



THE GROVE NEWS



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 has received a lot of positive press in the weeks that followed installation.

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. An effort is currently underway to raise funds for a second entry marker to be located at the Western entrance to the area.

“The Grove has had so much redevelopment and positive energy happening in the past several years that this sign is an indicator to the greater community that the Grove is here to stay.” -Brooks Goedeker, Project Manager of the marker

About the Grove Community Improvement District (CID)

The Grove Community Improvement District (CID) was established in 2007 as a political subdivision of the State of Missouri and incorporated by the City of St. Louis Board of Aldermen at the request of a majority of the property owners in the proposed district. The Grove CID is located in the Forest Park Southeast neighborhood in the City of St. Louis. The CID boundaries generally run along both sides of Manchester between Kingshighway on the west and slightly past Vandeventer on the east. The Grove CID is governed by an 11-member Board of Directors. All directors must be property owners and/or business operators within the district.

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MESSAGE FROM the BOARD PRESIDENT

Dear Neighbor,

The Grove is having a terrific year! The much anticipated \$3 million Manchester Streetscape project is over half way complete and is expected to be finished by March, 2010. Soon residents and visitors alike will enjoy walking our new street that will include wider sidewalks, 10 foot pedestrian lights, trashcans, bicycle racks, unique works of public art, and a narrower more pedestrian friendly street. These improvements will create a safer and more attractive environment for patrons and residents alike. Adding to the flare of the new streetscape is the neon Grove entry marker sign. Located at the eastern entrance to the district, the 9 foot by 24 foot sign, is the envy of the region and the only one of its kind in the Midwest. This new landmark will continue to strengthen our brand as one of the region's premiere entertainment districts. Planning is now underway for a companion sign to be placed at the western entrance to the district.

The Grove Community Improvement District (CID) continues to be a leader in creating a safe and secure environment for our property owners, businesses, patrons and residents. Each year the Grove CID sets aside funding for supplemental patrol services. These services include police and private security officers. Since its inception, crime had decreased dramatically within the district's boundaries. The Grove CID's Security Committee has been vigilant in their approach to making the district safe at the lowest cost possible. They continue to be proactive in creating a safe and pleasant atmosphere throughout the district.

There are so many exciting things happening in the Grove. The Grove CID's Marketing Committee produced 2 fabulous events this last year. The Tour De Grove, held its inaugural race in June and was met with rave reviews. The 5th annual Grove Fest attracted over 6,000 visitors this year, making it the largest in the event's history.

Finally, I would like to recognize the board and committee members for all of their hard work. Without them, the Grove would not enjoy its current success. I hope you find the first addition of the "Grove News" informative and encouraging for the future of the district. Within it, you will find interesting updates on the items I mentioned above and more. Please continue to follow our progress and visit us at www.thegrovecid.org.

Sincerely,

Brian K. Phillips, Grove CID Board President

MAINTENANCE and BEAUTIFICATION

Litter Pick-Up



The Grove CID provides litter and debris removal every Monday and Friday. Litter and debris as small as the size of a nickel is picked-up from the street to the building front. In



2010 the Grove CID Board of Directors passed a resolution to turn the corner and extend the litter removal from the side streets to the alley of the CID boundary area.

Did you know...

The Grove CID Board of Directors meets the 2nd Monday every month at 12pm at Park Central's offices (4512 Manchester, Suite 100). These meetings are open to the public.

MAINTENANCE and BEAUTIFICATION

Weed Abatement and Installation of Plants

To continue the beautification of the area, every Spring the Grove CID installs plants to the street's existing planters. The Grove CID provides watering 3 times a week to the planters during the spring and summer months. In addition, the Grove CID provides weed abatement once a month to the streets and sidewalks within the CID boundaries.



Before Weed Abatement



After Weed Abatement



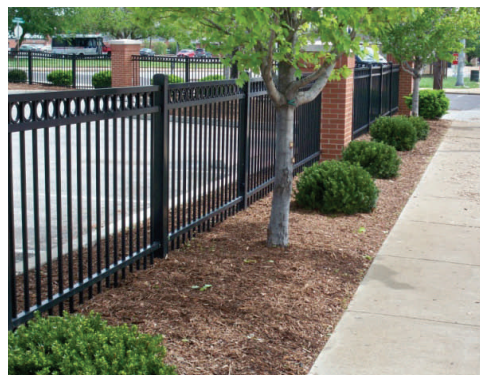
Parking Lot Improvements

There are 2 public parking lots within the district's boundaries. In September, 2010 the Grove CID Board of Directors passed a resolution to pick up the litter and debris and also maintain the parking lot's mulch and landscaping. Once a month a landscaping crew performs weed abatement, spreads mulch as needed, and prunes trees and plants. Every Monday and Friday, the Grove CID maintenance crew removes litter and debris from the 2 lots.

Parking Lot at Sarah and Manchester – Before



Parking Lot at Sarah and Manchester—After



SPECIAL EVENTS

Grove Fest 5



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.

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. The 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 has the chance to turn a profit and support the Grove CID's future 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.

Did you know...
 Grove Fest 5 was our largest Grove Fest to date with over 6,000 people in attendance!



SPECIAL EVENTS

Tour De Grove



In June, 2010 hundreds of cyclists zoomed through the Grove in the first annual Tour De Grove. 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.

The Grove was showcased as an 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 call (314) 535-5311.

Did you know...

Tour De Grove is a partnership between the Grove CID and Big Shark Bicycle Company.



MARKETING

Campaign

At the beginning of 2010 the Grove CID's marketing committee instituted a new advertisement campaign that asked "Are you in the Grove?" Along with a colorful new brochure that spotlights the Grove's diverse set of businesses, the campaign was featured in several local publications.

2010 Advertisement Campaign

Website

At the same time the "Are you in the Grove" print campaign was unveiled, the Grove CID introduced a corresponding website to direct customers and patrons who wanted to learn more about the area. Check out the website at www.inthegrovestl.com.

GET here

EATING+DRINKING LIVING PARTYING PRIMPING SHOPPING MORE!

KINGSHIGHWAY Highway 40 MANCHESTER VANDEVENTER

The Grove is tucked in between Kingshighway, Highway 40 and Vandeventer. Manchester cuts through the heart of The Grove between Kingshighway and Vandeventer.

From Highway 40 Eastbound:
Exit Kingshighway SOUTH to Manchester... Hang a left (east) and YOU'RE IN!
Exit Vandeventer SOUTH to Manchester... Hang a right (west) and YOU'RE IN!

From Highway 40 Westbound:

SAFETY PATROLS

The Grove CID provides security patrols every Friday, Saturday and Sunday. The patrols are made up of City's Finest, LLC, police officers on bikes and Securitas, Inc. armed security guards in golf carts. In August 2010, the Grove CID Board of Directors passed a resolution to add 2 days a week of random patrols during the 4th quarter of 2010.



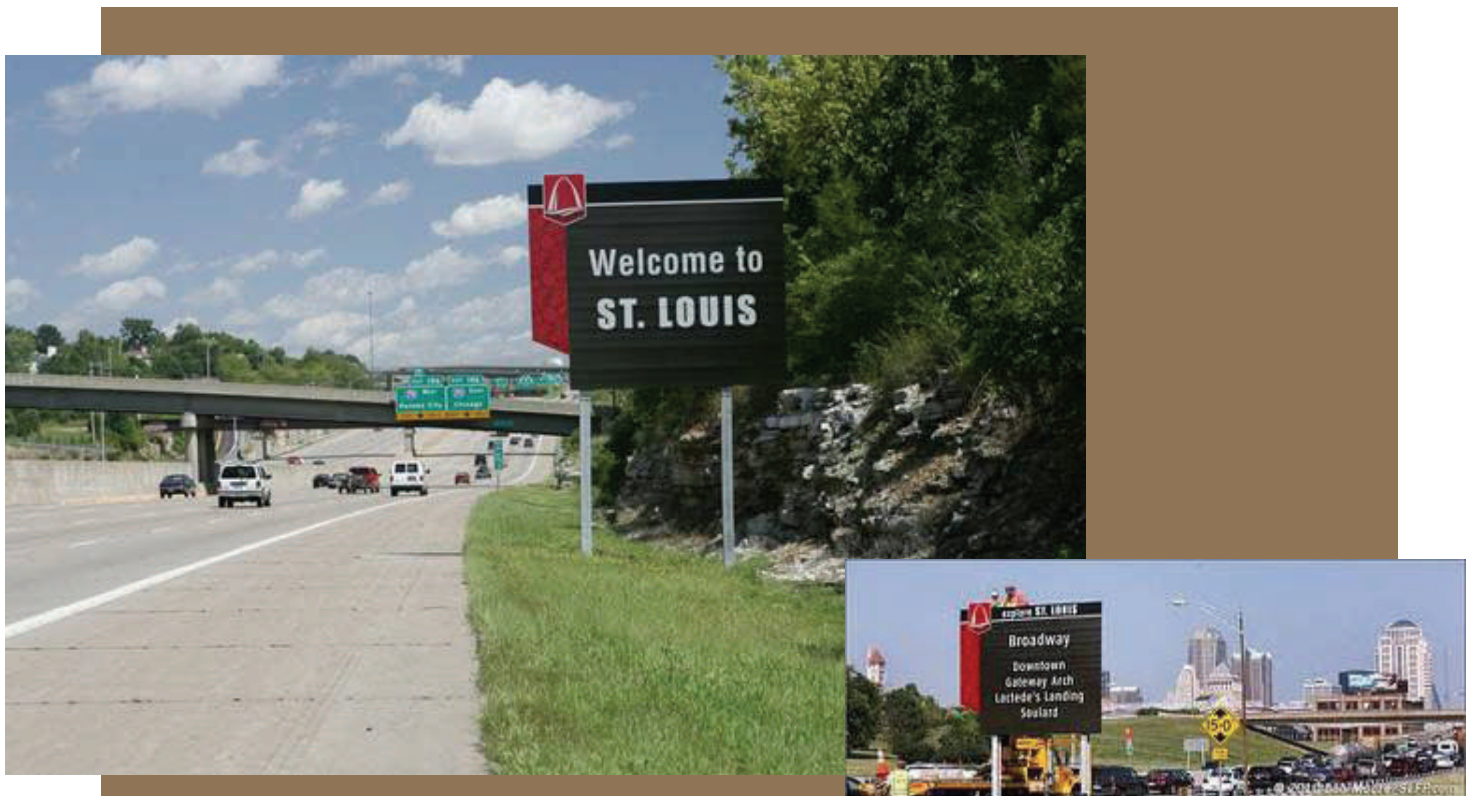
Did you know...

Crime in Forest Park
Southeast has dropped by
over 50% in the last ten
years.



CVC WAYFINDING PROGRAM

In the summer of 2010, the St. Louis Convention and Visitors Commission (CVC) introduced a new wayfinding signage program for the St. Louis area. The first phase of the program placed signs along the area's interstates indicating popular tourist destinations. The second phase of the wayfinding project places signs along St. Louis' major artillery roads. The Grove CID is supporting the program by funding 4 signs that will mark the direction to the Grove area. The signs will be located at the intersections of Manchester and Kingshighway and Grand and Chouteau. The signs will be installed at the beginning of 2011.





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PH: (314) 535-5311

Check Out
www.thegrovecid.org
For meeting minutes,
resolutions, and budget
related information

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