



**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, November 19, 2015

1. **Roll Call**
2. **Approval of Minutes**
  - a. 9/3/15 Meeting Minutes (*discussion and vote*)
3. **Old Business**
4. **New Business**
  - a. Fiscal Year 2016 – 1<sup>st</sup> Quarter Performance Reports (*informational*)
  - b. ESRST Fiscal Year 2017 – Application Process
  - c. FY 15 Olive Reserves – Discussion of Private/Public Partnership for a Culinary Kitchen (*informational*)
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**  
**September 3, 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.

**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 May 21, 2015 meeting were reviewed, discussed, and approved by a vote of 3-0.

**Old Business**

There was no old business. However, staff informed that Board that Jackie Wellington was no longer a member. Ms. Wellington was the St. Louis County representative but it no longer employed with the County. A replacement representative will need to be nominated and appointed by the St. Louis County Council.

**New Business**

a. Fiscal Year 2015 – 4<sup>th</sup> Quarter Performance Reports

The Board reviewed the 4<sup>th</sup> quarter performance reports for each FY 15 recipient. Ms. Lloyd provided a summary of City sponsored projects and programs and indicated that this was the final report from each recipient for FY 15. Some funds were not expended and will be used in early FY 16 or added to the EDRST reserves. There was one question about opening up the grant process to additional applicants and Ms. Lloyd responded that the City will have an open call for applicants beginning in December 2015.

b. Board Conversation on Visions for Olive and Delmar Blvds

The Board discussed its vision for the City's two main urban corridors. The Board wants to ensure that EDRST funds are being spent on projects and programs that support and enhance Olive and Delmar Boulevards. Each Board member and Ex-Officio member provided comments:

- Delmar (Mr. Edwards) – Building owners in discussion about forming a non-profit Community Improvement District (CID) which could help funds clean and safe programs, retail attraction, Loop promotion, and additional annual events. The Loop brings in 30% of sales tax citywide, can those

funds be dedicated to the CID, if it was formed? The funds could be allocated to the CID each year so the CID wouldn't need an application each year. The legal opinion on EDRST funds is that the funds can't be allocated but a CID Board can come to the EDRST Board each year for a project-specific need and request.

- Delmar (Mr. Lenard) – Loop is established; we want to retain retailers that are struggling. Bring in more residential and foot traffic. Competition now with The Grove and Cherokee. Promote Loop as a car-free lifestyle.
- Olive (Mr. Lenard) – Traffic study – how can it be more walkable and bikable; But don't slow down too much, access to I-170. Seafood City parking lot – food trucks, portable/mobile retail close to sidewalk.
- Olive (Mr. Adegboye) – Olive Blvd incubator or co-working space – can we look at feasibility and City-funded project.
- Mayor Welsch – Remember tax is for entire City, not just Delmar and Olive. Consider commercial corners around the City – How many are there, can we bring retail and services into the neighborhood. Support current corners – North and South and Delmar. Old Bonhomme and Delmar and I-170 and Delmar.
- Olive (Mayor Welsch) – Buildings on Olive Blvd are beyond useful life – is there a way to build more scattered parking for retail.
- Delmar (Mayor Welsch) – More opportunities along Kingsland and Vernon to Olive Blvd to connect and enhance Delmar and Olive. Delmar high speed fiber – bids too high
- Olive (Mr. O'Donnell) – Need additional residential housing north of Olive – additional development will bring in foot traffic to Olive Blvd.
- Mr. Lenard - Hawthorne School is on the market. It could be a potential location north of Olive Blvd for housing.

c. Delmar Loop – Small Business Retail Retention Program Proposal

City staff summarized a proposal to provide small business forgivable loans of up to \$12,000 to retail establishments in the Delmar Loop. The \$100,000 program is to help retain valuable retail businesses that have been impacted by the Loop Trolley Construction. The Board asked if there was enough money in the fund for the need? Mr. Edwards indicated that there would be enough funds for the retailers that would qualify. Mr. Edwards also indicated that this is the most critical time for retailers in the construction process. Now is the time to provide assistance. The Board approved the use of EDRST reserve funds for the program, 3-0 vote.

**Other Business**

a. Public Comments

Gail Snider – Ms. Snider is the Executive Director of the University City Chamber of Commerce. She provided a statement regarding Olive Blvd – Anchor tenants are needed on Olive. More walkable and bikable environment and better sidewalks are needed. Additional events would help attract people. Little things make a difference – more programs, more marketing, etc. Olive has 240 property owners – need to consider Districts, like what has already been done. Vacant properties – what are we going to do to get an entrepreneurial culture. Make Space and Kitchen to attract entrepreneurs to Olive Blvd. Can we incubate businesses in U City, what do we need to think about

retaining these businesses – what do they need, where will they go. Incubating retailers is innovative.

## Reports

- a. Council Liaison Report – Mayor Welch provided a brief update to the Board on new business activity in the City.
- b. Staff Report – Ms. Lloyd provided the board with a number of updates including
  - City launched forgivable loan program in early August, several inquiries to date.
  - The temporary sculpture exhibit will be completed soon and an exhibit opening is schedule for Saturday, September 26<sup>th</sup> from 4-6pm.
  - The façade improvement program continues to be of interest to property owners – an additional application has been submitted from Frank and Helens.
  - The City has convened an Olive Blvd Beautification Group that will help provide input into improvements to Olive.
  - The Make Space on Olive Blvd is underway – architectural plans are being developed.
  - The Comprehensive Plan is still underway and an Olive sub-area plan will be included.

Meeting adjourned at 5:15 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> 11-45-78-8100	<b>Quarter:</b> Q1 – July – September 2015	
<b>Applicant:</b> Community Development	<b>Submittal Date:</b> October 31, 2015	<b>Name of Person Completing Report:</b> Jodie Lloyd

**Project Title: InStore Forgivable Loan**

**Activity Progress Narrative:**

**What specific activities were completed this quarter:**

During Q 1, the City created the application and developed the criteria for the Loan. The program launched in mid-August. In Q1, the City in conjunction with our partner, the St. Louis Economic Development Partnership, processed two forgivable loan applications, unfortunately both applications were denied due to credit and business history. City staff gave out about 25 applications and met with 10 potential new business owners.

**Please describe milestones (per your application) achieved during this reporting period:**

Created the criteria and application.

**Also describe project goals achieved:**

Launched the forgivable loan. Media attention to promote. Continue to meet with new potential businesses.

**Budget Performance:**

Program/Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Remaining EDRST Funds
Event Marketing	\$50,000	\$0	\$0.00	\$50,000

**Additional Information: Is the project on target to meet Economic Development goals and objectives? Briefly describe next quarter's goal?** During Q2 the City will continue to promote the Forgivable Loan program to potential new businesses along Olive Blvd and retail establishments in the Delmar Loop. The City may consider marketing funds to targeted audiences for the forgivable loan program.



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b> 11-45-78-7855	<b>Quarter:</b> Q1 – July – September 2015	
<b>Applicant:</b> Community Development	<b>Submittal Date:</b> October 31, 2015	<b>Name of Person Completing Report:</b> Jodie Lloyd

**Project Title: Loop Is Open**

**Activity Progress Narrative:**

**What specific activities were completed this quarter:**

During Q 1 – Two Loop Is Open Block Parties took place. In addition, two \$50 gift cards have been given away weekly. Planning began for Halloween in the Loop and Holidays in the Loop.

**Please describe milestones (per your application) achieved during this reporting period:**

Milestones include developing a successful Loop Is Open Campaign and planning activities and events to encourage patrons to shop and eat in the Delmar Loop.

**Also describe project goals achieved:**

Weekly giveaways and two successful block parties. Holiday event planning began in August for Halloween and the Holidays.

**Budget Performance:**

Program/Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Remaining EDRST Funds
Loop Is Open – Block Parties; Giveaways		\$9,876.46	\$0.00	\$25,123.54

**Additional Information: Is the project on target to meet Economic Development goals and objectives? Briefly describe next quarter’s goal?** During Q2 – Loop Is Open will support several events including Halloween in the Loop and Holidays in the Loop – events every Saturday between Thanksgiving and Christmas. Track construction has ended in the U City portion of the Loop, the events will help drive traffic back so people know “The Loop Is Open”



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b> 11-45-78-6010	<b>Quarter:</b> Q1 – July – September 2015	
<b>Applicant:</b> Community Development	<b>Submission Date:</b> October 31, 2015	<b>Name of Person Completing Report:</b> Jodie Lloyd

**Project Title: City Marketing**

**Activity Progress Narrative:**

**What specific activities were completed this quarter:**

During Q 1 – The City spent funds to coordinate and market the opening of the Olive Sculpture Exhibit. The event drew about 50 people to view the sculptures and enjoy a reception with the artists.

**Please describe milestones (per your application) achieved during this reporting period:**

An event on Olive Blvd to help draw attention to the potential development opportunities.

**Also describe project goals achieved:**

Successful event using marketing funds.

**Budget Performance:**

Program/Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Remaining EDRST Funds
Event Marketing	\$21,159	\$500.00	\$0.00	\$20,659

**Additional Information: Is the project on target to meet Economic Development goals and objectives? Briefly describe next quarter's goal?** During Q2 the City will use some additional marketing funds to help advertise the Holidays in the Loop events. It's important to bring people back to the Loop after trolley construction. The City will advertise in the West End Word and St. Louis's Post, Go Magazine.



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number: Advertising/PR 6010</b>	<b>Quarter: 1<sup>st</sup> Quarter FY16</b>	
<b>Applicant/Sponsor: U City Chamber of Commerce</b>	<b>Submittal Date:</b> October 20, 2015	<b>Name of Person Completing Report:</b> Gail Snider

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

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

Created initial ads for Olive Link International District Advertising Campaign, Created a map of ethnic dining options for the Olive Link as a poster to hang in all Wash U Dorms. Running ads highlighting dining options in the international district featuring individual businesses each week in Wash U Student Life Newspaper. The Chamber participated in Wash U's Cultural Expo on September 25 in order to publicize the ethnic dining options in the Olive Link. We coordinated food from LuLu, Dao Tien, DePalm Tree, Won Ton King and the Olive Garden (new African cuisine on Olive).

The Chamber partnered with the City on a social media campaign highlighting U City shopping and dining on Olive and the Delmar Loop. This Facebook and Instagram campaign reached approximately 14,000 unique consumers each month during the quarter. This campaign generated between 45,000 - 50,000 total views, between 500 - 600 "clicks," and about 500 "likes" per month. The origin of this project was the direct result of a referral from the City of Clayton and the Clayton Chamber of Commerce.

**% Complete:**

**Budget Performance:**

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
Advertising/PR 6010	\$50,000	\$15,555	\$0		\$34,445



**Additional Information:**



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number: Lunar New Year 6040</b>	<b>Quarter: 1<sup>st</sup> Quarter FY16</b>	
<b>Applicant/Sponsor: U City Chamber of Commerce</b>	<b>Submittal Date:</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:**

No funds expended during Q1 on this project.

**% Complete:**

**Budget Performance:**

<b>Activity</b>	<b>EDRST Approved Funds</b>	<b>Requested this Quarter</b>	<b>Previous Funds Requested</b>	<b>Cash/Non-Cash Match Expended this Quarter</b>	<b>Remaining EDRST Funds</b>
Lunar New Year 6040	\$15,000	\$0	\$0		\$15,000

**Additional Information:**

Planning underway for event to be scheduled in February or March, 2016.



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number: North and South Block Party 6040</b>	<b>Quarter: 1<sup>st</sup> Quarter FY16</b>	
<b>Applicant/Sponsor: U City Chamber of Commerce</b>	<b>Submittal Date:</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:**

No funds expended during Q1 on this project.

**% Complete:**

**Budget Performance:**

<b>Activity</b>	<b>EDRST Approved Funds</b>	<b>Requested this Quarter</b>	<b>Previous Funds Requested</b>	<b>Cash/Non-Cash Match Expended this Quarter</b>	<b>Remaining EDRST Funds</b>
North and South 6040	\$5,500	\$0	\$0		\$5,500

**Additional Information:**

Event date still undetermined. Probable date: Spring, 2016.



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**QUARTERLY PERFORMANCE REPORT**

Project Number: Olive Link Website 6010		Quarter: 1 <sup>st</sup> Quarter FY16	
Applicant/Sponsor: U City Chamber of Commerce		Submittal Date:	Name of Person Completing Report: Gail Snider

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

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

Ongoing Olive Link research and update efforts. Continued writing and posting business profiles on Olive Link. Profiled sculpture and artists for Olive Link Sculpture Garden; Co-hosted Sculpture Garden community event with the City and Wash U.

**% Complete:**

**Budget Performance:**

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
Olive Link Website 6010	\$8,000	\$2,000	\$0		\$6,000

**Additional Information:**

Continue efforts to create a better business to consumer site.



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**QUARTERLY PERFORMANCE REPORT**

Project Number: Taste of U City 6040		Quarter: 1 <sup>st</sup> Quarter FY16	
Applicant/Sponsor: U City Chamber of Commerce		Submittal Date:	Name of Person Completing Report: Gail Snider

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

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

No funds expended during Q1 on this project.

**% Complete:**

**Budget Performance:**

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
Taste of U City 6040	\$7,000	\$0	\$0		\$7,000

**Additional Information:**

Scheduling for May, 2016.



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number: Training 6040</b>	<b>Quarter: 1<sup>st</sup> Quarter FY16</b>	
<b>Applicant/Sponsor: U City Chamber of Commerce</b>	<b>Submittal Date:</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:**

Conducted workshop on Aug 20: "How to Write a Business Plan Based on SCORE Materials," Held weekly meeting with Create Space/Maker Space Business Generator on course curriculum for the Chamber Incubator joint education initiative for courses commencing January 2016 due to construction in the space.

**% Complete:**

**Budget Performance:**

<b>Activity</b>	<b>EDRST Approved Funds</b>	<b>Requested this Quarter</b>	<b>Previous Funds Requested</b>	<b>Cash/Non-Cash Match Expended this Quarter</b>	<b>Remaining EDRST Funds</b>
Trainings 6040	\$10,000	\$2,500	\$0		\$7,500

**Additional Information:**

Next small business workshop is scheduled for Nov. 12, 2015 from 9:30-12:00 at the library focusing on social media.



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b>	<b>Quarter: 1st</b>	
<b>Applicant/Sponsor:</b> <b>U City in Bloom</b>	<b>Submittal Date:</b> October 30 <sup>th</sup> , 2015	<b>Name of Person Completing Report:</b> Jesse Gilbertson

**Project Title:**

**Olive Hanging Baskets –  
Midland to Grant**

**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.

Watering daily, except on the milder or rainy days, with the Pro Gator to keep the plants healthy. Fertilizer application every two weeks.

Daily assessments of water needs are made by UCB Director of Horticulture.

Baskets were removed and stored at the end of September

Plant materials and spent soil were removed from baskets and composted

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

**25% Complete.**

**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	\$21,945.00		\$16,458.75

**Additional Information:**







### Economic Development Retail Sales Tax Board

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## QUARTERLY PERFORMANCE REPORT

<b>Project Number:</b>	<b>Quarter: 1st</b>	
<b>Applicant/Sponsor:</b> <b>U City in Bloom</b>	<b>Submission Date:</b> Oct 30th, 2015	<b>Name of Person Completing Report:</b> Jesse Gilbertson

**Project Title:**  
**Hanging Baskets – 170 to Grant**

**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.

The scope of this project has changed with the approval of the Community Development team. Rather than install hanging baskets we are selecting large planters to line the side of the Olive in the same location from 170 to Grant and to be placed where appropriate for traffic visibility and pedestrian access. We are currently selecting the containers and determining how they will be purchased. The hanging baskets and brackets were purchased by Community Development with UCB EDRST funds and are owned by the City of University City and this would work best with a similar arrangement. We will have the containers selected, purchased and planted by the 4<sup>th</sup> quarter of the fiscal year.

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

**0% 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	\$36,867.00	\$0.00	\$0.00	\$	\$36,867.00

**Additional Information:**



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b>	<b>Quarter: 1st</b>	
<b>Applicant/Sponsor:</b> <b>U City in Bloom</b>	<b>Submission Date:</b> October 30 <sup>th</sup> , 2015	<b>Name of Person Completing Report:</b> Jesse Gilbertson

**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 2014 under the previous year’s funding.

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

Tasks completed for the 1st quarter:

UCB staff and volunteers have been watering, weeding, cutting back, removing trash, and fertilizing the containers. Coordinating with Public Works on planter locations and issues with the roundabout construction.

**% Complete: 25%**

**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	\$7,744.00	\$1040.00	\$5808.00
				Volunteer time	

**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: 1st</b>	
<b>Applicant/Sponsor:</b> <b>U City in Bloom</b>	<b>Submission Date:</b> October 30th, 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 1<sup>st</sup> reporting quarter:

- Health assessments along with light pruning of damaged or weak branches.
- Watering weekly with Pro Gator and gator bags.
- Weeding as needed on new trees

**% Complete: 25**

**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	\$6837.00	\$1709.25	\$9380.00		\$5127.75

**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: 1st</b>	
<b>Applicant/Sponsor:</b> <b>U City in Bloom</b>	<b>Submittal Date:</b> Oct. 30th, 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>rd</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.
- Pruned trees and shrubs

**% 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	\$13041.00	\$2768.40	\$9780.55
				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> 6040	<b>Quarter:</b> First	
<b>Applicant:</b> Midwest Association of Farmers Markets	<b>Submission Date:</b> November 2, 2015	<b>Name of Person Completing Report:</b> Deborah Henderson

**Project Title: Marketing and Events for the Midtown Farmers Market**

**Activity Progress Narrative:**

**What specific activities were completed this quarter:**

Market Music Series: Each week local musicians performed at the market. This helped to create a fun, inviting ambience for patrons. Previous market studies showed that when live music was provided, market-goers stayed longer. This, created opportunities for them, to not only make more purchases at the market, but to stay in The Loop longer. Vendors reported that when there was music their sales increased.

Offering live local music concerts provides “4 for 1” benefits: 1. Happy market ambience; 2. Increased vendor sales; 3. Free press and positive attention within the local music scene; 4. Patrons stay longer in The Loop.

Culinary Events: We hosted several Culinary Education Events. These were either offered in-market or by a visiting chef. Our mission statement includes “education about food, health and nutrition.” Our culinary events, where we source ingredients from regional farmers, encourage several things: the use of local foods & farm products; eating more fresh fruits and vegetables; and more purchases at the market.

Special Events: These events are fun opportunities for us to partner with local businesses, community groups and organizations. Events this year included: Children’s Cooking Tour and Meet the Farmer Day; Recycling Truck Visit; Honey Bee Demonstration Hive; Watermelon Fest; Zucchini Trolley-Car Races; and the Halloween Happening.

Market Assistant Training Program: This year we employed two students from UCHS to work on Saturdays at the farmers market. We helped the students enroll in the UCHS Summer Job Program where they also received valuable information in weekly Job Support Classes.

**Please describe milestones (per your application) achieved during this reporting period:**

I’m very sorry to report that due to the on-going road construction on Delmar Blvd, which has lasted the duration of this year’s market season, we have not been able to realize the milestones we had hoped to achieve. The on-going construction with road closures and resulting traffic problems has been very detrimental to market business, especially from mid August into November.

The on-going traffic jams have been very discouraging to visitors and many are avoiding the area, not coming back a second or third time. People can’t cross the street for two to three blocks at a time; the Leland entrance to the parking lot where we set up has been closed for lengthy periods; dust and dirt covers everything; and construction signs are misleading when they say “road closed”.

The gist: the decrease in market-goers is causing sales to drop and consequently vendor attendance has dropped. This consequence negatively impacts the Midtown Farmers Market’s good reputation among farmers and other vendors who sell at our region’s farmers markets. Hopefully, people will see this downturn for the temporary situation it is and they will not permanently develop poor opinions of us.

Even with these issues, we still measured Impact Potentials through various surveys, customer tallies, and social media

metrics as outlined in our EDRST application. Here are the results:

Taylor Community Consulting Program at the Olin School of Business, Washington University:

In the spring before market season began, we were honored to be selected from among many nonprofit applicants to be part of the Taylor Community Consulting Program. We chose a Market Research Project for the Midtown Farmers Market and were assigned a team of four Business School grad students to assist us.

I personally worked with the team for two months on the project. We conducted an online survey of market patrons, researched national data base material, and observed and surveyed vendors at other markets in the region.

One of the most relevant pieces of information gathered from the project was that most market patrons travel 3 to 10 miles to go their favorite farmers market on a weekly basis. This means that a farmers market attracts patrons from outside their immediate vicinity.

Hence, the success of a market depends not only on neighbors within its community, but also upon patrons who drive from further away. Therefore, it's important for a market to be accessible through open, easy to navigate roads; convenient and free parking, and other amenities that encourage travel by car and possibly mass transit.

The other results we found to be particularly relevant were where people get most of their information about farmers markets. Social media, e-newsletters, and word-of-mouth, were most relevant, followed by websites and community bulletin boards. Least relevant were print and radio advertisements.

Consequently, we did not do radio advertising this year. And we limited our print ads to the West End Word, because of the increase in patronage by Central West End and Skinker-Debalivier residents, and to Sauce Magazine because of year-long sponsorship and coverage.

Social Media Metric Reports: The results here are promising and this is an area of exposure we want to increase considerably for our market; especially to attract a younger demographic. We have great Facebook interactions and will increase ads through our email marketing site.

We supply WiFi for vendors at market; our Twitter followers are growing; and we recently started an Instagram account. Next on our list is to complete a dedicated website and to purchase photography and video equipment. Pictures really are worth a 1000 words.

Tally Project: We conducted a customer count mid July and had about 800 to 1100\* people go through the market in 4 hours. We considered this a very good count for a small, two year old market\*\*.

However, a later tally in September showed a considerable drop in market attendance, around 450 visitors—not enough to create and sustain a successful market. We attribute this drop to the accumulative negative effects of the on-going road construction.

(\* We were double the size at our previous location in 2013 and our last tally there in July of that year was about 2000 people going through that market in 4 hours. We hope to reach this goal again next year in University City.)

(\*\*There are ordinary fluctuations in attendance experienced as slight downturns during bad weather and upticks during peak produce season, as well as when we host special events.)

Survey of Loop Businesses: Due to the Delmar road construction, it was not feasible to conduct a full scale survey of Loop businesses this year. However, I personally visited a few businesses immediately surrounding our market site and a couple further east on Delmar. Two problems were reported by those interviewed at Craft Alliance, Panera (St. Louis Bread Co), and the Market Pub House.

First, businesses were not able to “share customers” because they (the customers) “couldn’t cross the street” and there were simply fewer customers visiting these businesses. Secondly, businesses couldn’t support each other and share resources like they normally do. We couldn’t get our fliers to other businesses on a regular basis and they couldn’t get theirs to us for display on our Community Table. Efforts were made early in the season, then people gave up because it was too difficult to find parking, cross the street, etc.

Direct Surveys with the Farmers and Other Vendors: For a small producer-only farmers market, the feedback from farmers was that we were doing very well June and July in terms of sales. This corresponds with the Tally Project numbers report for

July.

However, when our end of Delmar went through lane closures a second time from mid August through mid October, vendors' sales declined sharply. Because we weathered the first lane closures earlier in the season reasonably well, we weren't expecting this decrease in business.

Again this is not good for our reputation among farmers markets. Fall is the time of year when farmers and vendors make decisions about which markets they will go to next year and their choices are based on sales. The full impact may not be known until next season.

Our dedicated market patrons, who followed us when we moved to University City, come to market no matter what, rain or shine etc. For example, I've been a customer of Biver Farms since 2000—for 15 years, and many of our regular customers are like me.

However, newer customers, whether they're WU students, neighbors who walk, or patrons who drive, and who haven't yet developed that kind of loyalty were most vulnerable to being deterred by the construction.

**Also describe project goals achieved:**

The main project goal we achieved was hosting a farmers' market season in University City. We opened the Midtown Farmers Market on May 2, 2015 and operated every Saturday morning 8:00am to 12:30pm as scheduled.

We held the Market Music Series, Culinary Events, Children's Activities and other Special Events. We also successfully collaborated with various community partners including St. Louis University, Washington University, Mid-County YMCA, Earth Day St Louis, U City Library, U City in Bloom, U City Summer Band, U City Community Development and Public Works and The Loop Special Business District.

**Budget Performance:**

Program/Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Remaining EDRST Funds
Marketing/Events	\$21,500	\$8596.39	\$0	\$12,903,61

**Additional Information: Is the project on target to meet Economic Development goals and objectives?**

Due to the downturn in business which can be directly attributed to the road closures and traffic problems from the Delmar road construction, we have experienced a corresponding delay in achieving our intermediate economic development goals.

We experienced up to a 50% drop in customers during peak produce season—not an encouraging indicator. And I say intermediate, because the EDRST FY 16 funds we received span parts of two farmers market seasons---2015 and 2016. This gives us time to recover.

Given my previous track record in creating and operating successful markets; the high standards and good reputation of our farmers and vendors; the wonderful responses and feed-back we've received from our patrons; and the collaborating support of our community partners, I am confident that the setback we experienced can be overcome next year as long as at least two other criteria are met.

The first criteria is that there is no road, parking lot, or other construction next year which would hamper market access by patrons, discouraging their return visits. It should be noted that in 2014, we were also negatively impacted by the parking lot construction which continued into the spring of this year. Patrons endured the smells of raw sewage and various construction hindrances in the parking lot through most of the 2014 season.

The second criteria which influences our ability to recover next season and to get back on target in achieving our economic development goals is the continued support by both University City Community Development, as well as by the owners of the historic farmers market facility.



**Briefly describe next quarter's goal?**

In the second quarter, we plan to do the following:

- Finish our regular market season through October and November
- Host a Holiday Market & Bazaar on December 12
- Work on a dedicated website and other web/media exposure

In closing, I'd like to again thank the EDRST board members for giving us the opportunity to continue the operation of the Midtown Farmers Market in University City. It's been a great pleasure to work with everyone this year. We look forward to continuing our project's economic development goals throughout the rest of the 2016 fiscal year.

Sincerely  
Deborah Henderson



**Economic Development Retail Sales Tax Board**

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

**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b>	<b>Quarter: 1</b>	
<b>Applicant: Julia Li</b>	<b>Submittal Date:</b> November 1, 2015	<b>Name of Person Completing Report:</b> Julia Li

**Project Title:** MAKE SPACE

**Activity Progress Narrative:**

**What specific activities were completed this quarter:**

This quarter the MAKE SPACE team decided on a building on Olive Blvd. We've hired an architect to assess the space and to draw out the needed specifications. We've begun clearing out the building and have mapped the equipment layout. We've also started on designing the sign and are reviewing the Olive Blvd. sign regulations for compliance.

In addition our team has gone to over a 30+ start up events in the great St Louis community to speak about MAKE SPACE and the entrepreneurial programs being developed on Olive Blvd.

**Please describe milestones (per your application) achieved during this reporting period:**

Our milestone for this quarter was to design the MAKE SPACE layout interior and exterior layout, decide on the building, finish the architectural drawings. The architectural drawings are now complete will be submitted for approval.

**Also describe project goals achieved:**

Project goals is to get MAKE SPACE closer to opening. We've met our goal of find the right space, finishing the architectural revisions and finishing our design plan. This quarter we had a Yale MBA consultant advise us on our sustainability strategy and programming and have come up with after launch programming plan.

**Budget Performance:**

Program/Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Remaining EDRST Funds
0	0	0	0	\$50,000

**Additional Information: Is the project on target to meet Economic Development goals and objectives? Briefly describe next quarter's goal?**

Yes, our goal for next quarter is to be 75% complete with renovations and implement Phase 1 of programming which includes going offsite to host MAKE DAY to engage the greater University City and St Louis community about what's to come.



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b>	<b>Quarter: 1<sup>st</sup> Quarter 2015-2016</b>	
<b>Applicant:</b> Loop Special Business District	<b>Submittal Date:</b> 11/10/2015	<b>Name of Person Completing Report:</b> Angie Fitzgerald

**Project Title:**

**Activity Progress Narrative:**

**What specific activities were completed this quarter:**

**No funds were requested this quarter**

**Please describe milestones (per your application) achieved during this reporting period:**

**Also describe project goals achieved:**

**Budget Performance:**

Program/Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Remaining EDRST Funds

**Additional Information: Is the project on target to meet Economic Development goals and objectives? Briefly describe next quarter's goal?**



**Economic Development Retail Sales Tax Board**

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**ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS  
FISCAL YEAR 2017 (JULY 1, 2016 – JUNE 30, 2017)**

**GENERAL INFORMATION**

In August 2006, the City of University City levied a one-quarter (1/4) percent sales tax on retail sales to be used for economic development purposes. This revenue is based on the amount of sales tax generated through point of sales within the City limits and fluctuates from year to year.

Through the Economic Development Retail Sales Tax (EDRST), funds are being invested in University City programs and projects that encourage the physical and economic redevelopment of major corridors, improve infrastructure, support existing successful business districts, and enhance efforts toward business retention, expansion and attraction. The use of revenues generated by the tax are generally for project administration, land acquisition, infrastructure, water and wastewater treatment capacity, matching state or federal grants related to long-term economic development projects, marketing, training, equipment and infrastructure and other specified uses.

A five-member volunteer Economic Development Retail Sales Tax Board helps to oversee the use of the EDRST and serves in an advisory capacity to City Council.

**WHO CAN APPLY**

The EDRST is generally open to any organization, with priority given to non-profit and City sponsored projects. To be considered for funding, please complete and submit the attached application. Organizations requesting funds for multiple programs or projects must complete a separate "Section 2: Program or Project Information" for each funding request.

**FY17 EDRST BUDGET CALENDAR**

<b>DATE</b>	<b>ACTION</b>	<b>PERFORMED BY</b>
December 7, 2015	Issue Application	Community Development Department
February 5, 2016	Application Deadline	Applicants
February 11, 2016	Application Packets distributed to EDRST Board	Community Development Department
February 18, 2016 – 4:00PM	EDRST Meeting – Applicant Presentations	Applicants
March 17, 2016 - 6:00PM	Public Hearing on Recommended Budget	EDRST Board, Applicants (Optional attendance)
April 14, 2016 – 4:00PM	EDRST Meeting – Vote on Recommended Budget	EDRST Board



**Economic Development Retail Sales Tax Board**

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

**APPLICATION FOR ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS  
FISCAL YEAR 2017 (JULY 1, 2016 – JUNE 30, 2017)**

Please complete all sections of the application. If a question does not apply to a project, please indicate “n/a” for not applicable. Please refer to “Economic Development Retail Sales Tax Board Funding Priority Guidelines” for guidance. If you are unsure if your project qualifies, please schedule a meeting with the Department of Community Development before the application deadline by contacting Jodie Lloyd, 314-505-8522. Applications should be submitted by **Friday, February 5, 2016** to Jodie Lloyd, Manager of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or [jlloyd@ucitymo.org](mailto:jlloyd@ucitymo.org). Applications submitted after the deadline will not be considered for funding.

Application Date:

Project Title:

**SECTION 1: APPLICANT/ORGANIZATION INFORMATION**

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**1. Applicant/Organizational Information**

Name of Applicant/Organization:

Contact Person and Title:

Mailing Address:

Phone Number:

E-mail Address:

Website:

Organizational Officers (Provide Name, Address, Phone and e-mail of at least three. Provide Articles of incorporation and letter or status):

a.

b.

c.

Type of Entity:

- Sole-Proprietorship
- Corporation/Partnership/Limited Liability Company
- Not for Profit Organization
- Public/Government

501(c) 3:

Yes  No     If no, list type of entity:

Minority Business Enterprise (MBE) or Women Business Enterprise (WBE):

Yes     No

2. **Applicant/Organization Background**

Describe the applicant/organization history and mission:

Describe the applicant/organization programs and activities:

*If the request is from an organization, please provide proof of organizational support for the application (i.e. letter from organization on official letterhead, meeting minutes, etc.).*

## SECTION 2: PROGRAM OR PROJECT INFORMATION

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### 3. Program or Project Summary (attach additional sheets if necessary)

Description of the Program or Project. In addition to a detailed description of the project, include a summary of the need for the program or project, goals and objectives, partners, and how the program or project meets any City plans or policies. Describe the number of jobs to be created by the specific request, if any.

Define the expected outcomes of the project, milestones and how the project success will be measured.

Program or Project Location (Attach photos of location or site, if appropriate):

Program or Project Timetable:

Type of Funding Request (check all that apply):

- Project
- Program
- Other (such as marketing, legal, professional services, grants or loans to companies for job training)

Total Budget:

Amount of funding requested from EDRST:

Is this request anticipated to be a one-time request or multi-year? If multi-year, please provide additional details, including anticipated future funding request, project details, and any other helpful information.

Complete and attach form EDRST B-1 with budget cost summary.

I CERTIFY THAT ALL INFORMATION IN THIS APPLICATION IS TRUE AND COMPLETE TO THE BEST OF MY KNOWLEDGE AND BELIEF.

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Name of Applicant Organization

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Authorized Signature

Date