



Economic Development Retail Sales Tax Board

6801 Delmar Boulevard •University City, Missouri 63130 •314-505-8500 •Fax: 314-862-3168

AGENDA

ECONOMIC DEVELOPMENT RETAIL SALES TAX BOARD

Heman Park Community Center

975 Pennsylvania Ave, University City, MO 63130

4:00 p.m.; Thursday, April 16, 2014

1. **Roll Call**
2. **Approval of Minutes**
 - a. 2/19/15 Meeting Minutes (*discussion and vote*)
3. **Old Business**
4. **New Business**
 - a. 3/18/15 Public Hearing Meeting Summary (*no vote required*)
 - b. Fiscal Year 2016 Budget* (*discussion and vote*)
5. **Other Business**
 - a. Public Comments (Limited to 3 minutes for individual's comments, 5 minutes for representatives of groups or organizations).
6. **Reports**
 - a. City Council Liaison
 - b. Staff Report
7. **Adjournment**

* **NOTE:** Hardcopies of the Economic Development Retail Sales Tax Fiscal Year 2015 APPLICATIONS are available for the public to review at the University City Public Library, Centennial Commons, and City Hall, 4th Floor. Electronic copies are available on the City's website, www.ucitymo.org. For the direct link, please email Jodie Lloyd at jilloyd@ucitymo.org.

Economic Development Retail Sales Tax Board
Meeting Minutes
February 19, 2015
4:00 p.m.

The Economic Development Retail Sales Tax Board (EDRSTB) held a meeting at the Heman Park Community Center located at 975 Pennsylvania, University City, Missouri. The meeting commenced at 4:05 p.m.

Voting Members Present

Raheem Adegboye
George Lenard
Robert Kuhlman, Jr.
Jackie Wellington
Mark Winer

Non-Voting Ex-Officio Members Present

Shelley Welsch, Mayor
Joe Edwards
Tim O'Donnell

Staff Present

Andrea Riganti, Director of Community Development
Jodie Lloyd, Manager of Economic Development

Approval of Minutes

The minutes of the November 20, 2014 meeting were reviewed, discussed, and approved by a vote of 5-0.

Old Business

- a. FY 16 – EDRST Schedule
The Board reviewed the initial calendar for the final vote for the EDRST FY 16 fund distribution. The Board members changed the meeting from April 23rd to April 16, 2014. The meeting will be held at 4:00pm at Heman Park Community Center
- b. Parking Lot #4 Update
Staff updated the Board on the construction progress of the City's Municipal parking lot #4. The contractor is working to finish the permeable paver sections and then will begin the raised crosswalk areas as weather permits.

New Business

- a. Election of Officers – The Board had to elect a new officers to the Board.
 - a. Chair – Mr. Winer was nominated and elected Chair of the Board
 - b. Vice-Chair – Ms. Wellington was nominated and elected Vice-Chair of the Board
 - c. Secretary – Mr. Kuhlman was nominated and elected Secretary of the Board
- b. 2nd Quarter Reports
The Board reviewed the quarterly reports from the FY 15 EDRST applicants. Staff provided the Board with additional information on two projects. The Olive Commercial Corridor Website has been launched, www.leasehelink.com and a brochure has been created to promote the site and the Olive Link. The Façade Improvement Program continues to receive applications. \$40,000 of funding is still available from this FY 13 project.

c. FY 16 – Economic Development Retail Sales Tax Fund – Applications and Applicant Presentations

Ms. Riganti provided an overview of the EDRST Tax and outlined the uses of revenue. Staff estimates FY 16 revenue for programming and projects to be \$520,000. Ms. Riganti summarized Section 2.41.050 of the Municipal Code, use of EDRST revenue. Mr. Winer invited each applicant to give a 10-minute presentation on his/her applications and funding requests.

Mr. Joe Edwards representing the Loop Special Business District (LSBD) summarized the project requests from the LSBD. The LSBD is requesting \$30,000 in funds for the Loop Ice Carnival, the biggest event in the Loop each year that draws over 10,000 people to the Loop. LSBD is requesting \$10,500 for an official ad in the St. Louis Visitors Guide, a resource that is provided to thousands of tourists each year. The LSBD is requesting \$50,000 for improvements to the Ackert Walkway. The funds will be used to match funding from Great Rivers Greenway to complete the plaza. The LSBD is requesting \$120,000 to fence the city-owned parking lots (#3 and #4). The fencing could be wrought-iron and Mr. Edwards indicated the fencing is needed for additional security similar to the fencing provided at the Pageant. The LSBD is requesting \$75,000 for security cameras in the city-owned lots (#3 and #4) – Mr. Edwards again discussed the importance of security in the Loop parking areas. The LSBD is requesting \$80,000 to repair the tree well grates. The LSBD is requesting \$9,000 for the preliminary design of a “Welcome to the Loop” sign that could be placed east of Kingsland across Delmar.

Ms. Jodie Lloyd representing the City’s Department of Community Development (CD) presented the project requests from the Department. CD is requesting funds for 3 projects: Citywide marketing, an Incentive program, and an “Open for Business” program for the trolley construction. CD is requesting \$10,000 for citywide marketing for the Lion Pages and for citywide marketing materials. CD is requesting \$50,000 for an incentive program that would help expand the City’s toolbox of available incentives by offering forgivable loans to retail business on Delmar and all new, creative-type businesses on Olive Blvd. CD is requesting \$25,000 for a program to help ensure that businesses in the Delmar Loop remain viable during the trolley construction. CD is partnering with the LSBD and the Loop Trolley Transportation Development District on an “Open for Business” program that will include giveaways, gift certificates, block parties, and more.

Mr. Jesse Gilbertson representing U City In Bloom (UCIB) presented the project requested for UCIB. Mr. Gilbertson indicated that the majority of requests were similar to last year’s requests with a slight increase in the requested amounts for a few of the projects. UCIB is requesting \$7,818 to continue maintaining the planters on Delmar Blvd and \$79,023 for various streetscape projects on Olive Blvd including additional hanging baskets between Grant and I-170.

Ms. Deb Henderson representing the Midtown Farmers Market presented the funding request from the Midtown Farmers Market, which is requesting \$28,000 for events and marketing programs. Ms. Henderson indicated the funds will be used to expand the market music series, the market culinary series, and additional marketing efforts to increase the patrons at the famers market.

Ms. Julia Li representing Create Space Generator presented the \$50,000 request for a Make Space on Olive Boulevard. Ms. Li explained that a Make Space is a place where innovators can share space and equipment to help build a new generation of manufacturing entrepreneurs. The \$50,000 will be used to jump start a Make Space to be located on Olive Boulevard.

Ms. Gail Snider representing the University City Chamber of Commerce presented the funding requests from the Chamber. Ms. Snider indicated that the Chamber is still a relatively young

organization and has a defined mission to be the voice of the business community and to promote University City as a great place to do business. Ms. Snider summarized that the Chamber is requesting \$7,000 for Taste of U City, \$15,000 for a new event, a U City Chinese New Year, \$10,000 for training and workshops, \$5,500 for a new event, a Delmar and North and South Road street party, \$20,000 for marketing and public relations for U City, \$8,000 to help maintain the leasethelink.com website and to keep content current, and \$50,000 in reserves for an advertising campaign that would help promote all of University City businesses.

Other Business

a. Public Comments

Mr. Kevin Taylor (7222 Canton Ave) – Mr. Taylor inquired about the evaluation system for the project requests and asked that the City ensure transparency for the use funds including measureable goals and objectives for the project requests is provided. Ms. Riganti responded that each organization does provide quarterly reports to the Board and that information can be posted on the City's website.

Mr. Frank Flynn (citizen) – Mr. Flynn indicated that he was instrumental in bringing the Midtown Farmers Market to U City and that it is a great addition to both the City and the Delmar Loop. He supports the requested funds for the Midtown Farmers Market.

Reports

a. Council Liaison Report – Mayor Welsch stated that the City has placed to Bond measures on the ballot for voters to consider, Proposition S – a street bond and Proposition P – a parks bond. Mayor Welsch also stated that the Citizen Volunteer Corps continue to meet and dedicate time to issues such as public art, the unbanked, and race and cultural relations.

b. Staff Report- Ms. Lloyd updated the Board on the annual Olive Business Forum that was held on Thursday, February 12th. The forum included updated from the City and Chamber on Olive Blvd activities including the Chamber's Olive Committee and the City's efforts to upgrade the street lights, add banners, conduct a traffic study, and host another Better Block event at Olive and Midland on April 12th.

Meeting adjourned at 5:40 p.m.

Respectfully submitted

Robert Kuhlman
EDRSTB Secretary

Prepared by: Jodie Lloyd,
Manager of Economic Development

Economic Development Retail Sales Tax Board
Public Hearing
Meeting Summary
March 18, 2015
6:00 P.M.

The City of University City's Community Development Department held a public hearing at the University City Public Library (6701 Delmar Blvd), University City, Missouri on March 18, 2015. The Public Hearing was to solicit comments on the FY 2016 Economic Development Retail Sales Tax funds.

Staff Present

Raymond Lai, Deputy Director of Community Development
Jodie Lloyd, Manager of Economic Development

Voting Members Present

Raheem Adegboye
Robert Kuhlman, Jr.
Mark Winer, Chair

Non-Voting Ex-Officio Members Present

Joe Edwards
Tim O'Donnell
Mayor Shelley Welsch

1. Welcome and Introductions

Mr. Winer welcomed the member of the public to the Public Hearing of the Economic Development Retail Sales Tax Board. He had voting and non-voting members of the board introduce themselves and asked staff to introduce themselves. He then asked Ms. Jodie Lloyd to provide an overview of the funding requests.

2. Economic Development Retail Sales Tax (EDRST) Overview

Ms. Lloyd provided an overview of the EDRST including the use of revenue as stated in the City's municipal code and use of the funds to date, projects and programs. Ms. Lloyd also review past expenditure amounts and explained that FY 2016 budget is projected to be about \$520,000 for projects and programs. Ms. Lloyd also explained the next steps for the funding requests, including the next EDRST Board meeting followed by adoption of the budget by City Council.

3. Review of FY 2015 Requests

Ms. Lloyd reviewed the requests for funds from the organizations that applied for the FY 2016 EDRST.

4. Public Comments

Ellen Bern, 7001 Washington

Ms. Bern is supportive of the funds for the Chamber of Commerce. She said that the Chamber is a strong voice for the business community. Ms. Bern was surprised that there were no request for high speed internet. Ms. Bern is concerned about spending EDRST funds on a fence around the city-owned parking lots, as requested by the Loop Special Business District. Ms. Bern indicated that the City has already spent hundreds thousands of dollars on parking lot improvements and the city should instead consider using funds for a parking garage on the property. Ms. Bern asked about the criteria for the Instore Incentive Program, funds requested from the City's Department of Community Development. Ms. Lloyd responded that if funds are approved, the City will develop the criteria and will seek input from the business community.

Denise Neiman, 8600 Delmar Boulevard

Ms. Neiman stated that she supports the Chamber of Commerce. She feels that the Chamber will be able to further expand programs and projects if it receives the funds requested.

Beth Norton, 734 Trinity

Ms. Norton supports the Chamber of Commerce projects and programs. Ms. Norton indicated that the Chamber is a true representation of the diversity of U City and represents the entire city business community. Ms. Norton stated that the Chamber breaks the “divide” of the City and its interest in Olive Blvd is important for the economic vitality of the City.

Alex Kuntzman, 6323 Delmar Boulevard

Mr. Kuntzman supports the use of funds for a Make Space on Olive Boulevard and he supports the efforts of the Chamber in particular use of the funds for a true Chinese New Year celebration on Olive Blvd.

Deb Henderson, Midtown Farmers Market

Ms. Henderson expressed her support for the Midtown Farmers Market and hopes to expand the marketing and events for this year’s season. She stated that people from all over the region will patronize the market.

Quentin Williams, Cintas Corporation

Mr. Williams stated that he supports the efforts of the University City Chamber of Commerce. He wants the Chamber to continue to grow and support the business community.

Kevin Taylor, 7022 Canton Ave.

Mr. Taylor wants to see additional transparency in the use of the funds. He stated that he wants to review the criteria and ranking of each project and how funds are allocated.

Mr. Winer thanked all the speakers for their time at the public hearing and stated that the Board will meet on Thursday, April 18th at 4:00PM at the Heman Park Community Center to consider and vote on a recommended budget.

Prepared by: Jodie Lloyd,
Manager of Economic Development



Economic Development Retail Sales Tax Board
 Staff Recommended Budget FY16

Project	Budget
Marketing	\$ 21,159
InStore Incentive Program	\$ 50,000
Chamber – Advertising, PR, and Marketing	\$ 50,000
Chamber – Training Program	\$ 10,000
Chamber – Taste of U City	\$ 7,000
Citywide Request Total	\$ 138,159
Ackert Walkway Improvements	\$ 50,000
Ad in St. Louis Visitor Guide	\$ 10,500
Loop Brochures/General Marketing	\$ 12,000
Loop Ice Carnival	\$ 15,000
Security Cameras, Parking Lot #3	\$ 25,000
Security Cameras, Parking Lot #4	\$ 50,000
Delmar Planters	\$ 7,818
Open for Business – Loop Trolley Program	\$ 25,000
Midtown Farmers Market Events and Marketing	\$ 14,000
Delmar Blvd Requests	\$ 209,318
Olive Hanging Baskets – Midland to Grant	\$ 22,154
Olive Hanging Baskets – Grant to I-170	\$ 36,867
Olive Gardens Maintenance	\$ 13,165
Olive Tree Care	\$ 6,837
Make Space on Olive Blvd	\$ 50,000
Lunar New Year Celebration	\$ 15,000
The Olive Link – website management	\$ 8,000
Olive Reserves	\$ 15,000
Olive Blvd Requests	\$ 167,023
North and South and Delmar – Block Party	\$ 5,500
City – Other Requests	\$ 5,500
Total Staff Recommended Requests	\$ 520,000

Economic Development Retail Sales Tax - FY 16 Project List

Staff Recommendation

Applicant	Project Title	Funding Request	Funding Criteria							SCORE	Recommended Funding	Location	Staff Summary
			Alignment with Comp Plan	Ability to leverage additional financial resources	Ability to be long-lasting and value added	Ability to redevelop vacant properties	Potential to act as catalyst for additional develop.	Potential to provide employment opportunity	Appropriate alignment of business fit in target area				
Loop Special Business District	Ackert Walkway - Lighting and Paving Improvements	\$50,000	2	2	2	1	1	1	2	1.57	\$50,000	Delmar Loop	Project aligns with intended use of EDRST Funds. Will improve a high traffic area in the Delmar Loop and leverage GRG funds. A one-time infrastructure project.
Loop Special Business District	Wrought-Iron Fence - Parking Lot #3 and #4	\$120,000	0	0	1	0	0	1	1	0.43	\$0	Delmar Loop	Does not align with funding criteria or use of EDRST funds.
Loop Special Business District	Loop Brochures	\$12,000	2	1	1	0	0	1	2	1	\$12,000	Delmar Loop	City staff recommend funds to be used towards general LSBDD marketing instead of additional brochures. Still available FY 15 funds for brochures. Only provide one brochure for 2015-2016 and market Loop in other ways. Additional events, marketing, etc.
Loop Special Business District	Loop Ice Carnival	\$30,000	1	2	1	0	0.5	1	2	1.07	\$15,000	Delmar Loop	Project aligns with funding criteria, however, a significant request for a one-weekend event
Loop Special Business District	Ad in Official Visitors Guide	\$10,500	2	2	1	0	0.5	1	2	1.21	\$10,500	Delmar Loop	Project aligns with funding criteria
Loop Special Business District	Security Cameras - Parking Lot #3	\$25,000	2	0	2	0	0	0	2	0.86	\$25,000	Delmar Loop	Project aligns with funding criteria. City will work with UCPD to determine number of cameras and will reserve a portion of the funds to funds adequate signage about the Parking Lot being secure.
Loop Special Business District	Security Cameras - Parking Lot #4	\$50,000	2	0	2	0	0	0	2	0.86	\$50,000	Delmar Loop	Project aligns with funding criteria. City will work with UCPD to determine number of cameras and will reserve a portion of the funds to funds adequate signage about the Parking Lot being secure.
Loop Special Business District	Loop Tree Grate Improvements	\$80,000	1	0	2	0	0.5	0	1.5	0.71	\$0	Delmar Loop	With Trolley construction in the Loop, unknown impact on tree grates. May be appropriate to apply for funds after trolley construction is completed.
Loop Special Business District	Welcome to the Loop - Prelim Design	\$9,000	0	0	1	0	0	0	0.5	0.21	\$0	Delmar Loop	Does not align with funding criteria
U City - Community Development	InStore Incentive Program	\$50,000	2	2	1.5	1.5	1	2	2	1.71	\$50,000	Citywide	Project aligns very well with the funding criteria. An incentive program will help spur additional economic development on Delmar and Olive Blvds.
U City - Community Development	Marketing	\$10,000	2	1	1	1	1.5	0.5	2	1.29	\$21,159	Citywide	Note: City added funds to marketing budget. Will use for additional marketing materials and events in conjunction with partners, as needed.
U City - Community Development	Olive - Reserves	\$15,000	2	2	2	1	1	1	2	1.57	\$15,000	Olive Blvd	Olive reserve funds to be used for property aquisition, additional façade improvement, site development for Olive/Midland, etc.
U City - CD and LSBDD	Trolley "Open for Business" Program	\$25,000	1	2	1.5	0	0.5	1	2	1.14	\$25,000	Delmar Loop	Project aligns with intended use of EDRST Funds. Leveraging additional \$10k from the Loop Trolley TDD
U City In Bloom	Delmar Planters	\$7,818	2	1	0.5	0.5	1	0	2	1.00	\$7,818	Delmar Loop	UCIB projects align with the funding criteria. Landscaping contributes to an investment in infrastructure.
U City In Bloom	Olive Hanging Baskets - Midland to Grant	\$22,154	2	1	0.5	0.5	1	0	2	1.00	\$22,154	Olive Blvd	UCIB projects align with the funding criteria. Landscaping contributes to an investment in infrastructure.
U City In Bloom	Olive Hanging Baskets - Grant to I-170	\$36,867	2	1	0.5	0.5	1	0	2	1.00	\$36,867	Olive Blvd	UCIB projects align with the funding criteria. Landscaping contributes to an investment in infrastructure.

U City In Bloom	Maintain 9 Olive Gardens	\$13,165	2	1	0.5	0.5	1	0	2	1.00	\$13,165	Olive Blvd	UCIB projects align with the funding criteria. Landscaping contributes to an investment in infrastructure.
U City In Bloom	Olive Tree Care	\$6,837	2	1	0.5	0.5	1	0	2	1.00	\$6,837	Olive Blvd	UCIB projects align with the funding criteria. Landscaping contributes to an investment in infrastructure.
Midtown Farmers Market	Events and Marketing	\$28,000	2	2	0.5	0	0	0.5	1	0.86	\$14,000	Delmar Loop	Aligns with funding criteria, however, only \$14k is
Create Space	Make Space on Olive Blvd - a "makers space" to give St. Louis artists access to all the	\$50,000	2	2	2	1	2	2	2	1.86	\$50,000	Olive Blvd	The projects aligns very well with the funding criteria. A Make Space on Olive Blvd could help revitalize the corridor and bring additional jobs to U City.
University City Chamber of Commerce	Taste of U City	\$7,000	1	2	1	0	0	1	2	1.00	\$7,000	Citywide	Aligns with funding criteria.
University City Chamber of Commerce	Lunar New Year Celebration Event	\$15,000	2	2	2	0.5	0	0	2	1.21	\$15,000	Olive Blvd	Aligns with funding criteria.
University City Chamber of Commerce	Training Program	\$10,000	2	1	2	0	0	2	2	1.29	\$10,000	Citywide	Aligns with funding criteria.
University City Chamber of Commerce	North Meets South Event - Street Festival to promote business district	\$5,500	1	1	1	0	0.5	0	2	0.79	\$5,500	Delmar and N/S	Aligns with funding criteria. Opportunity to focus on a retail corridor in the City besides the Loop or Olive Blvd.
University City Chamber of Commerce	PR and Marketing	\$20,000	1	1	1	0	0	0	1.5	0.71	\$0	Citywide	PR and Marketing can be combined with the Chamber's effort on Advertising. City will evaluate Chambers PR, Marketing, and Advertising plan in FY 16 to determine appropriate level of funding needed for an effective plan.
University City Chamber of Commerce	leasethelink management	\$8,000	1	2	2	1.5	1.5	0	2	1.43	\$8,000	Olive Blvd	The leasethelink website could be an effective resource to help revitalize Olive Blvd.
University City Chamber of Commerce	Advertising Campaign	\$50,000	1	2	2	0.5	1	0.5	2	1.29	\$50,000	Citywide	Use appropriated funds for PR, Marketing, and Advertising.
TOTALS		\$766,841									\$520,000		

BUDGET AMOUNT **\$520,000**

Delmar Loop \$209,318
Citywide \$138,159
Olive Blvd \$167,023
Other \$5,500
\$520,000

Scoring
 Little or no alignment with criteria 0
 Moderate alignment 1
 Strong alignment 2