



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, May 21, 2015

- 1. Roll Call**
- 2. Approval of Minutes**
 - a. 4/16/15 Meeting Minutes (*discussion and vote*)
- 3. Old Business**
- 4. New Business**
 - a. Fiscal Year 2015 - 3rd Quarter Performance Reports (*informational*)
 - b. Olive Reserves (*discussion*)
 - c. Loop North Staff Recommendation (*discussion*)
- 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
April 16, 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

George Lenard
Robert Kuhlman, Jr.
Jackie Wellington
Mark Winer

Voting Members Not Present

Raheem Adegboye

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 February 20, 2015 meeting were reviewed, discussed, and approved by a vote of 4-0.

Old Business

There was no old business.

New Business

a. 3/18/15 Public Hearing Meeting Summary

The Board reviewed the minutes of the March 18, 2015 Public Hearing. No discussion.

b. Fiscal Year 2016 Budget

Staff provided a brief overview of the use of EDRST funds and the FY 16 budget requests. Board Chair, Mr. Winer delayed the budget discussion and vote until after public comments (see below.)

Following public comment, the Board discussed the FY 16 budget. The Board discussed fencing around the City-owned parking lots. Staff indicated that the fence is not supported at this time and that the LSBDD could form a Community Improvement District (CID) that could provide funding for the fence. The Board asked if reserves could be used to fund the fence. Staff indicated that reserves have been set aside to fund projects on Olive Blvd and doesn't recommend using reserves from Olive Blvd to fund the fence. Mr. O'Donnell stated that reserve funds should remain on Olive Blvd for improvements. Olive Blvd is dark and has no camera coverage. At the next meeting, the Board wants to review the reserve budget to determine if funds can be used for the fence project.

The Board also discussed the Midtown Farmers Market staff recommendation. The Board disagreed with the staff analysis. Ms. Henderson was allowed to speak again and indicated that the market does provide

future development by helping to incubate businesses that may grow into a brick and mortar store. Staff indicated that the Midtown Farmers Market was requesting \$1,000 a week for marketing and events and that is a lot of money for such an endeavor. Mr. Lenard stated that the staff analysis didn't reflect that the request was too much money and that staff should have provided notes to address concerns.

Following the discussion of the Board, the board voted line by line on the staff recommended budget. The board recommended not funding the Olive Reserves for \$15,000 and to increase funding for the Ice Carnival to \$22,500 and increase funding for the Midtown Farmers Market to \$21,500. Staff will transmit the Board's FY 16 recommended budget to City Council for approval and adoption.

The Board then voted (3-0) to address the LSBF request to use reserve funds for the fence around the city-owned lots. Staff will provide the Board with information on the parking lots as well as a memo on reserve funds at the May 21, 2015 EDRST meeting.

Other Business

a. Public Comments

Deb Henderson – Ms. Henderson is the Executive Director of the Midtown Farmers Market, a FY 16 EDRST applicant. Ms. Henderson indicated that it is exciting times for the farmers market and the market is providing a service to the Delmar Loop that no one else is providing. Ms. Henderson requested full funding for the Farmers Market, not the recommended staff funding level.

Mary Gorman (Delmar Loop property owner) – Ms. Gorman stated that she represents small businesses in the Loop and business is currently down by 25%. She supports the funding requests that will bring more business to the Delmar Loop including the Ice Carnival and marketing activities for the Loop.

Joe Edwards – Mr. Edwards stated that the staff recommendation for no funding for a fence around the city-owned parking lots should be reconsidered. He states that security in the loop is important he thinks a fence will help with security. He stated the he thinks a fence is more important than security cameras. He also requested that the Board consider full funding of the Ice Carnival at \$30,000 not the \$15,000 recommended by staff. It would like to see funding restored at least this year.

Steven Stone – Mr. Stone stated that he supports Mr. Edwards request for full funding for the fence around parking lots. He indicated that there are security issues in the Delmar Loop that can be addressed with funding of the fence.

Gail Snider – Ms. Snider is the Executive Director of the University City Chamber of Commerce and updated the Board on the Chamber's plan to create a robust social media and marketing campaign in partnership with the City. Ms. Snider supports the staff recommendation for Chamber funding and looks forward to begin the training program in partnership with Create Space and to begin planning the Lunar New year event for 2016.

Kevin Taylor (7022 Canton) – Mr. Taylor reiterated his concern that EDRST funds are accounted for and that the board should consider its investments and spend the money as it is your personal money.

Alex Kuntzman (7200 Shaftsbury) – Mr. Kuntzman indicated his support for a Make Space on Olive Blvd. He stated that Alive Magazine is interested in featuring an article about "bringing back Olive Blvd" He will continue to work to improve Olive Blvd.

Dan Wald – Mr. Wald stated the he supports the LSBSD request to fund the parking lot fence project to cut down on crime. He also supports the efforts of the Midtown Farmers Market and will continue to provide no rent for his portion of the property used by the Midtown Farmers Market.

Reports

- a. Council Liaison Report –Mayor Welsch stated that the City had placed to Bond measures on the ballot for voters to consider, Proposition S – a street bond and Proposition P – a parks bond. The bond issues were voted down by the voters. Mayor Welsch also that there are two new members on the school board. She stated the U City in Bloom’s plants sale will take place on Saturday, April 25th and that the Chamber’s Taste of U City will occur on Thursday, May 7th – both events will be held at HPCC. She stated that Fair U City and the Jazz Festival will take place on June 5-6th at Heman Park.

- b. Staff Report- Ms. Lloyd updated the Board on Parking Lot #4 and stated that it is mostly completed except for a few punch list items. Ms. Lloyd stated that the City hosted a Spring Better Block event at the city-owned property at Midland and Olive Blvds. Ms. Lloyd reported that the street banners for Olive Blvd were in production and will follow the theme of the Olive Link. Ms. Lloyd also reported that the City in conjunction with the LSBSD has begun work on the Loop Is Open program.

Meeting adjourned at 5:50 p.m.

Respectfully submitted

Robert Kuhlman
EDRSTB Secretary

Prepared by: Jodie Lloyd,
Manager of Economic Development



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*Submitted
 April 21, 2015
 for 3rd Q
 after*

MEMORANDUM

TO: Loop Special Business District (LSBD)
FROM: Jodie Lloyd, Manager of Economic Development, University City
DATE: July 1, 2014
SUBJECT: Economic Development Retail Sales Tax – FY 2015 Budget

The University City Council adopted the FY15 City budget on June 23, 2014. This budget included several LSBD projects to be funded through the Economic Development Retail Sales Tax (EDRST). These projects are listed in the table below.

This fiscal year, the Department of Community Development has instituted a new management process for projects funded with the EDRST. This process will be discussed with you in person and is summarized in the attached EDRST Recipient Information. The project name and number should be referenced every time you submit an invoice for reimbursement or payment to the City of University City. The Expenditure Report should also accompany every receipt or invoice submitted to the City.

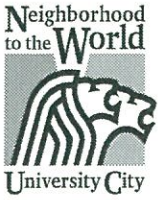
Loop Special Business District Projects

PROJECT NAME	BUDGET	PROJECT #	SPECIAL INSTRUCTIONS
Loop Ice Carnival	\$30,000	6040	None
50,000 Loop brochures	\$12,000	6150	3 bids, unless same vendor
Delmar Loop's enhanced presence on the St. Louis Visitors Commission website	\$4,000	6010	None
Delmar Loop ad placed in the official St. Louis Visitors Guide	\$10,500	6010	None
Update www.visittheloop.com to be responsive and enhanced Search Engine Optimization	\$20,000	6010	3 bids
Replace and update St. Louis Walk of Fame stars and plaques	\$ 6,000	8100	None

TOTAL LSBD FY 15 Budget: \$82,500

ATTACHMENTS:

- EDRST Recipient Information – FY 2015
- Expenditure Report
- Quarterly Performance Report



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QUARTERLY PERFORMANCE REPORT

Project Number: 6040	Quarter: 3rd Quarter	
Applicant/Sponsor:	Submittal Date: 4/10/2015	Name of Person Completing Report: Angie Fitzgerald <i>ASG</i>

Project Title: Loop Ice Carnival

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

The Loop 2015 Ice Carnival took place on the weekend of January 16th-17th. All funds have been requested

% Complete: 100% ✓

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			\$0

Additional Information:



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QUARTERLY PERFORMANCE REPORT

Project Number: 6150	Quarter: 3rd Quarter	
Applicant/Sponsor:	Submittal Date: 4/10/2015	Name of Person Completing Report: Angie Fitzgerald <i>AF</i>

Project Title: Loop Brochures

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

% Complete: *0%*

Budget Performance:

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
	\$12,000	<i>0</i>			<i>\$12,000</i>

Additional Information:



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QUARTERLY PERFORMANCE REPORT

Project Number: 6010	Quarter: 3rd Quarter	
Applicant/Sponsor:	Submittal Date: 4/10/2015	Name of Person Completing Report: Angie Fitzgerald <i>afg</i>

Project Title: St L CVC Website

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

% Complete:

Budget Performance:

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
	\$4,000	58.50			\$3941.50

Additional Information:



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QUARTERLY PERFORMANCE REPORT

Project Number: 6010	Quarter: 3rd Quarter	
Applicant/Sponsor:	Submittal Date: 4/10/2015	Name of Person Completing Report: Angie Fitzgerald

Project Title: Ad placement in StLCVC Guide

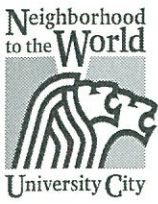
Activity Progress Narrative. Please describe milestones achieved during this reporting period:

% Complete: 95%

Budget Performance:

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
	\$10,500	271.87	10,000.		\$ 228,13

Additional Information:



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QUARTERLY PERFORMANCE REPORT

Project Number: 6010	Quarter: 3rd Quarter	
Applicant/Sponsor:	Submittal Date: 4/10/2015	Name of Person Completing Report: Angie Fitzgerald

Project Title: Update
www.visittheloop.com

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

Began working w/ Integrity to restructure & rebuild website.
Invoices to be paid 4th Q.

% Complete: *early Stages*

Budget Performance:

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

Additional Information:



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QUARTERLY PERFORMANCE REPORT

Project Number: 8100	Quarter: 3rd Quarter	
Applicant/Sponsor:	Submittal Date: 4/10/2015	Name of Person Completing Report: Angie Fitzgerald

Project Title: Walk of Fame

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

No requests.

% Complete: *50%*

Budget Performance:

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
	\$6,000	<i>0</i>	\$3,000		<i>\$ 3000.</i>

Additional Information:



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QUARTERLY PERFORMANCE REPORT

Project Number: 6010	Quarter: 3rd Quarter	
Applicant/Sponsor: U City Chamber of Commerce	Submittal Date: April 30, 2015	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:

The U City Chamber of Commerce continues to build on its formal mission statement and its rebranding efforts via activities and new initiatives developed during the quarter. The Chamber hosted six networking events during the quarter, added six new members, and continues to strengthen its partnerships in the region, specifically with realtors, property developers and local entrepreneurs. The continued emphasis of economic development on Olive included five meetings of the Olive Business Group during the quarter, the recruitment of 15 businesses to become involved with the Olive Business Group, and work with Olive business owners to identify priority issues: increased lighting, safety, and alternate street plans.

Continued efforts on the Olive Link website. Shifted focus from purely property owners to a more robust, overall, "go-to" site for consumers in addition to commercial developers and property owners. The Chamber also issued blog posts on featured Olive businesses.

During the second quarter, the Chamber initiated a North Meets South Business Group with the intent of creating a business community, and reached out to business owners regarding a potential "North Meets South" block party with a probable fitness theme to reflect the personality of this corner and draw in our neighbors from Clayton to this wonderful block.

Planning for Restaurant Week and the U City Dining Guide are still underway.

During the quarter, we've researched and sought input from business owners on a U City marketing and promotions campaign, and researched a social media program to target advertising for our city's diverse dining and retail options. The campaign is intended to target out-of-town tourists as well as resident in our neighboring cities. The Chamber launched its 4th annual Chamber of Commerce Taste of U City promotions campaign and secured 40 participants for the 2015 event. The Chamber would like to report that we need to find a larger facility for Taste of U City 2016.

We held a workshop for small businesses on March 31st on promotions and effective advertising with Rocket Fizz and the St. Louis Post Dispatch. We are in the process of creating a marketing paper based on the workshop and will make it available on our website. Additionally, we plan to translate it into Chinese and distribute to Chinese-speaking business owners. And, due a clever intern from UMSL, our website is now available in multiple languages to make it accessible to our diverse community.

The Chamber of Commerce has teamed with Create Space to develop and deliver a series of weekly small business workshops over the course of six months in association with an entrepreneurship incubator program scheduled to launch this June. This partnership will fulfill our goal to provide a rich, more expansive curriculum and greater number of business development opportunities to the U City business community.

% Complete: 75%



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QUARTERLY PERFORMANCE REPORT

Project Number:	Quarter: 3rd	
Applicant/Sponsor: U City in Bloom	Submittal Date: May 4, 2015	Name of Person Completing Report: Jesse Gilbertson

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 3st, 4th, and 1st quarters.

Ordered plants for spring installation.
Located and marked the trees with most need for grate replacement or improved soil grade.
Talked with forester about removals/replacemnts of existing trees so not to interfere,

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

75% 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	\$5812.00	\$	\$2906.00

Additional Information:



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QUARTERLY PERFORMANCE REPORT

Project Number:	Quarter: 3rd	
Applicant/Sponsor: U City in Bloom	Submittal Date: May 4, 2015	Name of Person Completing Report: 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 3st, 4th, and 1st quarters.

Materials –soil, moss- were ordered and received by UCB and delivered to the grower.
Plants were selected and the grower has ordered and begun growing in the baskets for a June delivery.

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

% Complete 75%

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	\$10972.50	\$	\$5486.25

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

Project Number:	Quarter: 3rd	
Applicant/Sponsor: U City in Bloom	Submittal Date: May 4, 2015	Name of Person Completing Report: 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 3st, 4th, and 1st 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 2nd quarter:

UCB staff and volunteers have been watering, weeding, cutting back, removing trash, and fertilizing the containers. Plants were removed and composted. Soil was added for tidy appearance through the winter.

Trash was removed.

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

% Complete: 75%

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	\$3872.00	\$0.00	\$1936.00

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

Project Number:	Quarter: 3rd	
Applicant/Sponsor: U City in Bloom	Submittal Date: May 4th, 2015	Name of Person Completing Report: 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 3st, 4th, and 1st quarters.

Starting the fiscal year on July 1 UCB has watered, planted and cared for the existing 9 gardens on Olive. During the 3rd quarter covering this report the following tasks were completed by UCB staff and volunteers:

- Weeded all beds
- Edged, fertilized and mulched the beds
- Trash removal.
- Leaf removal.
- Cutback all perennials and ornamental grasses
- Designed, planned and ordered annuals for the summer display.
- Repaired damage from utility and street sign work at Midland and Olive.
- Removed a tree from Midland and Olive.

% Complete: 75%

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	\$6520.50	\$2160.00	\$3260.25
				Volunteers	

Additional Information:

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



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QUARTERLY PERFORMANCE REPORT

Project Number:	Quarter: 3rd	
Applicant/Sponsor: U City in Bloom	Submittal Date: May 4, 2015	Name of Person Completing Report: 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 3rd, 4th, and 1st 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 3rd reporting quarter:

Health assessments along with light pruning of damaged or weak branches.

% Complete: 75%

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	\$4690.00		\$2345.00

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



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QUARTERLY PERFORMANCE REPORT

Project Number:	Quarter: January 1-March 31, 2015	
Applicant/Sponsor: City of University City, Department of Community Development	Submittal Date: April 30, 2015	Name of Person Completing Report: 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
- Project management for Olive Boulevard Commercial Corridor Website – launched website
- Provided staff support to the Economic Development Retail Sales Tax Board
- Planning efforts for second Better Block event – Spring Better Block which was held on Sunday, April 12th
- Prepared Request for Proposals for renovation feasibility project for 7315 Olive Blvd, city-owned building located on Olive and Midland.
- Prepared Request for Proposals for city-owned property located at Olive Blvd and North and South Road. Proposals are due by May 15, 2015.
- Coordinated annual Olive Boulevard Business Forum which was held on Thursday, February 12, 2015 at the Mandarin House Banquet House
- Prepared city requests for EDRST FY 16 funds
- Coordinated with all FY 16 EDRST applicants for funding requests – issued applications
- Coordinated with Chamber of Commerce on a variety of issues and programs, attended Chamber of Commerce meetings and events
- 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
- Begin development of a Loop Is Open campaign to ensure the viability of all businesses during the Loop Trolley construction project.
- 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
- Developed toolbox of ideas for new incentive and marketing programs

% Complete: 75%

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	\$50,000		\$25,000



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QUARTERLY PERFORMANCE REPORT

Project Number: 8100	Quarter: January – March 31, 2015	
Applicant/Sponsor: City of University City, Department of Community Development	Submittal Date: April 30, 2015	Name of Person Completing Report: 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 third quarter of FY 15, the City provided funding for three façade improvement project, an awning for the U City Foot Massage, fencing at the Mandarin House Banquet, and landscaping at the Olive Supermarket. Two projects are under way, LuLu’s Seafood and Seafood City.

Additional improvements are planned at Erlich’s Cleaners and University City Dental.

25% 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	\$18,365.98	\$27,067.48		\$154,566.54

Additional Information:

The City continues to promote the Façade Improvement Program.



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QUARTERLY PERFORMANCE REPORT

Project Number: FY 14 - 6010	Quarter: January-March 31, 2015	
Applicant/Sponsor: City of University City, Department of Community Development	Submittal Date: April 30, 2015	Name of Person Completing Report: Jodie Lloyd, Manager of Economic Development

Project Title:
Olive Commercial Property Website

Activity Progress Narrative. Please describe milestones achieved during this reporting period:
 In Q3, the site, leasethelink.com went "live." The City and the Chamber continued to populate the property database and marketing aspect of the website. The majority of Olive Blvd businesses are listed under "Who's in the Mix" and the Chamber is keeping the blog active with profiles of Olive businesses.

Since the launch of the site, the City and Chamber have redirected the leasethelink.com to thelivelink.com – the site can continue to be promoted as a property database but also as a marketing asset for the Olive corridor.

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	\$ 35,300	\$19,700	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

Project Number:	Quarter: January 1-March 31, 2015	
Applicant/Sponsor: City of University City, Department of Community Development	Submittal Date: April 30, 2015	Name of Person Completing Report: 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 third quarter of FY 15, the City provided funding for marketing efforts related to the Chinese New Year celebration. The City also published the Spring Lion Pages and used funds to support the Olive business forum.

%Complete: 50%

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	\$ 1992.15	\$2,877.83	\$0	\$4,869.98

Additional Information:



Economic Development Retail Sales Tax Board

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

QUARTERLY PERFORMANCE REPORT

Project Number:	Quarter: January 1- March 31, 2015	
Applicant/Sponsor: City of University City, Department of Community Development	Submittal Date: April 30, 2015	Name of Person Completing Report: Jodie Lloyd, Manager of Economic Development

Project Title: Street Banners

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

During the third quarter, the City provided funds for the design of the Olive Blvd street banners. The City received three bids for the work and awarded the design to Rye-Jol Limited Company.

% Complete: 5%

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	\$520.00	\$0	\$0	\$19,480

Additional Information:

Costs associated with banner fabrication will be expended in the fourth quarter. Banner installation will occur before the end of FY 15. A total of 68 banners were fabricated and will be placed on the city-owned pedestrian light poles along Olive Boulevard.



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QUARTERLY PERFORMANCE REPORT

Project Number:	Quarter: January 31-March 31, 2015	
Applicant/Sponsor: City of University City, Department of Community Development	Submittal Date: April 30, 2015	Name of Person Completing Report: 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. The City now has two projects that will improve the economic development potential on Olive Boulevard and plan to use the funds to begin these projects. The projects include:

- 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.

Budget Performance:

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
	\$160,059	\$38,400	\$ 0		\$ 121,659

The Economic Development Retail Sales Tax Q3 – Progress Report

TO: Jodie Lloyd
FROM: David Sandel – The Loop Media Hub Project
DATE: May 8, 2015
SUBJECT: EDRST Progress Report

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

The attached summary of work performed on this project is in response to your request for a Q3 Progress Report from Loop Media Hub (LMH) on our project. In general, we have worked extensively with the engineering firm of BHC Rhodes, the TDD, City of STL Street Department, University City Public Works, two electrical contractors and other designers, to develop both the fiber optic (wired) and Wi-Fi (wireless) internet systems along the Loop Trolley District. The BHC Rhodes civil engineering design and construction estimate for the fiber optic network was completed. The design was reviewed by both University City Public Works and City of STL Streets.

- a) The BHC Rhodes design was reviewed by both the TDD and the TDD's electrical contractor and accepted, without revision. Both the TDD electrical contractor and a second electrical contractor have provided pricing for the build. BHC Rhodes and other LMH representatives (especially me) have been actively involved in shepherding the fiber optic system through the design phase, despite some mild opposition from TDD's electrical contractor based on a lack of understanding of certain aspects of the design.
- b) A wireless service provider was released from contract due to non-performance.
- c) A new wireless design and funding plan has been developed and submitted to funding sources with provisions to extend funding beyond the completion of Loop Trolley construction.
- d) As a result of the work of BHC Rhodes' engineering support and LMH follow-through, TDD stands to save hundreds of thousands of dollars in construction and long term maintenance expense. Those savings will be summarized in the Q4 EDRST final report.
- e) A Memorandum of Understanding between the The Loop Media Hub, City of STL and University City Public Works has been agreed to in principle. Execution by the City of STL is imminent.
- f) A Maintenance Agreement between Loop Media Hub, City of STL, and City of University City has been agreed to in principle.

- g) Beyond the original EDRST funding request, additional civil, system engineering and program management expense has been incurred by BHC Rhodes and LMH to meet the challenges presented by the TDD. Those expenses will be summarized in the Q4 EDRST final report.

- h) The current level of proposed financial contributions that would be applied to the construction, operation and administration of the high speed network is \$ 1.0M. In addition, a separate financing plan for construction of the entire fiber optic system, with favorable financial terms, has been proposed by a vendor.



Economic Development Retail Sales Tax Board

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QUARTERLY PERFORMANCE REPORT

Project Number:	Quarter: 3rd Quarter	
Applicant/Sponsor: TOD Broadband Fiber Collaborative, LLC.	Submittal Date: May 5, 2015	Name of Person Completing Report: Michael Brickey

Project Title:
Broadband Fiber Feasibility Study for Olive Boulevard

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

Following from our meeting with Economic Development staff on 1/30/15 regarding our Draft Report, "The Benefits of Fiber to the Olive Commercial Corridor and Institutions, All Fiber Gigabit Networks," and next steps for implementation, TOD Broadband Fiber Collaborative has provided the following: on February 6, 2015 submitted a proposal for RFP process to put in place Community Broadband Fiber on Olive Boulevard, which included a proposed Scope of Work, Timeline, and Budget; on March 13, 2015 submitted "Draft Final Recommendations"; on April 10, 2015, submitted drafts of Olive and Regional broadband fiber surveys; on April 17, 2015, received approval of surveys; on April 17, 2015, submitted press release to members of the regional press; on April 24, 2015, received approval of promotional flyer for surveys, and are currently distributing 300 copies.

As defined in the Services Agreement Final Scope of Work:

- Element 3 (100%) Exploration of Ownership and Operations Models
 - Finalized and **Submitted 1/9/15**

- Element 4 (90%) Recommendations relative to application on Olive Boulevard corridor in University City
 - Held discussion with staff in re Draft Report and next steps for implementation on **1/30/15**
 - RFP scope, timeline and budget **Submitted 2/6/16**
 - "Draft Final Recommendations" **Submitted 3/13/15**
 - Olive Business survey & Regional Business survey **Submitted 4/10/15,**
 - Olive Business survey & Regional Business survey **Approved 4/17/15** and posted to www.ucitymo.org
 - Survey promotional Flyer **Approved 4/24/15**
 - 300 copies being distributed as of **5/1/15**

% Complete:

Budget Performance

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

Additional Information:



Department of Community Development

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

MEMORANDUM

TO: Chair and Members of the Economic Development Retail Sales Tax Board
FROM: Andrea Riganti, Director of Community Development
DATE: May 12, 2015
SUBJECT: Loop North Parking - Staff Recommendation

At the April 16, 2015 Economic Development Retail Sales Tax (EDRST) Board meeting, the Board voted on a recommended FY 16 EDRST budget. During budget deliberations, the Board discussed the Loop Special Business District's request for funds for fencing the City's Loop North parking lots. EDRST Board members requested additional information regarding fencing and use of reserve funds to finance the fence project.

At this time, the City of University City does not recommend the use of EDRST reserves to fund a fence around the city-owned parking lots. To date, approximately \$1 million in EDRST funds have been used to make significant improvements to the city-owned parking lots. An additional \$75,000 in EDRST funds will be spent in FY 16 for security cameras for both lots. Funds in EDRST are recommended to continue to support the on-going efforts to revitalize Olive Boulevard.

City staff consulted with the University City Police Department (UCPD). The UCPD does not support the use of a fence as a crime prevention measure for the parking lots. If a fence were to be effective, the entrances should be gated and secured. However, the City should not gate the public parking lots from a logistical standpoint – specifically, the parking lots are not staffed/monitored, the operational concerns of ingress/egress and more. In addition, the City has striped Loop North for on-street parking and would like to provide those patrons walk through access to the parking lot to support Loop businesses.

The UCPD supports the use of security cameras as a means to secure the parking lots.

The City of University City is undergoing a Comprehensive Plan update. The plan will include long-term economic development strategies and recommendations for the Loop, including parking strategies. In addition, the impact of the Loop Trolley to parking demands is unknown. Future needs may require structured parking or a parking lot expansion. Until these options have been fully explored, the fencing is not a recommended additional investment of public funds and is premature.

If the Loop Special Business District continues to support a fence around the parking lot, City staff recommends that LSBDD form a Community Improvement District (CID), conduct extensive community outreach, and if supported fund the fence through the CID.