



## 2010 End of Year Review

A Partnership between BJC HealthCare and Washington University in St. Louis

January 2011

Great neighborhoods are essential building blocks to creating vibrant city life. They offer residents great architecture, walkable destinations, safe and secure environments, a diversity of people, services, and attractions. Great neighborhoods not only create, but sustain their “buzz” or “wow factor.” For over 35 years, Washington University Medical Center (WUMC) has partnered with the surrounding Central West End and Forest Park Southeast neighborhoods, insuring continued stabilization and revitalization of these important St. Louis treasures.

WUMC’s location between the Forest Park Southeast and Central West End neighborhoods provide a unique opportunity to enhance this portion of the city. With over 25,000 patients, visitors, faculty, staff and students, the WUMC campus can be considered a neighborhood unto itself. As the largest employment center within the city limits outside of downtown, WUMC plays a pivotal role in the overall health of the city and the region. The WUMC campus also serves as the region’s center for medical discovery and innovation, medical teaching excellence, and clinical care.

WUMC’s activities extend beyond the physical boundaries of its campus. Each year WUMC engages surrounding community partners and identifies programs, initiatives and projects that add to the overall vitality and sustainability of the area. Projects range from security and safety initiatives to beautification and public infrastructure enhancements to human and social services assistance. Contained within this newsletter are highlights of WUMC’s activities during 2010. These highlights include updates of our neighborhood security initiatives, employment assistance program and other activities. More detailed information on these and other programs can be found on our website [www.wumcrc.com](http://www.wumcrc.com).

Thank you.

Brian K. Phillips  
Executive Director



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# WUMC

## Human Services

January 2011

### Holiday Outreach 2010

Thanks to the generous donations and support from various departments from the Washington University, the Washington University Medical Center Redevelopment Corporation was able to help 34 families throughout out the FPSE and Botanical Heights neighborhoods. Departments donated food, clothing, toys for children and household items. In addition employees donated over \$6500 in rent and utility assistance. The annual program provides a boost to area families during an important time of the year. The 2010 holiday program was a tremendous success.



**The program will expand in 2011!**





# WUMC

## Human Services

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WUMC works with local community organizations such as Rebuilding Together to assist home owners throughout FPSE to perform the necessary maintenance and repairs on their properties. WUMC staff is actively involved in assisting with renovation projects throughout the community. During 2010, 8 families were assisted through this partnership. In the coming year WUMC will continue to identify needy home owners and connect them with this valuable service.





# WUMC

## Human Services

January 2011

Thanks to WUMC's support, the Herbert Hoover Boy and Girls Club Adams Park Unit has been able to offer a variety of after school programs to over 1000 members. According to Nathan Ivy the site coordinator for the Adam Park Unit- "The Herbert Hoover Boys & Girls Club mission is to inspire and enable children six to eighteen to realize their full potential by becoming caring, productive, and responsible citizens. More specifically, the Adams Park Unit's role is to provide a safe and positive place for the youth in the surrounding area that includes the Botanical Heights, Shaw neighborhood, Forest Park Southeast. Having a safe and positive for them to come and enjoy various programs is important." The Boys and Girls Club of America provides children and teens with programs in five core areas: the arts, character and leadership, career and education, health and life skills and fitness and recreation. It's through programs like these that allow members to achieve their full potential.

Through a WUMC funded partnership MERS-Goodwill has implemented an employment assistance program that aims to train, place and retain FPSE and Botanical Heights residents into jobs. In 2010, MERS/Goodwill conducted 53 new client intakes, placed 57 area residents in jobs and provided 41 area residents with retention services. Classes for the new Adult/GED program will begin February 1st, 2011 at the Herbert Hoover Boys and Girls Club Adams Park Units.







# Grove Fest

January 2011

On September 25, 2010 the Grove CID hosted Grove Fest 5. This year's Grove Fest was bigger and better than ever, with numerous street performers, 17 bands and DJ's, 22 food and retail vendors, a runway show, tattoo competition, and a 30 foot wide "Paint by Numbers" mural.

WUMC provided sponsorship as well as planning support for the event. In addition various WUMC staff members served on the Grove Fest planning committee.

Kim Yawitz, one of the co-chairs of the event stated, "Grove Fest has really become a featured event for the area. This year we had more attractions provided at the lowest budget ever. Neighborhood's businesses and institutions put a lot of time and energy in making this annual event a showcase of the area". The event has become so popular that Grove Fest proceeds will serve to support future Grove CID ventures.

Planning has already begun for Grove Fest 6. If you are interested in becoming a committee member or having a booth, please call (314) 535-5311.





# Tour de Grove

January 2011

In June, 2010 hundreds of cyclists zoomed through the Grove in the first annual Tour De Grove bike race. Athletes from all over the country braved the excruciatingly hot, humid and rainy conditions to participate in the day-long event filled with a 5K run, professional, amateur, and children's bicycle races, music and entertainment. WUMC's support for the event provided funding for security patrol as well as event sponsorship in addition to event organizational support. WUMC staff also served on the planning and development committees. The Grove district and FPSE neighborhood were showcased as exciting, creative, and well-kept area. The Tour De Grove is the only race in the region on the prestigious USA Cycling National Racing Calendar (NRC). Next year's Tour De Grove will be held on Saturday, May 14th. To participate on the Tour De Grove committee or to help out on the day of the event please contact Stephanie Co of Park Central Development at 314-262-4409.





# Neighborhood Branding

January 2011

After 2 years of planning which included design, engineering, fundraising, and approvals; a \$60,000, double-faced entry marker now spans Manchester Avenue marking the eastern entry to the area. The marker was installed on October 12, 2010 and measures 24ft wide by 9ft tall and is suspended 30 feet in the air. The sign along with the neighborhood received a lot of positive press in the weeks that followed installation. WUMC's Brooks Goedeker served as the planning committee's project manager. WUMC staff has also been played an active role in various neighborhood branding projects thought the Grove CID. The goal of the entry marker is to attract visitors to the area, as well as enhance the identity of the Grove as a diverse, appealing and pedestrian-friendly experience. The entry marker compliments the \$3.5 million streetscape enhancement that are currently underway on Manchester. The Grove CID contributed \$10,000 towards fabrication of the sign. Planning is currently underway for a second entry marker to be located at the Western entrance to the area.







# Neighborhood Branding

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On December 17th an official lighting ceremony complete with carolers was held for The Grove entry marker. Special guest included Alderman Joe Roddy, Mayor Francis Slay, Heather Test from Ten8 Group, Brooks Goedeker from WUMC, and Chip Schloss from Atomic Cowboy. Participants and spectators were treated to free hot chocolate and cider, courtesy of Rehab Bar 4054 Chouteau Ave.



A special thanks to Park Central Development and Rehab for their help in the event!

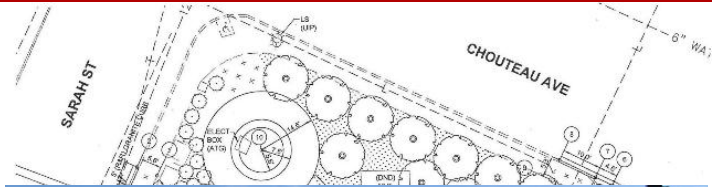




# Manchester Improvements

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For the past few months, construction crews have been working on street improvements along Manchester Avenue. Old deteriorated sidewalks have been replaced with new wider pedestrian friendly sidewalks. Currently, all of the sidewalks along the north side of Manchester have been replaced and the south side is close to completion. In addition to the new sidewalks, crews have installed three new public art pedestals. Once sidewalk work is finished, construction crews will begin installing lighting and other pedestrian amenities. The project is aimed at increasing vehicular and pedestrian safety as well as strengthening district amenities. Work is expected to be completed by spring 2011. The new street scapes will help strengthen economic development along Manchester Avenue. WUMC continues to play a supportive role on the Manchester street improvements project.



## Project work includes:

- Widened sidewalks
- New ADA curb-cuts
- Countdown Pedestrian Signals
- Bump-outs at selected intersections
- Decreased from 4 lane road to 2 lane road
- New trash cans
- New bike racks
- New street trees
- New pedestrian lighting
- New shrubs
- Unique public art displays





# Manchester Improvements

January 2011



Before



After



# WUMC

## Safety and Security

January 2011

WUMC is an active supporter of community safety for the FPSE and CWE neighborhoods. WUMC's efforts have provided funding and administrative support for these communities security patrols. WUMC actively monitors and documents crime statistics in the community. Additionally, WUMC works with agencies such as City's Finest and Securitas. 2010 was a great year for crime reduction in both neighborhoods. Overall crime as down 31.41% in the FPSE neighborhood and 15.7% in the CWE neighborhood.



### FRSE 2009&2010 Statistics

FPSE 2010 Crime Statistics	
Arson	2
Assault	24
Auto Theft	26
Burglary	80
Homicide	0
Larceny	191
Rape	2
Robbery	20
<b>Total</b>	<b>345</b>

FPSE 2009 Crime Statistics	
Arson	1
Assault	48
Auto Theft	59
Burglary	132
Homicide	0
Larceny	224
Rape	4
Robbery	35
<b>Total</b>	<b>503</b>

### CWE 2009&2010 Statistics

CWE 2010 Crime Statistics	
Arson	2
Assault	39
Auto Theft	139
Burglary	109
Homicide	2
Larceny	1035
Rape	2
Robbery	68
<b>Total</b>	<b>1396</b>

CWE 2009 Crime Statistics	
Arson	1
Assault	48
Auto Theft	219
Burglary	154
Homicide	0
Larceny	1132
Rape	5
Robbery	97
<b>Total</b>	<b>1656</b>





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