



The Locust Business District

3150 Locust Street
Suite 200
St. Louis, MO 63103
314-652-2220

ADDRESS SERVICE REQUESTED

Commissioners:

- Lou Shaw, Chairman
- Barry Adelstein
- Samuel Coleman
- Tim Estep
- Jassen Johnson
- Harry Michel
- Jimmie Miller

Newsletter Editor:

Kathleen Kappel

The LBD Board meets on the second Wednesday of each month at its offices at 3150 Locust Street, Suite 200 at 3:00pm.

www.locustbusinessdistrict.com

LBD Newsletter

LOCUST BUSINESS DISTRICT

APRIL 2009



NSI Building at 2300 Locust

Facade Lighting Program

The LBD is still accepting applications for the Facade Lighting Program. The goals of this program include improving security within the District and enhancing the overall attractiveness of the facades within the District.

The LBD Facade Lighting Program is open to all property owners located within the boundaries of the LBD. Through this program, the LBD may reimburse up to 50% of the cost of purchasing and installing facade lighting in a total amount not to exceed \$5,000. This amount is based on \$50 per lineal foot of the building, up to a maximum of 100 lineal feet per building. **All funding of the Facade Lighting Program is subject to the availability and appropriation of budgeted funds.**

If you are interested in participating, please contact the LBD Office for an application. All applications must be approved by the LBD Board to ensure that the proposed lighting advances the goals of the program. Contact the LBD Office: 314-652-2220 or info@locustbusinessdistrict.com for more information.

A Reminder about Trash...

Please remember to empty your trashcans and have your dumpsters emptied on a regular basis. The LBD Office has noticed an increase in litter in the area. Not only is the trash unsightly, it could draw unwanted animals, such as rats, to the area.

Posting is prohibited by City Ordinance, and Alderwoman Davis has requested that local business owners not distribute event fliers. She has also requested that business owners not allow promoters to place postcards and fliers on parked cars. Promotional litter and any other litter issues can be reported to the Citizens' Service Bureau or to the Nuisance Property Officer, as needed, to alleviate the problem.

Feel free to contact the Citizens' Service Bureau at 622-4800 or the Nuisance Property Officer at 622-4628, if a neighbor is not properly disposing of trash.

622-4800 -- Citizens' Service Bureau (for burned out street lights, trash issues, overgrown weeds, and tree-related issues)

342-1000 -- Ameren UE (to report burned out alley lights)

622-4628 -- Neighborhood Stabilization Officer to report a Nuisance Property

652-2220 -- LBD office

Important Phone Numbers:

911 for all emergencies

231-1212 -- Police for non-emergencies

531-1500 -- Hi-Tech Security (always contact the police first)

NSI Celebrates 90 Years of Success and Acquires Competitor—In the Same Year

This year, NSI Marketing Services is celebrating back-to-back successes. As if a 90th anniversary wasn't enough cause for rejoicing, the industry leader also recently acquired Chicago-based CoAMS, a leading provider of trade promotion management services with an impressive roster of more than fifty Fortune 1000 firms.

But NSI—which provides brand management, advertising research, experiential marketing, communications and creative solutions to a client list that includes Anheuser-Busch InBev, Caterpillar, Coca-Cola, Harley-Davidson and The North Face—has become accustomed to growth and change in recent years. NSI had been owned by Chase McKeague and his family for 86 years when Chicago-based Frontenac Company purchased a controlling interest in the firm in 2005.

That milestone occurred soon after the marketing services company moved its headquarters from overcrowded offices in West County to The NSI Building in downtown St. Louis. Under the leadership of president/CEO Mark Mantovani, NSI purchased the former Willys Building, a six-story, 158,000-square-foot structure at 2300 Locust Street, in early 2005 because "it would accommodate NSI's future growth while allowing current associates the ability to consult, interact, and brainstorm."

NSI has beautifully and painstakingly renovated the building,

which is listed on the National Historic Register, while adding the updates necessary to support its work for world-class clients.

Explaining the decision to move NSI to the city, Mantovani states, "I've always considered myself a city guy, so I'm proud and thrilled that NSI is participating in the renaissance of the City of St. Louis. Walking a block in any direction from the NSI building you see new lofts and bustling residential construction. We're glad to help lead the spike in commercial activity that's being drawn to downtown St. Louis in anticipation of the flood of young professionals who will occupy these new residences."

Reflecting on the CoAMS acquisition—which boosts NSI's workforce to 325 associates in downtown St. Louis and at branch offices in New York City, Los Angeles, Chicago, and Cedar Rapids—Mantovani called the still-fresh event "pivotal."

"It brings together two established firms with long track records in providing first-class channel marketing services to world-class clients," he explained. "By offering more diverse services and enhanced abilities to current and prospective clients, the new, combined organization will ensure NSI's future growth and success for years to come. And The NSI Building gives us lots of great room for that growth."

For more information, visit www.nsi1919.com.

New Security and Beautification Programs in the Locust Business District

Security is always the top priority of the Locust Business District Board of Commissioners. In past years, the entirety of the security budget was used to contract with Hi-Tech Security for security patrols (vehicle patrols) of the District. As the District has continued to grow and change, so have the security needs of the District. Last year, at the suggestion of Alderwoman Marlene Davis, the LBD Board created a Security Committee to research additional supplemental security measures that might benefit the District. The Security Committee researched security camera programs and the possibility of adding foot or bike patrols by secondary police officers. Recently, the LBD Board voted to implement these two new security programs to enhance the supplemental security already provided by Hi-Tech Security.

Security Camera Program---Installation in Progress

The LBD Board has purchased 5 wireless security cameras, the hardware needed for installation, and the equipment needed to continuously record the camera data. The Board has contracted with Hackett Security to purchase and install these cameras. Locations for these cameras are being selected by the St. Louis Police Department based on crime data. Hackett has agreed to install these cameras within 30 days of receiving the selected locations.

The Board hopes that the cameras will serve as a deterrent and that the high-quality recordings will assist the police in making arrests. All camera data will be recorded on a DVR, kept on file, and reviewed as needed. Due to funding limitations, the Board has decided not to have the cameras monitored by a security company at this time. The Board understands that cameras will not stop crimes in progress unless the cameras are monitored. So, the Board plans to allow interested business owners and residents the ability to monitor the LBD security cameras via the Internet. A password will be needed for this; the password (once established) will be made available by request. The LBD Office will notify business owners and residents of this possibility once it becomes available.

The LBD camera program is a pilot program for the District and can be adjusted to meet the changing needs of the District. The cameras are all wireless and moveable. If Police data shows that other areas need to be monitored, the cameras can be moved. If monitoring the cameras becomes necessary, the Board can investigate that possibility. Also, if the cameras program is successful, the Board can consider expanding the program to additional locations. The Board wants the camera program to remain effective and responsive to the needs of the District as a whole both now and in future years.

Bike Patrols by Secondary Police Officers

The LBD Board has contracted with The City's Finest, LLC to provide bike patrols of the District by secondary police officers. The initial contract is for a three-month trial period with patrols scheduled to begin on April 16th. These bike patrols have been scheduled during the days and times when, according to Police crime data, the majority of the District's incidents have occurred.

The City's Finest, LLC provides secondary patrols in the Central West End, The Grove, and Forest Park Southeast Neighborhoods. Their patrols have been remarkably effective in these neighborhoods, and their services have been highly recommended to the LBD. The City's Finest hope to effect the same positive changes in the LBD neighborhood.

Each patrol will be comprised of two uniformed police officers, primarily patrolling on police mountain bikes. At times, their shifts will overlap allowing the presence of four uniformed officers in the District at a given time.

The City's Finest, LLC is managed by Detective Rob Betts of the SLMPD's Homicide Division and Officer Paul Henkhaus. Both have 6 years of experience working in the Ninth District. The City's Finest has recruited officers that are also familiar with the 4th and 9th Districts to conduct the bike patrols in the area. Betts plans to work closely with the LBD to remain proactive while supplementing the area's security.

LBD 50-50 Sidewalk Program

The LBD Board of Commissioners has voted to start a 50-50 Sidewalk program in the District. This program is intended to be similar to the program available through the City of St. Louis, although the Board hopes to provide more immediate assistance with needed repairs. This program is now available to property owners (residential or commercial) located within the boundaries of the Locust Business District. For a map detailing the exact boundaries of the District, please visit the LBD Website: www.locustbusinessdistrict.com.

Through this program, the LBD plans to reimburse property owners 50% of the cost to replace the sidewalks, not to exceed \$7,000 per property. The Board requests that building owners employ contractors located in the City, preferably located within the District, to be considered for the program.

To apply for this program, please contact the LBD Office at 314-652-2220 or info@locustbusinessdistrict.com. Applications must be approved by the LBD Board and are subject to the availability of budgeted funds.

Summer Youth Employment Initiative

Area businesses are invited to participate in a Summer Youth Employment Initiative in conjunction with SLATE (St. Louis Agency on Training and Employment). This Initiative seeks to place local youth with area businesses to gain valuable work experience over the summer months.

Interested businesses must apply to be a part of the program. Businesses will be asked to furnish a job description for the positions available to students. Participating businesses must be in good standing with the City and the State.

Packets of information about this Initiative will be available at the April CEC meeting at Vashon High School, scheduled for Thursday, April 23rd at 6:30pm. Alderwoman Marlene Davis, Youth Services Manager for SLATE Alice Prince, and contact person Amber Boykins will be present at this meeting to answer any questions you may have about this opportunity.

For more information about this program, please contact Amber Boykins at 314-477-5255 or newmillco@sbcglobal.net. You can also contact SLATE: 314-613-7474 (Business Hotline Number) or 314-622-3233 (Youth Hotline Number).



Anatomy of Style--now located at Locust and Garrison

Anatomy of Style, now located at 3001 Locust, is new retail location within the Locust Business District. This community oriented, ecologically conscious store, owned and managed by Gini Swancy, is dedicated to helping people to find that perfect fit—be it through personal style and appropriately sized clothes, or by creating a product at her “organic scrub bar” that fits a person's exact skin care needs and tastes, or by helping to find that unique eco-friendly gift just right for any occasion.

Swancy's business has evolved out of helping others find clothing items that are ecologically responsible, fashionable, and that FIT. What started as a willingness to help friends with their image and personal style has turned into a full-time business. Swancy formed an image consulting business in 2003, after consulting on a part-time basis since 1992. She received training at the London Image Institute, including training by London Image Institute President, Lynne Marks. Swancy performed her color training with Dominique Isbecque of the Fashion Institute of Technology in New York.

Swancy believes that image is not purely about fashion and trends. According to Swancy, image is the message a client wishes to send to the world through appearance. She has a passion for helping women to send that desired message, by helping them becoming more confident in their appearances. Swancy's experience and training help her to perform this service.

The name of her store, the Anatomy of Style, describes how Swancy helps find clothing that will fit both a

woman's body and the image that she hopes to present. Clothing items are sorted into various possible body shapes—hourglass, inverted triangle, oval, rectangle, or triangle—and also by styles—alluring, classic, dramatic, romantic, or sporty. You can search for clothing on her website, www.anatomyofstyle.com, using these same categories.

Swancy continues to grow and expand her business to meet the needs of her clientele. Realizing that there were not many retail locations in the area, she expanded her inventory. In addition to carrying clothing and accessories, Swancy offers some food items, bath and body items, and gift items. Salsas, chocolates, and popcorn are some of her organic food offerings. Bath and body items include bath salts, body scrubs, body oil, and other face care products. Gift items include handmade papers, bags made from recycled rice and feed bags, and items made from recycled glass and leather. All items are reasonably priced with gift items starting at \$5.

Private parties can be held in the store for \$15 per person. Guests at a private party are invited to sample various food offerings, shop at the store, and consult with Gini about style.

Anatomy of Style is open Tuesdays-Fridays 11am-6pm and on Saturdays from 11am-2pm.

Please visit the store, located at 3001 Locust, or the website www.anatomyofstyle.com for a complete listing of product offerings.

