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Letters to the Community

Dear Neighbor,

Over the past decade, the Grove has seen millions of dollars of private and public investment aimed at revitalizing a struggling area and reestablishing it as a solid residential neighborhood and thriving commercial business district. This financial investment, coupled with the hard work, leadership and dedication of neighborhood organizations, residents, and business owners has helped reshape the area as a safe and attractive place to live, work and visit.

Since its inception in 2008, the Grove Community Improvement District has been a key player in this dramatic change. The urban fabric, once left blighted and rundown, is now vibrantly revived, teeming with new life and excitement. FY 2016 has been a landmark year for the Grove CID and has contributed to much of this new excitement. Development is thriving, businesses are filling up long-vacant storefronts, crime continues to decrease and special events are bringing throngs of people to the District!

As you continue reading ahead, you will learn the details of these accomplishments and understand what makes the Grove one of the most up-and-coming districts in St. Louis. The Grove looks forward to continued success as we welcome new businesses, developments, and neighbors in the upcoming year!

Sincerely,

Kelly Kenter, Chairman
ABOUT THE GROVE ENTERTAINMENT DISTRICT

Centrally located in Forest Park Southeast, The Grove business district stretches nearly one-mile along Manchester Avenue between Kingshighway and Vandeventer. This thriving district plays host to a diverse range of businesses offering up great places to eat and drink, a multitude of dance floors, spots to shop and grab coffee, a brewery, tattoo parlors and much, much more. With over 50 business and several organizations devoted to improving the vitality of the area, this growing commercial district bringing energy to the neighborhood.

The Grove was originally called Adam’s Grove in the 1950s, when it served as a bustling commercial district in the City of St. Louis. Since that time, the strip along Manchester Avenue experienced urban decline. Known for its diverse community, The Grove is home to several LGBT friendly businesses, several of which lead the initial wave of investment in the area, starting with Attitudes Night Club opening in the 1980s. In recent years, community members devoted to filling one vacant storefront at a time, have revitalized the district. “The Grove” name was coined in collaboration of various community members in an effort to rebrand the growing commercial district.
The Grove CID was established in 2009 by property owners committed to improving the area’s safety and appearance, with the goal of strengthening and fostering an active business, entertainment, and residential community.

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.

All of this is facilitated with money collected from special assessments on properties in the district and an additional 1% sales tax collected on all retail sales (approved by the registered voters residing in the District).
<table>
<thead>
<tr>
<th>Count</th>
<th>Description</th>
<th>Count</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>42,500</td>
<td>Attendees to Grove signature events</td>
<td>12,800</td>
<td>Followers on Instagram</td>
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<td>3,212</td>
<td>Hours of supplemental security patrols</td>
<td>8,300</td>
<td>Followers on Facebook</td>
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<tr>
<td>3,120</td>
<td>Bags of trash collected</td>
<td>7,600</td>
<td>Followers on Twitter</td>
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<tr>
<td>50</td>
<td>Christmas wreaths hung</td>
<td>9,300</td>
<td>Cars parked on CID lots</td>
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<tr>
<td>39</td>
<td>Percent decrease in annual crime</td>
<td>6</td>
<td>New trash cans installed</td>
</tr>
<tr>
<td>33</td>
<td>New street trees planted</td>
<td>7</td>
<td>New bike racks installed</td>
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## EXISTING BUSINESSES

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<tr>
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<th>Family Care Health Centers</th>
<th>Park Central Development</th>
<th>Steam Craft Vapors</th>
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<td>Atomic Cowboy</td>
<td>Grove Properties</td>
<td>QuikTrip</td>
<td>Sweetie Pie's</td>
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<tr>
<td>Attitudes</td>
<td>HandleBar</td>
<td>R-Bar</td>
<td>Taha'a Tiki</td>
</tr>
<tr>
<td>Beyond Housing</td>
<td>Jiffy Lube</td>
<td>Rehab</td>
<td>The Bag Lady</td>
</tr>
<tr>
<td>Boldt Brothers Building Maintenance</td>
<td>Just John</td>
<td>Reliance Bank</td>
<td>The Demo</td>
</tr>
<tr>
<td>Byrne PR</td>
<td>Layla</td>
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<td>Christopher Custom Cabinets</td>
<td>Manchester Market</td>
<td>Rise Coffee House</td>
<td>The Monocle</td>
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<td>Mangrove Redevelopment</td>
<td>Saint Louis Language Immersion School</td>
<td>The Ready Room</td>
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<td>City Greens Market</td>
<td>Mitch</td>
<td>Sameem</td>
<td>Tower Classic Tattoo</td>
</tr>
<tr>
<td>Commerce Bank</td>
<td>Mueller Signs</td>
<td>Sanctuaria</td>
<td>Urban Breath</td>
</tr>
<tr>
<td>Cultivate Salon</td>
<td>Music Record Shop</td>
<td>SIAM</td>
<td>Urban Chestnut</td>
</tr>
<tr>
<td>Curve Junkie</td>
<td>N&amp;M Market</td>
<td>Sitelines</td>
<td>White Castle</td>
</tr>
<tr>
<td>Earl Scheib Paint and Body</td>
<td>Notch</td>
<td>SoHo</td>
<td>White Flag Projects</td>
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<td>Erney's 32</td>
<td>O'Shay's</td>
<td>Southside Barber &amp; Salon</td>
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<td>Everest Café</td>
<td>Outlaw Inks and Styles</td>
<td>SPACE Architects</td>
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</tr>
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</table>

The Grove Community Improvement District

August 2016
PROGRAM AREAS

- Public Improvements
- Safety & Security
- Marketing
- Parking
- Special Events
In an ongoing effort to beautify and enhance the aesthetics and visitor experience of the District, the Grove CID funded and implemented a variety of public improvement projects.

Throughout the year (three times a week) the CID funded street cleaning and litter removal. During the warmer months, the CID funded the installation, watering, maintenance & weeding of trees, planters and landscaping throughout the CID.

In addition to the ongoing cleaning and landscaping, the CID funded installation of seven new bike racks, six trash cans, and 33 new trees along Manchester Avenue.
PUBLIC IMPROVEMENTS

The Grove has become the go-to destination for public art, and this year the CID funded a number of public art installations, including the “Hell-o” box at Arco & Manchester, the Grove Fest paint-by-numbers peacock and the rainbow-striped crosswalks. Additionally, local artist Grace McCammond spruced up the iconic Grove fire hydrants that were in need of new paint.

For the holiday season, the CID decorated the street with 50 Christmas wreathes, over 200 strands of lights and an over-the-street banner!

These projects and many more are not only important to the businesses and residents that call the Grove home, but they are critical to show that the area is professionally managed and cared for, which helps attract new visitors and investment to the area.
The Grove is anchored by two grand entrance signs on Manchester Avenue. On the weekend of April 15, 2016 the first section of the much anticipated “Light Art Project” was installed. Park Central Development staff worked with the Grove Community Improvement District to develop a visually appealing light display to connect the two entrances. Taking a cue from holiday displays in China and Europe, the lighting will increase the pedestrian experience of the district and connect the two book-end Grove signs.

The first lighting installation is at the intersection of Manchester and Tower Grove with 4 more locations to follow. Funding for these lighting locations has been secured through commitments from the City of St. Louis, the Grove Community Improvement District (CID), as well as several financial gifts from Grove businesses and property owners. The year-round lighting display will change in color and sequence for holidays, festivals, and seasons encouraging visitors to stroll up and down the Grove and enjoy the eclectic neighborhood.
SAFETY & SECURITY

In FY 2016, the Grove CID contracted with The City’s Finest LLC off-duty police officers to provide security services throughout the Grove. New patrols zones were devised in FY 2016 in response to growing pedestrian traffic at the western zone of the District as a result of new businesses. These new zones have helped patrol officers maintain a high level of visibility, allowing them to better prevent and respond to criminal incidents. As a result, TCF will continue to use the four-zone patrolling approach.

In addition to newer patrol boundaries, the CID continues to work on improving lighting along the main street, side streets and alleys. TCF has helped identify lights that are burnt out, which are then reported to Ameren for repair. Committee members and the CID Administrator have identified 26 locations for new alley and flood lights which will be installed in the first quarter of FY 2017.

The CID continues to explore camera systems and other crime-fighting tactics to further decrease criminal incidents in and around the District, with the help of Washington University Medical Center, Park Central Development, the CWENIS Neighborhood Court Advocate and the St. Louis Metropolitan Police Department.
SAFETY & SECURITY

In the fourth quarter of FY 2016, there was a total of 37 crimes in the Grove CID patrol areas, which is the same number of crimes that occurred during the fourth quarter of FY 2015. However, in FY 2016, we’ve seen an overall 40% decrease in total crimes in comparison to FY 2015. Additionally, we’ve seen a 43% decrease in crimes taking place when patrols are deployed in and around the district. Below is a breakdown of the crimes that occurred, by month (detailed statistics on following page).

- **April** - There was a total of 12 crimes, which is similar to crimes April of FY 2015 (11 crimes). The crimes included 5 auto thefts, 3 larcenies, 3 burglaries, and 1 robbery.
- **May** - There was a total of 14 crimes in May FY 2016. This is slightly less than May FY 2015 (16 Crimes). The crimes included 8 assaults and 6 larcenies.
- **June** - There was a total of 11 crimes in June for FY 2016, which is similar to June FY 2015. The crimes included 5 assaults, 4 larcenies, 1 auto left, and 1 robbery.

There are some crime trends that should be noted:

- FY 2016 crime decreased in all categories. The most significant being a 72% decrease in robberies. FY 2016 recorded just 5 robberies in comparison to the 18 recorded for FY 2015.
- FY 2016 assaults showed the lowest decrease at 13% in comparison to FY 2015. In addition, the fourth quarter of FY 2016 experienced a 63% increase in assaults (13) in comparison to fourth quarter FY 2015 (8).
## SAFETY & SECURITY

### Current Year (FY15-16)

<table>
<thead>
<tr>
<th>Incident</th>
<th>July '15</th>
<th>Aug '15</th>
<th>Sept '15</th>
<th>Oct '15</th>
<th>Nov '15</th>
<th>Dec '15</th>
<th>Jan '16</th>
<th>Feb '16</th>
<th>Mar '16</th>
<th>Apr '16</th>
<th>May '16</th>
<th>Jun '16</th>
<th>YTD</th>
<th>M/M</th>
<th>Y/D Chng</th>
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<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Assault</td>
<td>5</td>
<td>0</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>4</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>8</td>
<td>5</td>
<td>33</td>
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<td>-13%</td>
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<tr>
<td>Auto Theft</td>
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<td>0</td>
<td>0</td>
<td>2</td>
<td>1</td>
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<td>0</td>
<td>0</td>
<td>10</td>
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<td>-17%</td>
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<tr>
<td>Homicide</td>
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<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
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</tr>
<tr>
<td>Larceny</td>
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<td>3</td>
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<td>9</td>
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<td>1</td>
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<td>Robbery</td>
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<td>Total Incidents</td>
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<td>6</td>
<td>10</td>
<td>6</td>
<td>9</td>
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<td>14</td>
<td>14</td>
<td>11</td>
<td>121</td>
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### Previous Year (FY14-15)

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<th>Sept '14</th>
<th>Oct '14</th>
<th>Nov '14</th>
<th>Dec '14</th>
<th>Jan '15</th>
<th>Feb '15</th>
<th>Mar '15</th>
<th>Apr '15</th>
<th>May '15</th>
<th>Jun '15</th>
<th>YTD</th>
<th>M/M</th>
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<tbody>
<tr>
<td>Arson</td>
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<tr>
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<td>15</td>
<td>16</td>
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<td>16</td>
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<td>198</td>
<td>0%</td>
<td>42%</td>
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</table>

August 2016
MARKETING

The Grove CID engaged in a wide variety of marketing tactics in FY 2016, including purchasing print & digital advertising, designing an attractive, mobile-friendly website, curating robust social media accounts and engaging in guerilla marketing campaigns. These efforts help profile the businesses, residents, events and visitors that make the Grove an exciting place to live, work & play!

The CID purchased weekly print advertising in the Riverfront Times as part of the “Grove page”, as well as select print and digital advertising for special events. The CID also took out a half-page ad for the “Pride Guide”, which was a festival guide for Pride Fest, and also produced by the Riverfront Times. Additionally, the CID purchased a half-page ad in the new quarterly lifestyle magazine, The City Dossier.

In FY 2016, the CID designed & printed a variety of unique, attractive stickers to advertise the District, website and social media handles. These were handed out at special events and given to businesses throughout the district to display in their windows and hand out to their loyal patrons!
MARKETING

In addition to traditional advertising, the Grove engaged in a year-long website update, creating an attractive, informative and useful website. The website includes comprehensive business listings, instantaneously updated Grove social media posts and a blog. Additionally, the Grove contracted with DO314, a local event-oriented media outlet, to build and curate a comprehensive events calendar. Now, to see a list of things happening in the Grove, on any given night, one simply has to pull up the Grove website!

The Grove’s social media accounts continue to play a prominent role in marketing the area and highlighting businesses and events. As a result, the District’s Twitter, Instagram, Facebook & YouTube accounts continue to garner more and more followers!
Parking and transportation is an extremely important issue within the Grove. The Grove CID has been proactively working with various service providers to manage, clean and monitor select parking lots within the Grove. The CID currently contracts with Clayton Parking, to provide safe and secure paid parking at two parking lots on the weekends and select nights. Additionally, the CID pays to have those lots and two other City-owned lots cleaned and patrolled by security personnel.

In a collaborative effort, the CID worked with the Treasurer’s office to oversee the District’s transition over to electronic parking meters, a welcomed addition in the age of digital & mobile payment platforms. This is one example of how the CID is working to provide a better automobile parking experience within the District.
SPECIAL EVENTS

Festivals in the Grove are as diverse as its locals and visitors. In 2015, special events brought tens of thousands of visitors to the district and into its businesses, further enhancing the district’s profile throughout the region. Designed to showcase the best the Grove has to offer, special events encourage visitors to return, increasing the popularity of the District as a destination.

The Grove CID produces 3 annual events: IndiHop, Grove Fest and the Manchester Bike Bash. The CID supports and welcomes others to host their events in the Grove. Many events that choose the Grove as their site benefit from the sponsorship of the Grove CID. As these events appeal to a wide demographic and draw diverse crowds, companies looking to expand their brand and gain meaningful exposure look to the Grove to achieve their sponsorship and marketing goals.
GROVE FEST

Founded in 2005, Grove Fest celebrated its 10th anniversary last year and welcomed 25,000 attendees. The festival was the largest yet and featured high profile local musicians and national recording artists. In 2011, Grove Fest received accolades from the International Special Events Society for its excellence in diversity and programming. Organizers work to stay true to that legacy and continue to offer variety in entertainment, cuisine and programming choices each year.

The Grove Fest is not only one of St. Louis’ premier street festivals, it is a forum which brings the community together. Grove Fest works with multiple community groups drawing from them volunteers and encourages groups to exhibit their organizations at the festival. The annual Paint by Numbers mural provides an opportunity for community members to make their mark on the Grove as they participate in the painting of the piece. Each year, this activity adds a piece of public art to the Grove.

Grove Fest is more than just a street festival. It brings the community together while providing a platform for the Grove to showcase its best.
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<th>Number</th>
<th>Category</th>
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<td>Sponsors</td>
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<tr>
<td>92</td>
<td>Vendors</td>
</tr>
<tr>
<td>13</td>
<td>Bands</td>
</tr>
<tr>
<td>21</td>
<td>Activities</td>
</tr>
<tr>
<td>.75</td>
<td>Miles of festival grounds</td>
</tr>
</tbody>
</table>
INDIHOP

IndiHop is St. Louis’ community building beer festival. Founders set out with the idea that independent neighborhoods don’t have to rival each other, rather, they can work together and thrive. With that philosophy, IndiHop became a collaboration between the Grove and Cherokee Street and St. Louis’ independent breweries.

Since 2011, the festival invites participants to visit 50 businesses throughout the Grove and along Cherokee Street. At each location, visitors sample a unique local brew, and learn a little bit about the beer, the brewery and the host business. Not only does the event involve the business community, but collaborates with local residents who pour samples during event and educate attendees on what it is like to be a part of each neighborhood.
5TH ANNUAL INDIHOP BY THE NUMBERS

2,500 Attendees
1,870 Tickets Sold
11 Sponsors
18 Musical performances
25 Participating businesses
40 Volunteers
The Manchester Bike Bash is the pre- and post-party surrounding the World Naked Bike Ride. An annual, international ride, the World Naked Bike Ride works to raise awareness for cyclists, promote positive body image and encourage alternatives to petroleum-based transportation. Home to a large number of bicycling enthusiasts, individuals interested in community, activism and environmental sustainability the Grove is a natural choice to host this event.
2ND ANNUAL MBB BY THE NUMBERS

8,000  Attendees
2,000  Bike Riders
8  Sponsors
8  Participating Businesses
6  Contests
4  Bands
OTHER EVENTS

In addition to the Grove’s hallmark events, the District is home to a number of events run by outside producers. In FY 2016, the Grove welcomed the inaugural Grove Criterium bike race and the third installment of the Riverfront Times Music Showcase. Both events provided a full-day of entertainment, attractions, and memories!
ON THE HORIZON

In FY 2017, the Grove will welcome a number of new businesses to the district, including the following:

- Tropical Liquors (4104 Manchester)
- Firecracker Pizza (4130 Manchester)
- Intoxicology (4321 Manchester)
- Pet Boutique (4321 Manchester)
- Vincent Van Donut (1072 Tower Grove)
- Confluence Kombucha (4507 Manchester)
- Sauce on the Side (4291 Manchester)
- Urban Research Brewery (4501 Manchester)
- Chop Shop Hair Salon (4139 Manchester)
- Shisha (4229 Manchester)
- Gezellig Tap House & Bottle Shop (4191 Manchester)
- Lemon Gem Kitchen Goods (4180 Manchester)
ON THE HORIZON

In FY 2017, two large-scale, new construction apartment projects are slated to break ground, including:

- **4400 Manchester Avenue**
  - $11 million, 5-story building
  - 55 market rate apartments
  - Ground floor parking & retail

- **4001 Chouteau Avenue**
  - $61 million, 3-story building
  - 271 market rate apartments
  - 565 spot parking garage
  - 20,000 sf of ground floor retail space
ON THE HORIZON

In FY 2017, two full-rehabs are slated to be completed, including:

- **4176 Manchester Avenue**
  - $505,000 development
  - 2,400 sf
  - Future relocation of Rise Coffee House

- **4261 Chouteau Avenue**
  - Historic mixed-use rehab
  - 1st floor restaurant (Sauce on the Side)
  - 2nd floor apartments
ON THE HORIZON

- **4101 Manchester Avenue**
  - LCRA has issued a request for proposals for the redevelopment of this 19,000 SF lot into a mixed-use development
BOARD OF DIRECTORS & SUB-COMMITTEES

Board of Directors

- Kelly Kenter, Sitelines, Inc. (Chair)
- Jack Baumstark, Archway Sales (Vice Chair)
- Brian Phillips, WUMC (Treasurer)
- Pete Rothschild, Red Brick Development (Secretary)
- Austin Barzantny, Grove Properties
- Don Bellon, Bellon Wrecking & Salvage
- Tom Boldt, Boldt Brothers
- Fran Fanara, Commerce Bank

Executive Committee

- Kelly Kenter, Sitelines, Inc. (Chair)
- Jack Baumstark, Archway Sales (Vice Chair)
- Brian Phillips, WUMC (Treasurer)
- Pete Rothschild, Red Brick Development (Secretary)
BOARD OF DIRECTORS & SUB-COMMITTEES

**Public Services Committee**
- Kelly Kenter, Sitelines, Inc. *(Chair)*
- Don Bellon, Bellon Wrecking & Salvage
- Samantha Royston, WUMC
- Guy Slay, Mangrove Redevelopment
- Lana Coleman, Cultivate Salon
- Jeremy Claggett, SPACE, LLC

**Public Safety Committee**
- Bob Puricelli, Gene Slay Boys & Girls Club *(Chair)*
- Amy Gill, Restoration STL
- Don Bellon, Bellon Wrecking & Salvage
- Joe Wicks, O’Shay’s Pub
- Dan Stoner, Meyer’s Grove
- Samantha Royston, WUMC
- Lana Coleman, Cultivate Salon
- Alvan Caby, Urban Chestnut Brewing Co.
BOARD OF DIRECTORS & SUB-COMMITTEES

Marketing Committee
• Chip Schloss, Atomic Cowboy (Chair)
• Guy Slay, Mangrove Redevelopment
• Eric Outlaw, Outlaw Inks & Styles
• Samantha Royston, WUMC
• Jessie Mueller, Rise Coffee House
• Leon Braxton, Neighborhood Resident

Nominations Committee
• Tom Boldt, Boldt Brothers (Chair)
• Brian Phillips, WUMC
• Pete Rothschild, Red Brick Development
BOARD OF DIRECTORS & SUB-COMMITTEES

Finance
- Kelly Kenter, Sitelines, Inc. (Chair)
- Brian Phillips, WUMC
- Jack Baumstark, Archway Sales
- Pete Rothschild, Red Brick Development
- Tom Boldt, Boldt Brothers

Parking Ad Hoc
- Brian Phillips, WUMC (Chair)
- Pete Rothschild, Red Brick Development
- Chip Schloss, Atomic Cowboy
- Don Bellon, Bellon Wrecking & Salvage
- Guy Slay, Mangrove Redevelopment
Grove CID Budget
FY 2015-16

- Additional Parking Enhancements: $16,569
- Administrative Support: $30,377
- Public Services - Cleaning/Maintenance: $35,900
- Marketing: $13,808
- Special Events: $22,090
- Public Improvements: $19,331
- Security, Public Safety & Parking: $203,075
### Grove CID Balance Sheet, June 30, 2016

<table>
<thead>
<tr>
<th>ASSETS</th>
<th></th>
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<tbody>
<tr>
<td><strong>Current Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Checking/Savings</td>
<td>$336,854</td>
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<tr>
<td>Other Current Assets</td>
<td>$2,254</td>
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<tr>
<td><strong>Total Current Assets</strong></td>
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<td><strong>Fixed Assets</strong></td>
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<td><strong>TOTAL ASSETS</strong></td>
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<td>$345,108</td>
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<table>
<thead>
<tr>
<th>LIABILITIES &amp; EQUITY</th>
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<tbody>
<tr>
<td>Liabilities</td>
<td>$66,243</td>
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<tr>
<td>Equity</td>
<td>$278,865</td>
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<td><strong>TOTAL LIABILITIES &amp; EQUITY</strong></td>
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<td>$345,108</td>
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# Grove CID Profit/Loss Statement, FY 2015-16

<table>
<thead>
<tr>
<th>Income</th>
<th></th>
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<tbody>
<tr>
<td>Sales &amp; Use Tax</td>
<td>$226,935</td>
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<tr>
<td>Special Assessments</td>
<td>$101,604</td>
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<tr>
<td>Donations/Grants</td>
<td>$65,000</td>
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<tr>
<td>Special Events/Other Revenue</td>
<td>$161,707</td>
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<td><strong>Total Income</strong></td>
<td><strong>$545,246</strong></td>
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<table>
<thead>
<tr>
<th>Expense</th>
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<tbody>
<tr>
<td>Additional Parking Enhancements</td>
<td>$10,293</td>
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<tr>
<td>Administrative Support</td>
<td>$17,783</td>
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<tr>
<td>Public Services</td>
<td>$41,006</td>
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<tr>
<td>Marketing &amp; Special Events</td>
<td>$184,337</td>
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<td>Public Improvements</td>
<td>$18,610</td>
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<tr>
<td>Security &amp; Public Safety</td>
<td>$185,749</td>
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<tr>
<td>Transfers to Special Events</td>
<td>$33,500</td>
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<tr>
<td><strong>Total Expense</strong></td>
<td><strong>$491,278</strong></td>
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</tbody>
</table>

**Net Ordinary Income** $53,968