety of crosswalks at Connecticut and Humphrey

Strategy 3.3 – Improve Appearance of Business

- Conduct Windshield Survey
- Provide Grant opportunities for improvement
- Provide Consultant to assist with improvements

OBJECTIVE 4

IMPROVE STREET LIFE



To improve street life is a very important aspect of South Grand. Because the District is located in an urban area, it is important to have good street life that will make customers feel safe but also feel the culture of the area. By doing this, it will increase the street traffic to the area. In addition, it will garner more customers and, in turn, more revenue for the businesses. **BENCHMARK:** track sales of businesses on a quarterly basis compared to previous year as well after events are held.

Strategy 4.1 – Increase Artists and Performers

- Create a Busker Program
- Create a directory of performers, artists and bands to be a part of South Grand

- Collaborate with Community Builders Network to increase the amount of public art throughout the City of Saint Louis and Saint Louis County within our business district

Strategy 4.2 – Increase amount of public art in the district

- Form a committee tasked with creating a plan to increase amount of art throughout the district
- Investigate grant/donation opportunities for art

OBJECTIVE 5

IMPROVE THE PERCEPTION OF THE SOUTH GRAND BUSINESS DISTRICT



The district will improve the perception of the South Grand Business District through marketing and public safety initiatives. By improving the perception of the area as a destination this will increase the number of visitors in the District. BENCHMARK: crime reports from the SLMPD that occurs on South Grand as well as promotion by hiring a market analysis to identify the results of the marketing campaign.

Strategy 5.1 – Unified Marketing Campaign

- Explore a student liaison with SLU to post about businesses (trade discounts or free items from South Grand)
- Establish partnership with 6 surrounding neighborhood associations to post about South Grand businesses and events
- Hire a consultant for market analysis to help with optimizing “South Grand” for searches and proper advertising/promotions online that targets our audience
- Complete video to increase and attract new visitors, residents, and new promising businesses to the Tower Grove community
- Add bike share program to the district
- Place advertising ads for districtwide events that occur on South Grand

- Continue partnership with local nonprofit organizations

Strategy 5.2– Public Safety

- Educate business owners on the Real Time Command Center
- Continue fostering relationship with the SLMPD through:
 - Maintenance of Cameras
 - Over time foot beat
 - Appreciation Events

5 Year Vision Timeline

	2017	2018	2019	2020	2021
Increase the number of customers patronizing businesses throughout the day	<ul style="list-style-type: none"> • Conduct survey to the surrounding neighborhoods: brand & identity • Form a focus group to solidify brand and identity • Create a media kit • Establish a relationship with realtors, etc. 	<ul style="list-style-type: none"> • Form a focus group on placement, style and identity of an entry marker • Increase relationship with the media 	<ul style="list-style-type: none"> • Create ambassador program with surrounding neighborhoods 	<ul style="list-style-type: none"> • Increase parking on the south end of district • Installation of wayfinding directory within the district two locations 	<ul style="list-style-type: none"> • Increase sales tax revenue by 15% (on average 3% a year)
Understand the short-term and long-term goals of property owners	<ul style="list-style-type: none"> • Obtain signatures for CID expansion to I-44. 	<ul style="list-style-type: none"> • Complete updated Redevelopment plan (ordinance passing) • Add part-time employee • Implement expansion of CID 	<ul style="list-style-type: none"> • Improvement of property through the windshield survey by 30% 	<ul style="list-style-type: none"> • Part-time to full-time employee • Focus on strategy to develop an identity North of Arsenal 	<ul style="list-style-type: none"> • Improve quality of property North of Arsenal • Increase retail and restaurants North of Arsenal by 20%
Improve appearance of the district	<ul style="list-style-type: none"> • Conduct a windshield survey • Encourage property owners to install dusk to dawn sensors around their buildings using LEDs 	<ul style="list-style-type: none"> • Replace light standards with LEDs • Light up parking signage • Improve safety of crosswalks: Connecticut and Humphrey (signage) 	<ul style="list-style-type: none"> • Replace crosswalks with Thermal plastic material • Repave South Grand 	<ul style="list-style-type: none"> • Add one new commercial building to the district 	<ul style="list-style-type: none"> • Extend road diet to Chippewa
Improve street life	<ul style="list-style-type: none"> • Create Busker Program • Create a directory of “artists” 	<ul style="list-style-type: none"> • Form a committee on ways to increase art throughout the district 	<ul style="list-style-type: none"> • Collaborate with CBN on grants to increase art installation throughout business districts 	<ul style="list-style-type: none"> • Apply for grant for art installations and entry marker 	<ul style="list-style-type: none"> • Installation of entry marker
Improve the perception of the development of the Tower Grove Community	<ul style="list-style-type: none"> • Complete video of district • Educate businesses about the RTCC 	<ul style="list-style-type: none"> • Market and promote video • Work with graphic designer on brand and identity from focus group 	<ul style="list-style-type: none"> • Market brand and identity; work with media • Promote improvements to the street to the media 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • Create an identity/brand North of Arsenal • Add cameras North of Arsenal on traffic signal poles • Add bike share program to South Grand

The Organization

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Rachel Presley	Vice President
Francis Fanara	Treasurer
Matt Ghio	Secretary

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Staff:

Rachel Witt	Executive Director
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South Grand Cultural Alliance:

Board of Directors:

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Myrinda Grantham	Secretary

Adrienne Ballew

Leah Hofferkamp

Lawrence Johnson

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