



**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, August 20, 2015

- 1. Roll Call**
- 2. Approval of Minutes**
  - a. 5/21/15 Meeting Minutes (*discussion and vote*)
- 3. Old Business**
- 4. New Business**
  - a. Fiscal Year 2015 – 4<sup>th</sup> Quarter Performance Reports (*informational*)
  - b. Board Conversation on Visions for Olive and Delmar (*discussion*)
  - c. Delmar Loop – Small Business Retail Retention Program Proposal (*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**

**Economic Development Retail Sales Tax Board**  
**Meeting Minutes**  
**May 21, 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 4:15 p.m.

**Voting Members Present**

George Lenard  
Mark Winer  
Raheem Adegboye

**Voting Members Not Present**

Robert Kuhlman, Jr.  
Jackie Wellington

**Non-Voting Ex-Officio Members Present**

Shelley Welsch, Mayor  
Joe Edwards

**Staff Present**

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

**Approval of Minutes**

The minutes of the April 16, 2015 meeting were reviewed, discussed, and approved by a vote of 3-0.

**Old Business**

There was no old business.

**New Business**

a. Fiscal Year 2015 – 3<sup>rd</sup> Quarter Performance Reports

The Board reviewed the 3<sup>rd</sup> quarter performance reports for each FY 15 recipient. No comments.

b. Olive Reserves

Ms. Riganti provides the Board with a copy of a Memo, Economic Development Retail Sales Tax (EDRST) Reserves. The Memo outlined the City's potential use of EDRST for Olive Boulevard projects. Ms. Riganti explained the City is working closely with the Chamber's Olive Boulevard Subcommittee to identify priority projects for Olive Blvd. The memo outlined several proposed projects and programs including property acquisition, lighting improvements, Olive Blvd road reconfiguration, Olive and Midland improvements, and high speed fiber.

c. Loop North Staff Recommendation

Ms. Riganti summarized the staff memo regarding Loop North parking. Staff did not recommend spending EDRST reserves for a fence around the parking lot. A board discussion followed. Mr. Lenard stated that he does not support the fence. Mr. Adegboye also stated that he does not support the fence and indicated that EDRST funds should be used to support all of University City, not just the Loop. Mr. Edwards stated that the Loop Special Business District is no longer requesting the funds for fence. He also supports projects on Olive Blvd.

## Other Business

### a. Public Comments

Gail Snider – Ms. Snider is the Executive Director of the University City Chamber of Commerce and reiterated support for reserve funds to be used as intended, for projects on Olive Blvd. She stated that the Olive Blvd subcommittee has met many times and supports the City's project list for lighting improvements and the study to make the roadway safer for all users. The Chamber, through the Olive Link website, also continues to help lease vacant properties.

Matt Beaver, President of the University City Chamber of Commerce. Mr. Beaver stated that he also supports reserve funds to be used for projects on Olive Blvd and not for the fence project for the Loop North parking lots. Mr. Beaver also indicated that he thinks that Mr. Edwards should address the Board at the podium to speak on behalf of the Loop Special Business District and not as an ex-officio member of the EDRST Board.

## Reports

- a. Council Liaison Report –Mayor Welsch stated that the City Council is working on the FY 16 City budget, which will be approved by the end of June. The City's Memorial Day Run which will take place May 25<sup>th</sup>. Fair U City will take place June 5-7<sup>th</sup> in Heman Park. The Taste of U City was a terrific, successful event with approx. 400 people, great job to the Chamber of Commerce.
- b. Staff Report- Ms. Lloyd updated the Board on several projects including a social media marketing campaign in partnership with the Chamber, updates on the Olive Link website, the Olive banners, and the Loop Is Open campaign.

Meeting adjourned at 4:50 p.m.

Respectfully submitted

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Robert Kuhlman  
EDRSTB Secretary

Prepared by: Jodie Lloyd,  
Manager of Economic Development



## Economic Development Retail Sales Tax Board

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### QUARTERLY PERFORMANCE REPORT

<b>Project Number:</b>	<b>Quarter: April 1 – June 30, 2015</b>	
<b>Applicant/Sponsor:</b> City of University City, Department of Community Development	<b>Submittal Date:</b> July 31, 2015	<b>Name of Person Completing Report:</b> Jodie Lloyd, Manager of Economic Development

**Project Title:** Administration

#### Activity Progress Narrative. Please describe milestones achieved during this reporting period:

Staff conducted a number of activities during this quarter including but not limited to:

- Attraction activities: Meeting with prospective new business owners, research and outreach to business prospects
- Research grant opportunities
- Provided staff support to the Economic Development Retail Sales Tax Board
- Held a Spring Better Block for the Olive Blvd and Midland site on Sunday, April 12th
- Work with our architectural consultant, H3 on the feasibility on renovating 7315 Olive Blvd, city-owned building located on Olive and Midland.
- Coordinated plans for a temporary sculpture park to be located at Olive and Midland. Sculptures were designed and fabricated by Washington University Sam Fox School of Design graduate students.
- Coordinated with all FY 16 EDRST applicants for funding requests. Developed a revised quarterly report, additional details will be provided for FY 16 projects.
- Coordinated with Chamber of Commerce on a variety of issues and programs, attended Chamber of Commerce meetings and events
- Partnered with the Chamber on a social media marketing campaign to promote University City businesses with a focus on the Olive Link and The Delmar Loop.
- Attended Loop Special Business District Meetings – provided City update on activities.
- Meetings with potential developers interested in expansion opportunities in University City; provided technical assistance, field work/tours
- In partnership with the Loop Special Business District, implemented the Loop Is Open Campaign – a promotional campaign to support loop businesses during the trolley construction.
- Manage Façade Improvement Program – meetings with business and property owners interested in participating in the program, review plans, prepare final approvals and reimbursements
- Provided project management/oversight of EDRST funded projects
- Contributed economic development news and stories to the ROARS newsletter
- Continued coordination with the City's leasing agent, L3, to find long-term tenants for the City-owned retail space located at 6323 Delmar Blvd
- Coordination with a potential developer for the city owned parcels at North and South and Olive Blvd.
- Organized a community event, Adopt-A-Block – provided landscaping and light maintenance projects to help beautify a city neighborhood.

**% Complete: 100%**

#### Budget Performance:

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
Administration	\$100,000	\$25,000	\$75,000		\$0



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b> 8100	<b>Quarter: Q4</b> April-June 2015	
<b>Applicant/Sponsor:</b> City of University City, Department of Community Development	<b>Submittal Date:</b> July 31, 2015	<b>Name of Person Completing Report:</b> Jodie Lloyd, Manager of Economic Development

**Project Title:** Olive Boulevard Façade Improvement Program

**Activity Progress Narrative. Please describe milestones achieved during this reporting period:**

During the fourth quarter of FY 15, the City provided funding for five façade improvement projects including new fencing at 8020 Olive Blvd (Seafood City), painting and new windows at 8375 Olive Blvd and signage for two new businesses. The City continues to also provide planters for each business.

It took one property over six months to work through MODOT permitting. Work should commence on the project this summer. The project at 8221 Olive Blvd is two parcels, funding up to \$30,000 for the project. Property owner plans to seek all the funds for a major upgrade. The City is waiting for final building plans and bid documents.

**45% Complete**

**Budget Performance:**

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
Façade Improvement	\$200,000				\$117,392.00

**Additional Information:**

The City continues to promote the Façade Improvement Program. The City has met with several businesses that are interested in the program and are currently obtaining bids for work.



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b> FY 14 - 6010	<b>Quarter: Q4</b> <b>April-June 2015</b>	
<b>Applicant/Sponsor:</b> City of University City, Department of Community Development	<b>Submittal Date:</b> July 31, 2015	<b>Name of Person Completing Report:</b> Jodie Lloyd, Manager of Economic Development

**Project Title:**  
Olive Commercial Property Website

**Activity Progress Narrative. Please describe milestones achieved during this reporting period:**

In Q4, the site started to evolve into a business to consumer site. The Chamber of Commerce began blogging and profiling featured businesses. So far, the Chamber has posted 14 business profiles that show the diversity of businesses on Olive Blvd. The Chamber will maintain the site in FY 16 and the City and Chamber plan to re-evalaute the use of the site from a property database to a site to help market The Olive Link and provide information such as events, a business guide, and continue the posts on featured businesses.

**100% Complete**

**Budget Performance:**

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
Design and Development	60,000			0	\$ 5,000

**Additional Information:**

The City and Chamber will continue to update the website. It is a Word Press site. The Chamber will continue to assist in the management of the property database, adding and removing properties as needed. The City will monitor the website activity and use. \$5,000 in remaining funds will be used for continued maintenance and tech assistance, as needed.



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### QUARTERLY PERFORMANCE REPORT

<b>Project Number:</b>	<b>Quarter: Q4</b> April-June 2015	
<b>Applicant/Sponsor:</b> City of University City, Department of Community Development	<b>Submittal Date:</b> July 31, 2015	<b>Name of Person Completing Report:</b> Jodie Lloyd, Manager of Economic Development

**Project Title:** Olive Reserve Fund

#### Activity Progress Narrative. Please describe milestones achieved during this reporting period:

The EDRST Board approved funds to be set aside for projects and programs on Olive Boulevard, the “Olive Reserves.” The funds are to be used for long term economic development on Olive Blvd. In Q 4, the City moved forward with four projects using FY 15 Olive Reserve funds:

- Olive Boulevard Traffic Analysis, **\$24,900**. The City has heard from many business, property owners, and residents that Olive Boulevard is not a safe street to walk or bike. Traffic on Olive Blvd travels at a faster speed than the posted speed limit. Business and property owners want to explore the idea of reducing the travel lanes on Olive Blvd and adding street parking, safe crosswalks, and bike lanes. A “Great Street” encourages pedestrian activity and would increase the economic development on Olive Blvd. The City is working with the Missouri Department of Transportation and a traffic engineering consultant. MODOT requires the City to conduct a Traffic Analysis to determine if Olive Blvd is a candidate for a road re-channelization.
- Site and building improvements at Olive Boulevard and Midland, **\$13,500**. The City owns 1.92 acres on the corner of this major intersection. Unfortunately, the City has been unsuccessful in finding a developer for the parcel because it is a shallow lot located in the floodplain. And since the purchasing of the land, the federal floodplain regulations have become stricter, making it near impossible to sell the land. The City proposes to renovate the building that could be used to enhance the economic development of the corridor. Ideas for the building include a culinary/incubator kitchen, space for coffee/bakery shop, a welcome center, community space for art gallery, etc. The property will be enhanced and could include a community garden, public art, etc. The City is using Olive Reserve funds to study the feasibility of renovating the building. The City has retained H3 Studios for the project. Improvements to this site will enhance the corridor and spur additional economic development along Olive Blvd.
- Four trash/recycle containers placed along Olive Blvd near bus stops, **\$6,158** – very nice black metal containers that help enhance the appearance of Olive Blvd while helping with litter control
- Ameren lighting upgrades, approx. **\$5,200**. 52 lights on Olive Blvd between I-170 and 8020 Olive Blvd will be upgraded from mercury vapor to high pressure sodium, light output will significantly improve. The City will continue to work with Ameren to upgrade additional lights along Olive Blvd, as feasible. Ameren will install the lighting upgrades in the Fall 2015. The City has not pair Ameren, yet.

#### Budget Performance:

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
	\$160,059	\$ 0	\$ 0		\$ 123,500



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b>	<b>Quarter: Q4 April-June 2015</b>	
<b>Applicant/Sponsor:</b> City of University City, Department of Community Development	<b>Submittal Date:</b> July 31, 2015	<b>Name of Person Completing Report:</b> Jodie Lloyd, Manager of Economic Development

**Project Title:** Marketing, Attraction, and Promotion

**Activity Progress Narrative. Please describe milestones achieved during this reporting period:**

During the fourth quarter, the City expended the remaining marketing funds for several projects. The City partnered with the Chamber on a social media campaign to help promote The Olive Link and the Delmar Loop. The campaign has been successful in reaching our target audiences and bringing awareness to U City businesses, events, and programs. The City also expended the funds on the April Lion Pages, the business newsletter.

Additional marketing and promotions will occur in FY 16 with approved funds.

**%Complete: 100%**

**Budget Performance:**

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
Marketing	\$10,000			\$0	\$0

**Additional Information:**





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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b>	<b>Quarter: Q4 April-June 2015</b>	
<b>Applicant/Sponsor:</b> City of University City, Department of Community Development	<b>Submittal Date:</b> July 31, 2015	<b>Name of Person Completing Report:</b> Jodie Lloyd, Manager of Economic Development

**Project Title:** Street Banners

**Activity Progress Narrative. Please describe milestones achieved during this reporting period:**

During the fourth quarter, the City designed, fabricated, and installed 68 banners along Olive Blvd consisted with the theme developed for The Olive Link. There were four banners designed and installed, one for each District along Olive Blvd. The banners add a visual appeal to the Corridor and help brand the districts and the Olive Link.

**% Complete: 100**

**Budget Performance:**

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
Street Banners	\$20,000	\$	\$0	\$0	\$0

**Additional Information:**



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## QUARTERLY PERFORMANCE REPORT

<b>Project Number: 6010</b>	<b>Quarter: 4rd Quarter</b>	
<b>Applicant/Sponsor: U City Chamber of Commerce</b>	<b>Submittal Date: July 21, 2015</b>	<b>Name of Person Completing Report: Gail Snider</b>

**Project Title: U City Chamber of Commerce**

**Activity Progress Narrative. Please describe milestones achieved during this reporting period:**

During the fourth quarter, the Chamber advanced all three of its major initiatives, and began FY16 planning. Significant economic development activity was concentrated on the Olive corridor, but included planning for a North and South festival in 2016 and continued collaboration with the Loop Special Business District with the “Loop is Open” campaign.

Conducted one-on-one meetings with Olive businesses and business owners regarding plans for economic improvement on Olive. In addition, the Chamber held multiple Olive Business Group meetings during the quarter. We continue to add new participants to the group. The Olive Group working agenda is:

- Improved Lighting on Olive – City staff working with Ameren on cost containment. This remains the Group’s priority.
- Road Diet – City staff updating group regularly on progress with MO-DOT on possibilities to eliminate concrete to meet the vision of a more pedestrian-friendly corridor.
- Safety/Crime Prevention
- EDRSTB Olive Reserves – The group has expressed desire to have formal input to any reserves expenditures
- Creating a Community Improvement District (CID) or Special Business District (SBD) over time.

The Chamber continues its ongoing reach out to the approximately 200 individual property owners to encourage participation in the Olive Business Group and to more fully populate the Olive Link Property Website. The Chamber continues its outreach to regional property owners and developers to encourage investment in University City. Our goal in 2016 is to host more formal Olive Business Forums and publicize the meetings further in advance to encourage attendance. We have also committed to create a written update for Chinese translation on the various Olive International District programs and initiatives as we continue to strive to establish Olive as a go-to district in our region.

The Chamber has begun to partner with the region’s emerging Asian Chamber to build on the Olive International District’s reputation outside of University City.

As part of our Olive development efforts, we have teamed with the City to move the focus of the Olive Link Website to be a true community site (target audience B2B as well as business to developer/realtor). We have added eight business profiles to the site as part of the transition and have obtained several web service firms bids to revise the home page and landing pages on the site.

Marketing continues to be a focus of Chamber activities throughout the City.

The Chamber hosted its annual Taste of U City May 7 – our largest yet with more than 400 attendees and volunteers and featuring 40 businesses including non-restaurants such as Mound City Nut Company, Little Miss Sunshine Playhouse, The Brentmoor and Schnucks. We added several new logos (restaurants who had previously not participated) and created an up-to-date list of U City restaurants with managerial names and contact information.

Conducted follow up on Taste of U City to improve plans for 2016. Many restaurants indicated they would like to charge for their food.

In June we launched a comprehensive digital marketing campaign (Facebook, Twitter, Instagram) campaign featuring six advertisements including: *The Olive Link: The Next Big Thing*, *The Loop is Open*, *Fair U City*, *Shop Local/Shop Small*, *Happy Father's Day* (featuring U City BBQ), and *Find Fitness in Your Neighborhood* (Centennial Commons). We targeted U City Residents, Tourists, young professionals and families in the region.

We held several brain-storming sessions with local media outlets including KMOV, STL Today and West End Word.

Scheduled a Small Business Workshop for June which was postponed until August 20. The topic is the first in the joint effort between Create Space Incubator and the Chamber entitled: *How to Write a Business Plan*. Solicited speakers for the intensive six-month curriculum.

The Chamber has continued to invest in its branding and membership drive to broaden its reach to even the smallest businesses in University City, improve its value proposition and host fund raisers per its charter.

**% Complete: 100%**

**Budget Performance:**

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
Long-Term Economic Development	\$16,475.66	\$4,478.16	\$7,519.31	\$4,478.19	\$0.00
Marketing	\$16,475.66	\$3,728.25	\$9,018.32	\$3,729.09	\$0.00
Training	\$16,475.66	\$5,394.84	\$5,378.00	\$5,702.82	\$0.00

**Additional Information:**



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b>	<b>Quarter: 4th Quarter</b>	
<b>Applicant/Sponsor:</b> TOD Broadband Fiber Collaborative, LLC.	<b>Submittal Date:</b> 8/7/15	<b>Name of Person Completing Report:</b> Eric Friedman by MB

**Project Title:**

Broadband Fiber Feasibility Study for Olive Boulevard

**Activity Progress Narrative. Please describe milestones achieved during this reporting period:**

TOD Broadband Fiber Collaborative has concluded the Broadband Fiber Feasibility Study for Olive Boulevard and submitted the final report "The Benefits of Fiber to the Olive Commercial Corridor and Institutions, All Fiber Gigabit Networks" to the Department of Community Development on June 5, 2015, as agreed.

As defined in the Services Agreement Final Scope of Work:

Element 1 (100%) Background/Overview of Broadband Fiber and Community Benefits

- Submitted final report June 5, 2015, which contained complete overview of broadband fiber and its benefits to the community and how 400 communities across the country are pursuing broadband fiber.

Element 4 (100%) Recommendations relative to application on Olive Boulevard corridor in University City

- Submitted final report June 5, 2015, which contained survey results and a Final Recommendations section that included a proposal for a RFP process to initiate the implementation of a gigabit broadband network on Olive Boulevard that might include using existing private carrier fiber or conduit presently on Olive.

**% Complete: 100%**

**Budget Performance:**

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds

**Additional Information:**



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b>	<b>Quarter: 4th</b>	
<b>Applicant/Sponsor:</b> <b>U City in Bloom</b>	<b>Submittal Date:</b> July 28, 2015	<b>Name of Person Completing Report:</b> <b>Jesse Gilbertson</b>

**Project Title:**  
**Ground Cover for Tree Pits**  
**– 70 Trees**

**Activity Progress Narrative. Please describe milestones achieved during this reporting period:**  
Horticulture activity is seasonal and as such the milestones of this project are driven by the growing season and are the most labor intensive during those three fiscally overlapping quarters of the growing season – the 3<sup>st</sup>, 4th, and 1<sup>st</sup> quarters.

Plants were received watered and planted.  
All new trees and trees without grates were planted first, the most damaged grates were removed first by UCB and planted.  
The soil was added to and amended with compost and topsoil.  
The plants were watered 1-2 times a week.  
The tree pits with new plants are weeded as needed.

The maintenance phase of the project will continue into the next fiscal year with additional funding approved.

**100% Complete.**

**Budget Performance:**

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
Sourcing Grower Pricing soil delivery	\$11,624.00	\$2906.00	\$8718.00	\$	\$0.00

**Additional Information:**



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b>	<b>Quarter: 4th</b>	
<b>Applicant/Sponsor:</b> <b>U City in Bloom</b>	<b>Submittal Date:</b> July 28, 2015	<b>Name of Person Completing Report:</b> Jesse Gilbertson

**Project Title:**  
**Olive Hanging Baskets**

**Activity Progress Narrative. Please describe milestones achieved during this reporting period:**

Horticulture activity is seasonal and as such the milestones of this project are driven by the growing season and are the most labor intensive during those three fiscally overlapping quarters of the growing season – the 3<sup>st</sup>, 4<sup>th</sup>, and 1<sup>st</sup> quarters.

Baskets were received from the grower, Sunny View Gardens.  
UCB staff installed the baskets in the existing brackets.  
One pole was replaced by University City staff and the brackets were added to it by UCB.  
The baskets are watered daily or every other day when cool and rainy.  
Liquid fertilizer is applied every two weeks  
Daily assessments of water needs are made by UCB Director of Horticulture.

The project will continue into the next fiscal year with additional funding approved.

**% Complete 100%**

**Budget Performance:**

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
Designed, fabricated, planted and maintained baskets	\$21,945	\$5486.25	\$16458.75	\$	\$0.00

**Additional Information:**

The ordering of hard goods, construction and installation of the Olive Planter Brackets and Baskets was handled directly by University City. U City in Bloom provided the expertise to design and purchase plants for the 76 Planters for \$8,550.00. During the first half of 2014, U City in Bloom supervised the construction of the hard goods, installed the planters and has been maintaining the plants for a cost of \$6,180.00 (approximately \$2,090.00 per month). There is no additional money required on this project for the 2013 – 2014 fiscal year. UCB has been granted money to continue maintaining the planters for 2014 – 2015 fiscal year.





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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b>	<b>Quarter: 4th</b>	
<b>Applicant/Sponsor:</b> <b>U City in Bloom</b>	<b>Submittal Date:</b> July 28, 2015	<b>Name of Person Completing Report:</b> <b>Jesse Gilbertson</b>

**Project Title:**  
**Delmar Loop Planters**

**Activity Progress Narrative. Please describe milestones achieved during this reporting period:**

Horticulture activity is seasonal and as such the milestones of this project are driven by the growing season and are the most labor intensive during those three fiscally overlapping quarters of the growing season – the 3<sup>rd</sup>, 4<sup>th</sup>, and 1<sup>st</sup> quarters.

Starting the fiscal year on July 1 UCB has maintained the plants installed in the 90 planters during the spring of 2015 under the previous year’s funding.

Funds have been approved to continue project into the next fiscal year.

Tasks completed for the 4th quarter:

UCB staff and volunteers have been watering, weeding, cutting back, removing trash, and fertilizing the containers. Plants were received from the grower and planted according to three design concepts.

Soil, compost and fertilizer were added before planting.

UCB staff removed artificial greens and delivered to the Loop Business District.

The Director of Horticulture coordinated with public works on relocation of containers from the temporary round-about at Delmar and Trinity.

Trash was removed.

Coordinated with Parks Department on replacing and relocating some of the containers.

**% Complete: 100%**

**Budget Performance:**

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
Delmar Loop planters	\$7,744.00	\$1936.00	\$5808.00	\$553.68	\$0.00



**Additional Information:**

The 90 planters have been planted and maintained. U City in Bloom has been invoicing the EDRST on a monthly basis.

The Loop Business District contributes \$6,000.00 annually for the worked performed.



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b>	<b>Quarter: 4th</b>	
<b>Applicant/Sponsor:</b> <b>U City in Bloom</b>	<b>Submittal Date:</b> July 29, 2015	<b>Name of Person Completing Report:</b> Jesse Gilbertson

**Project Title: Olive Gardens – Maintenance of Existing Gardens**

**Activity Progress Narrative. Please describe milestones achieved during this reporting period:**

Horticulture activity is seasonal and as such the milestones of this project are driven by the growing season and are the most labor intensive during those three fiscally overlapping quarters of the growing season – the 3<sup>st</sup>, 4<sup>th</sup>, and 1<sup>st</sup> quarters.

Starting the fiscal year on July 1 UCB has watered, planted and cared for the existing 9 gardens on Olive. During the 4th quarter covering this report the following tasks were completed by UCB staff and volunteers:

- Weeded all beds on a weekly basis
- Edged, fertilized and mulched the beds as necessary
- Trash removal.
- Leaf removal.
- Deadhead perennials
- Received and planted annuals for the summer display.
- Watered all beds 2-3 times a week.
- Check and repair existing irrigation systems.
- Removed another tree from Midland and Olive.

**% Complete: 100%**

**Budget Performance:**

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
Olive gardens – maintenance of existing gardens.	\$13,041	\$3260.25	\$9780.75	\$2768.40	\$0.00
				Volunteers	

**Additional Information:**

U City in Bloom has been invoicing the EDRST on a monthly basis.



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b>	<b>Quarter: 4th</b>	
<b>Applicant/Sponsor:</b> <b>U City in Bloom</b>	<b>Submittal Date:</b> July 28, 2015	<b>Name of Person Completing Report:</b> Jesse Gilbertson

**Project Title: Olive Tree Care**

**Activity Progress Narrative. Please describe milestones achieved during this reporting period:**

Horticulture activity is seasonal and as such the milestones of this project are driven by the growing season and are the most labor intensive during those three fiscally overlapping quarters of the growing season – the 3<sup>rd</sup>, 4<sup>th</sup>, and 1<sup>st</sup> quarters.

Starting the fiscal year on July 1 UCB has watered and cared for the new trees on Olive.

The following tasks were completed by UCB staff and volunteers during the 4th reporting quarter:

- Health assessments along with light pruning of damaged or weak branches.
- UCB staff has placed Tree Gators on all new trees
- Watering 1-2 times a week with the Pro Gator
- Weeding of new trees

**% Complete: 100%**

**Budget Performance:**

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
Olive Tree Care	\$9,380.00	\$2,345.00	\$7035.00		\$0.00

**Additional Information:**


U City in Bloom has been invoicing the EDRST on a monthly basis.



**Economic Development Retail Sales Tax Board**

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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b> 6010	<b>Quarter:</b> 4th Quarter	
<b>Applicant/Sponsor:</b>	<b>Submittal Date:</b> 7/20/2015	<b>Name of Person Completing Report:</b> Angie Fitzgerald 

**Project Title:** Update  
www.visittheloop.com

**Activity Progress Narrative. Please describe milestones achieved during this reporting period:**

Worked with Integrity to update and rebuild Visit the Loop Website.

100% Complete:

**Budget Performance:**

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
	\$20,000	\$19,776.80			\$233.20

**Additional Information:**



**Economic Development Retail Sales Tax Board**

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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b> 6150	<b>Quarter:</b> 4th Quarter	
<b>Applicant/Sponsor:</b>	<b>Submittal Date:</b> 7/20/2015	<b>Name of Person Completing Report:</b> Angie Fitzgerald <i>afg</i>

**Project Title:** Loop Brochures

**Activity Progress Narrative. Please describe milestones achieved during this reporting period:**

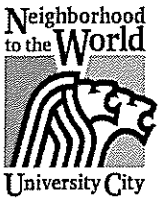
Brochures have not been updated/ordered as of 7/20/2015.0

0% Complete:

**Budget Performance:**

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
	\$12,000				\$12,000

**Additional Information:**



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b> 8100	<b>Quarter:</b> 4 <sup>th</sup> Quarter	
<b>Applicant/Sponsor:</b>	<b>Submittal Date:</b> 7/20/2015	<b>Name of Person Completing Report:</b> Angie Fitzgerald <i>AS</i>

**Project Title:** Walk of Fame

**Activity Progress Narrative. Please describe milestones achieved during this reporting period:**

No replacements needed in this quarter.

**50% Complete:**

**Budget Performance:**

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
	\$6,000		\$3,000		\$3000

**Additional Information:**



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b> 6010	<b>Quarter:</b> 4th Quarter	
<b>Applicant/Sponsor:</b>	<b>Submittal Date:</b> 7/20/2015	<b>Name of Person Completing Report:</b> Angie Fitzgerald <i>af</i>

**Project Title:** Ad placement in StLCVC Guide

**Activity Progress Narrative. Please describe milestones achieved during this reporting period:**

No funds used in this quarter.

**% Complete:**

**Budget Performance:**

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
	\$10,500		\$10,271.87		\$228.13

**Additional Information:**






**Economic Development Retail Sales Tax Board**

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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b> 6040	<b>Quarter:</b> 4th Quarter	
<b>Applicant/Sponsor:</b>	<b>Submittal Date:</b> 7/20/2015	<b>Name of Person Completing Report:</b> Angie Fitzgerald 

**Project Title:** Loop Ice Carnival

**Activity Progress Narrative. Please describe milestones achieved during this reporting period:**

No funds used in this quarter.

**100% Complete:**

**Budget Performance:**

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
	\$30,000		\$29,985.50		\$14.50

**Additional Information:**

## The Economic Development Retail Sales Tax Q4 – Progress Report

TO: Jodie Lloyd  
FROM: David Sandel – LMH Fiber Optic System Design Report  
DATE: August 7, 2015, 2015  
SUBJECT: EDRST Progress Report

Re: Working with the Loop Trolley TDD, contractors and EDRST Progress Report.

We have continued to work extensively to finalize the fiber optic design with BHC Rhodes, the TDD, City Streets, University City Public Works, multiple electrical contractors and other organizations. The amount of activity has been significant and I am including a brief design summary to date. If there is interest in discussing further, I would be glad to do so in person.

- a) The BHC Rhodes design and construction estimate was completed in Q3. The initial design was reviewed by both the TDD, University City Public Works and City Streets. City of STL Communications Division issued a permit for the Q3 design.
- b) Several all hands meetings were later held to review the LMH design at the TDD offices and then later at Sandel Associates offices.
- c) The greatest challenges that surfaced during design review were the vastly different points of view and levels of experience, understanding or education regarding fiber optic system. As a result, the LMH design was modified to conform to requirements (not previously put forth by City Streets) which now included hand holes placed in the street. The street hand holes added additional expense and public safety requirements for the fiber optic backbone. As a result, street closures may be necessary to access the street hand holes. The original BHC design did not have hand holes in the street.
- d) Currently a final Q4 design has been submitted to the participating organizations for review. This design revision includes the additional hand holes required by City Streets in the Trolley improvement area and additional lateral connections to traffic signal controllers along the route. It is believed new permits will need to be filed to cover the portions of the conduit system which are outside of the Trolley improvement area.
- e) Beyond the original EDRST funding request, additional civil, system engineering and program management expenses continue to be incurred by both BHC Rhodes and Sandel Assc to meet the challenges and changing requirements of the fiber optic system



**Department of Community Development**

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**MEMORANDUM**

TO: Chair and Members of the Economic Development Retail Sales Tax Board  
FROM: Andrea Riganti, Director, Department of Community Development  
DATE: August 13, 2015  
SUBJECT: Proposed - Small Business Retail Retention Program/Request for Funds

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**Request**

The City is requesting \$50,000 from Economic Development Retail Sale Tax (EDRST) reserves to help fund a Small Business Retail Retention Program for eligible businesses in The Loop. The Loop Special Business District (LSBD) has agreed to provide matching funds for the program.

Please keep in mind that funds used for the proposed program would not impact the \$898,000 in designated Olive Boulevard reserves. There is currently about \$1.4 million in EDRST reserves, which includes the designated Olive Boulevard reserves as well as surplus from years when actual revenues exceeded anticipated (budgeted) revenues.

If the EDRSTB so approves, staff will seek City Council final recommendation. An application and other program details will be developed once all approvals have been granted.

**Request Background**

Trolley construction began at the end of March with the roundabout at City Hall. The City has heard from many retailers that revenues have decreased by 20-60% since that time. (Data to support the sales decline has been provided by some businesses and is supported by general sales tax information.) A few long-term retailers recently closed or relocated due to poor sales, while many remaining entities are struggling. It is City and LSBD's position that small independent retailers are crucial to The Loop's success as a diverse business district and a regional destination. Therefore, a timely intervention strategy is needed to help with retail retention during and after construction.

The City and LSBD are proposing to create a modest assistance program for retail shops, boutiques, and galleries, to be modeled after a successful effort administered in St. Paul and Minneapolis during the construction of an 11 mile light rail line. Both entities would contribute \$50,000 for a combined \$100,000 in total assistance available to qualifying establishments. The LSBD portion has already been committed by their Board on August 11, 2015.

If created, this retail retention program will support other ongoing efforts. The City and LSBD will continue to collaborate on The Loop Is Open campaign, a \$35,000 program using EDRST funds to market and promote The Loop, provide incentives, and to add additional events to draw people to The Loop. Businesses and property owners are assisting with this effort through coupons, additional marketing, store events, and more.

### **Proposed Program**

Financial assistance will be offered to retail businesses that can demonstrate a loss of sales due to the construction of the Loop Trolley. The assistance is proposed in the form of a 3-year forgivable loan to be used for basic business expenses, including payroll, inventory, rent/mortgage, utilities, taxes, marketing, etc. It will be forgiven at a rate of 33% on the anniversary date of execution for each year the business remains on Delmar Boulevard. Otherwise, the balance of the loan will be payable upon the sale, abandonment or relocation of business from the Loop on Delmar Boulevard in University City.

Eligible recipients would include for-profit small independent retail businesses or others on a case by case basis with no more than \$2 million in annual gross sales that:

- Are independently owned (with four or fewer locations)
- Are located on Delmar Boulevard in University City
- Have been at their current location for more than 3 years
- Are focused on retail services: boutiques, galleries, etc.
- Are current with all St. Louis County and City of University City taxes, fees and other bills associated with the business and property.
- Can demonstrate a decline in revenue due to the construction of the Loop Trolley

Loans will be distributed on a first come first serve basis to eligible recipients until all of the funds run out. The maximum amount a business could receive is dependent upon percent of lost revenue, business size and model, but would not exceed \$12,000. Loan amounts will vary per business.