

## **What's in a Name?**

By Irving Blue

Forest Park Southeast vs. The Grove – have you heard? The hottest new name in the city of St. Louis is “The Grove”. This name comes from Adams Grove, the part of FPSE south of Manchester. Visitors, developers, and new residents are using The Grove as a point of reference for Forest Park Southeast. Developers say it's hip and catchy, and a great marketing tool.

The Grove mainly refers to Manchester Avenue. The neighborhood is still officially called Forest Park Southeast, much like The Loop is only a section of University City. The name The Grove has been featured in print, and you will hear and see it used to market a music, art, and vending event called “The Grove Fest at Forest Park Southeast.”

Local businesses and the Forest Park Southeast Development Corporation have begun planning and fundraising for this event and we welcome your involvement. The chairmen for this event are Chip Schloss at The Atomic Cowboy and John Boldt with Boldt Brothers Companies. If you are interested in participating or learning more, please contact Irving ([iblue@fpsedc.org](mailto:iblue@fpsedc.org)) or Jackie ([jroberson@fpsedc.org](mailto:jroberson@fpsedc.org)) with the Development Corporation at 533-6704.