



**Economic Development Retail Sales Tax Board**

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

**AGENDA**

**ECONOMIC DEVELOPMENT RETAIL SALES TAX BOARD**

Heman Park Community Center

975 Pennsylvania Ave, University City, MO 63130

4:00 p.m.; Thursday, April 14, 2016

1. **Roll Call**
2. **Approval of Minutes**
  - a. 2/18/16 Meeting Minutes (*discussion and vote*)
3. **Old Business**
4. **New Business**
  - a. 3/17/16 Public Hearing Meeting Summary (*no vote required*)
  - b. Fiscal Year 2017 Budget (*discussion and vote*)
5. **Other Business**
  - a. Public Comments (Limited to 3 minutes for individual's comments, 5 minutes for representatives of groups or organizations).
6. **Reports**
  - a. City Council Liaison
  - b. Staff Report
7. **Adjournment**

\* **NOTE:** Hardcopies of the Economic Development Retail Sales Tax Fiscal Year 2017 APPLICATIONS are available for the public to review at the University City Public Library and City Hall, 4<sup>th</sup> Floor. Electronic copies are available on the City's website, <http://www.ucitymo.org/673/Economic-Development-Retail-Sales-Tax>

**Economic Development Retail Sales Tax Board**  
**Meeting Minutes**  
**February 18, 2016**  
**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 4:03 p.m.

**Voting Members Present**

Raheem Adegboye  
Brendan O'Brien  
Robert Kuhlman, Jr.  
George Lenard  
Robyn Williams  
Mark Winer, Chair

**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

**Roll Call**

Meeting was called to order, all voting members present

**Approval of Minutes**

The minutes of the November 19, 2015 meeting were reviewed, discussed, and approved by a vote of 6-0.

**Old Business**

None

**New Business**

a. Board Membership and Revised Ordinances

Ms. Riganti stated that the City Ordinances for the EDRST Board have been revised. The City Council voted to add four new members to the Board, going from 5 members to 9 members. Two new members were appointed by the Mayor and confirmed by City Council. One additional member will be appointed by the School District and two members will be appointed by the St. Louis County Council. The Board welcomed the two new mayoral-appointed members, Mr. O'Brien and Ms. Williams.

i. Election of Officers (*discussion and vote*)

1. Chair – The Board nominated and unanimously voted for Mr. Winer to remain as Chair of the Board (6-0)
2. Vice-Chair – The Board nominated and unanimously voted for Mr. Lenard to be Vice-Chair of the Board (6-0)
3. Secretary – The Board nominated and unanimously voted for Mr. Kuhlman to remain as Secretary of the Board (6-0)

b. FY 16 2<sup>nd</sup> Quarter Reports (*informational*)

Ms. Lloyd stated that the Board packets included a second quarter report from FY 16 recipients. Ms. Lloyd stated that reports covered the period of September through December 2015. Each recipient completed the report. Projects and programs are on-time and on budget.

c. FY 17 – Economic Development Retail Sales Tax Fund – Applications and Applicant Presentations (10 minutes per applicant) (*Review and discussion*)

Mr. Winer stated that this year there are more applicants than in previous years. He stated that each applicant had 10 minutes for a presentation and Board members were welcome to ask questions after the presentation. Ms. Lloyd provided a brief overview of the EDRST funds including the use of funds based on the criteria developed by the EDRST Board and the state statute. Ms. Lloyd informed the Board that there is \$550,000 available for FY 17 programs and projects. Mr. Winer then invited each applicant to present to the Board.

- i. University City Chamber of Commerce – Gail Snider, Executive Director of the University City Chamber of Commerce provided an overview of projects being requested for funds in FY 17. Ms. Snider provided a brief overview of the mission and goals of the Chamber and stated that the Chamber represents all of University City businesses and the Chamber works closely with the City on Economic Development initiatives. The Chamber is requesting a total of \$95,500, the same amount requested last year. The funds requested will be used for marketing and advertising (\$50,000), maintaining the olive link website (\$8,000), a Lunar New Year celebration (\$15,000), a business district block party (\$5,500), the annual Taste of U City (\$7,000), and training and small business workshops (\$10,000).
- ii. Create Space Generator, Inc. – Julia Li and Autumn Wiggins of Create Space presented the \$150,000 request for SPACE- EntrepreneurSHIP. Ms. Li began the presentation by detailing the concept of Create Space, to support makers and artist and develop a true retail incubator in University City, the center of creativity. Funds will be used to support three programs: Create Space, an artist retail storefront in the Delmar Loop, Kitchen Space, a 24-hour culinary kitchen that can support food truck operators, bakers, and caterers and provide educational and cooking class, and Makers Space, a workshop and co-working space for makers and artists. The Create Space Generator, a registered non-profit will use funds to support the three programs.
- iii. Loop Special Business District – Joe Edwards, President of the Loop Special Business District (LSBD) provided an overview of project and fund requests for FY 17. Mr. Edwards stated that the LSBD is requesting funds for marketing (\$30,000), additional Loop events (\$90,000) and the Loop Ice Carnival (\$30,000) which attracts about 10,000 visitors to the Loop each year. In addition, some one-time projects are being requested including a one of a kind “Welcome to the Loop” illuminated sign (\$55,000) and tree grates (\$80,000). The LSBD is also requesting funds to print Delmar Loop brochures and update the directories (\$14,000) when new businesses come into the Loop. The last request is to continue to promote the Loop through an ad placement (\$10,500) in the official St. Louis Visitor’s Guide that is distributed to every hotel room in St. Louis.
- iv. U City In Bloom – Jesse Gilbertson, Director of Horticulture for U City In Bloom (UCIB) provided an overview of projects and funds request for FY 17. Mr. Gilbertson stated that UCIB is requesting funds for six projects; five on Olive Blvd and one on Delmar Blvd. UCIB maintains the planters along Delmar (\$8008) and would like to continue to provide that service with use of EDRST funds. In addition, the five Olive Blvd projects including maintaining nine gardens (\$14,218), maintaining the newer trees with water (\$8109) and groundcover (7,808), continuing the Olive hanging basket program (\$20,140), and maintaining the new Olive Blvd planters (\$9,997). UCIB also received a \$10,000 grant to add additional planters to bus stops along Olive Blvd.

- v. Loop Media Hub – David Sandel, Founder of the Loop Media Hub (LMH) provided an overview of the LMH's request for funding. The LMH is requesting \$50,000 to host a Delmar Boulevard Fall Visioning Workshop and create a playbook of recommendations. Mr. Sandel indicated that the LMH has partnered with Google and the Midwest Internet Exchange on a project for the Delmar Loop. The LMH is hosting a hackathon in the Spring and EDRST funds would be used to continue the project with a workshop and the development of the playbook in the Fall of 2016.
- L.O.O.P (Loving Opportunities Out of Poverty) – Darren Jackson, Executive Director of LOOP provided an overview of the organization and its funding request of \$40,000. Mr. Jackson stated that his organization is partnering with the University City High School to provide internship opportunities to students. The program would provide up to 20 at-risk students with a summer program designed to work on STEM programs and a community project in University City. The main objective will be to make the community a more inspiring place to live, learn, and work. LOOP hopes to provide youth an opportunity to develop ownership and the ability to leave a positive legacy in the community.
- vi. Midtown Farmers Market – Deb Henderson, Executive Director of the Midwest Association of Farmers Market (MAFM) provided an overview of the organization and its funding request. The MAFM is requesting \$40,000 in funding for events and marketing of the Farmers Market. Ms. Henderson stated that the Farmers Market plans to draw 60,000 visitors to the Loop on Saturday morning. She also stated that the Market acts as a “visitor center” for the Delmar Loop, by staffing an information booth. Events help attract and keep people at the Market. FY 17 events would include a Market Music Series and a local Chef's competition. Marketing will consist of posters, flyers, and ads in local publications. Ms. Henderson stated that the Market is in the Delmar Loop because of the existing infrastructure and the support of the property owner.
- vii. University City Department of Public Works and Parks – Sinan Alpaslan, Director of the Department of Public Works and Parks provided an overview of the Department's request. The Department is seeking \$62,097 in EDRST funds to upgrade the pedestrian lights on Delmar Blvd to LED. Mr. Alpaslan explained the benefits of upgrading to LED from High Pressure Sodium (HPS). The LED lights would provide better light distribution and be energy efficient. Jenny Wendt, Program Manager for the Department of Public Works and Parks provided in-depth information about light distribution and Kelvins for LED lights versus HPS.
- viii. University City Department of Community Development – Jodie Lloyd, Manager of Economic Development for the City of University City provided an overview of Department of Community Development requests. The Department is requesting funds for Citywide Marketing (\$15,000) programs. Marketing funds will be used to help attract new businesses to University City and for business retention by marketing existing businesses. The Department is requesting \$100,000 to continue to Façade Improvement Program. \$50,000 would be dedicated to the existing program in the International District and \$50,000 could be used citywide. The Department's final request is for Olive Boulevard Streetscape Improvements (\$160,000). Projects include five new bus shelters, upgrading the 102 pedestrian-scale lights to LED, adding planters, public art, and trash/recycle containers to thirteen bus stops, and starting a design phase for a pocket park at Kingsland and Olive Blvd.

Mr. Winer thanked all the applicants for their presentations. He then stated that the next step in the process is a Public Hearing scheduled for Thursday, March 17<sup>th</sup> at 6:00pm at the University City Public Library. EDRST Board attendance is not mandatory but encouraged.

## **Other Business**

- a. Public Comments

Mary Gorman, LSBDB Boardmember – Mary stated that she supports the LSBDB request for funding additional marketing and events in the Delmar Loop. Ms. Gorman would like to bring Arts in Motion back to the Loop and create an event for performances in the Loop.

## Reports

- a. Council Liaison Report – Mayor Welch had to leave the meeting early and did not provide an update.
- b. Staff Report – Ms. Lloyd provided the board with a number of updates including:
  - City and Chamber are hosting a Business Forum for Olive Blvd businesses on Wednesday March 9<sup>th</sup>. Two sessions will be conducted, 8am and 12:00pm.
  - New business are coming to the Loop – McArthur's Bakery, Three Dog Bakery, Oso – a Style Lab, Create Space, and Erkers Eyewear.
  - Staff held a Listening Session for Loop business and property owners on January 21<sup>st</sup>. A follow-up session was scheduled to discuss Loop Trolley construction and get an update on the construction schedule.

Meeting adjourned at 6:35 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 (EDRST)  
Public Hearing  
Meeting Summary  
March 17, 2016  
6:00 P.M.**

The City of University City's Community Development Department held a public hearing at the University City Public Library (6701 Delmar Blvd), University City, Missouri on March 17, 2016. The Public Hearing was to solicit comments on the FY 2017 Economic Development Retail Sales Tax funds.

**1. Economic Development Retail Sales Tax (EDRST) Overview**

Ms. Jodie Lloyd, Manager of Economic Development provided an overview of the EDRST including the use of revenue as stated in the City's municipal code and use of the funds to date, projects and programs. Ms. Lloyd also review past expenditure amounts and explained that FY 2017 budget is projected to be about \$550,000 for projects and programs. Ms. Lloyd also explained the next steps for the funding requests, including the next EDRST Board meeting followed by adoption of the budget by City Council.

**2. Review of FY 2017 Requests**

Ms. Lloyd reviewed the requests for funds from the organizations that are applying for FY 2017 EDRST.

**3. Public Comments**

Bonnidette Lantz, 8429 Ann Ave. St. Louis, MO

Ms. Lantz supports the request for Create Space. She indicated that without Create Space, she wouldn't have an opportunity to be an artist and maker in the Delmar Loop. Create Space is a great organization that has provided her and other artists with a fantastic opportunity.

Kevin Taylor, 7022 Canton Ave.

Mr. Taylor expressed concern about the lack of information provided at the meeting. He also indicated that the EDRST process doesn't seem accessible to the taxpayers. He wants to know the next steps in the process.

Alice Bloch, 7228 Shaftsbury Ave.

Ms. Bloch supports the Farmers Market. Her late husband served on the Board and was a major advocate for the market. The Farmers Market provided a community gathering space and place for residents to come together and support local farmers. She supports the use of funds for entertainment and enjoys the local musicians and events like yoga at the market.

Morton Hyman, 739 Harvard

Mr. Hyman is a resident of the University Heights neighborhood. He supports the Farmers Market as a place that can continue to grow and it brings the people together. He wants to see the market succeed.

Quentin Williams, Cintas Corporation

Mr. Williams stated that he supports the efforts of the University City Chamber of Commerce. He wants the Chamber to continue to grow and support the business community. The Chamber and City are working together to draw additional businesses into the City. He wants to see this effort continue.

Ellen Bern, 7001 Washington

Ms. Bern is supportive of the funds for the Chamber of Commerce. She said that the Chamber is a strong voice for the business community. She indicated that change on Olive Blvd can take many years and the successful Lunar New Year event was great for Olive Blvd but also for establishing relationships with property and business owners. Ms. Bern also thinks the EDRST Board should establish some parameters around marketing and event requests given the additional requests for funds. She doesn't want the EDRST to lose

sight of using the funds for bigger projects on Olive Blvd. She wants to ensure there are reserve funds for incentives for a multi-story building. Need to support sustainable long term changes.

Ken Rice, 8505 Delmar, Suite A

Mr. Rice is the President of the University City Chamber of Commerce. He stated that he appreciates the City's support of the Chamber. It has become a much stronger organization. With EDSRT support, the Chamber will continue to make progress and gather momentum. The Chamber is the voice for all U City businesses.

Patti Gealy, 7459 Stratford Ave.

Ms. Gealy indicated that she is a new resident of University City and a strong supporter of Create Space. She said Julia Li's passion and motivation will continue to prosper and be worthwhile for University City.

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

Prepared by: Jodie Lloyd,  
Manager of Economic Development



**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  
FROM: Jodie Lloyd, Manager of Economic Development  
DATE: March 31, 2016  
SUBJECT: FY 17 EDRST Budget and Staff Analysis

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The FY 17 Economic Development Retail Sales Tax budget for programs and projects is \$550,000. Nine applicants have requested funding for twenty seven projects and/or programs for a total of \$1,090,377. Staff has evaluated each application based on the following criteria as set forth in the Funding Priority Guidelines developed by the Board in 2013:

- Alignment of the project with the City's Comprehensive Plan or other approved planning documents.
- Ability of the applicant to leverage additional financial resources for the project.
- Ability of the project to be a long-lasting and value added investment.
- Ability of the project to redevelop vacant or underutilized commercial and industrial properties located in target redevelopment areas.
- Potential for the project to act as a catalyst for additional development activity.
- Potential for project to provide additional employment opportunities.
- Potential for the project to provide unmet needs, limiting duplication.
- Appropriate alignment of business fit with the target area.
- Other criteria that may be defined on a project by project basis.

Per Municipal Code, the recommended budget cannot exceed anticipated revenues. Therefore staff is recommending a balanced budget of \$550,000 for projects and programs. In addition, staff is recommending \$110,000 to be used from Olive Reserve funds through the appropriate amendment process.

### Staff Analysis

See attached spreadsheet for evaluation and score of each application. Below is additional information and notes based upon staff review of each project.

#### Create Space – EntrepreneurSHIP

- \$150,000 Request; \$100,000 Recommended from FY 17 EDRST budget and \$50,000 Olive Reserves, at a later date provided that conditions are met

Recommending \$100,000 (\$150,000 request) to be allocated in FY 17 funds. An additional \$50,000 is requested in Olive Reserves to be distributed when Create Space has demonstrated an ability to execute the three components of the program: Create Space Generator, Make Space, and Kitchen Space. To that end, staff requests specifics metrics such as ability to launch programs, ability to leverage additional funds



from grants or sponsorships, benefits to University City residents, and ability to help retain artists/makers into U City. An additional \$50,000 from the Olive Reserves can be accessed after Create Space presents on metrics to the EDRST Board no later than November 2016.

### **University City Department of Community Development**

- \$275,000 Request; \$150,123 Recommended in FY 17 and \$60,000 Olive Reserves

Recommending \$60,000 (\$100,000 request) for Façade Improvement Program to continue the program in the International District and allow other properties along Olive Boulevard to participate with priority given to properties in the International District. Façade Improvement Program projects generate more economic development and an impact when clustered. For this reason and due to the number of projects to fund this year, staff does not recommend expanding the program to all of University City at this time.

Recommending \$80,000 (\$150,000 request) in FY 17 funds for the Olive Boulevard Streetscape Improvements and additional \$60,000 in Olive Reserves for upgrading the pedestrian lights to LED. \$80,000 will be used for bus shelters, planters, and public art on Olive Blvd. The \$10,000 request for the Kingsland pocket park project is not recommended to move forward at this time.

Recommending \$10,123 (\$15,000 request) for citywide marketing. Funding has been reduced, as some marketing efforts may be coordinated with Chamber of Commerce and Loop Special Business District efforts.

### **University City Chamber of Commerce**

- \$95,500 Request; \$70,000 Recommended

Recommending requested funding for The Olive Link management (\$8,000), Training Programs (\$10,000), Lunar New Year (\$15,000), and Taste of U City (\$7,000). Recommending \$35,000 (\$50,000 request) for Chamber marketing and advertising. Some efforts can be coordinated with the Loop Special Business District. Staff is not recommending funding for the Business Block Party.

### **Loop Special Business District (LSBD)**

- \$309,500 Request; \$89,500 Recommended

Recommending requested funds for Loop Brochures (\$14,000) and the Official Visitor Guide (\$10,500). Staff recommending \$5,000 (\$30,000 request) for Marketing. LSBD already has a marketing director for marketing functions. \$5,000 is sufficient for Search Engine Optimization (SEO), per the application request. In FY 15, the EDRST provided the LSBD with \$20,000 for a new website which included SEO features. Staff recommends \$5,000 but if the LSBD provides the City with three bids for SEO services and the cost is more, LSBD can use a portion of City Marketing funds.

Recommending \$60,000 (\$120,000) request for Loop events. While events draw people into the Loop, the LSBD needs to provide some event funding from its budget or form a Community Improvement District (CID), which could also provide funding for this effort. The recommended \$60,000 of EDRST funds for events focused just in the Loop is sufficient support

At this time, staff is not recommending funds for Tree Grates or the Welcome to the Loop sign. The tree grate project should be coordinated with the City's Public Works and Parks Department and funding provided through its general budget or a joint grant application. The Welcome to the Loop sign doesn't meet the criteria for EDRST funds. If the LSBDD would like to pursue the sign, staff recommends a community outreach process be initiated as well identification of matching funds, such as LSBDD general fund or CID, if formed.

#### **Loop Media Hub (LMH)**

- \$50,000 Request; \$0 Recommended

Staff is not recommending funds for the Loop Media Hub Playbook. The LMH has shown no ability to follow-through with use of EDRST funds. The Playbook project is vague and doesn't meet the criteria for funding.

#### **Loving Opportunities out of Poverty (LOOP)**

- \$40,000 Request; \$0 Recommended

Staff is not recommending funds for the LOOP. The program does not meet the criteria for funding. In addition, City general fund revenues already support a summer jobs program for University City High School youth. This program would be duplicative.

#### **University City Department of Public Works and Parks**

- \$62,097 Request; \$62,097 Recommended

Staff recommends funding for this project, as it meets the criteria for funding. Long-term infrastructure on both Olive and Delmar Boulevards is supported by EDRST.

#### **U City In Bloom (UCIB)**

- \$68,280 Request; \$68,280 Recommended

Staff recommends funding for the six UCIB projects. Projects meet the criteria for funding.

#### **Midtown Farmers Market**

- \$40,000 Request; \$10,000 Recommended

Staff recommends partial funding for the Midtown Farmers Market events and marketing. The City is very supportive of the Farmers Market and provides the Market with the city parking lot, trash and recycle containers and pick-up, police presence, and barriers at zero cost. The City also provides free marketing for the Midtown Farmers Market through the ROARS newsletter and banners throughout the City. However, the Midtown Farmers Market does not fully meet the criteria for EDRST funding. The Market should seek funding from the Loop Special Business Districts, the City general fund, or grants and sponsorship.

**Economic Development Retail Sales Tax - FY 17 Project List**

Applicant	Project Title	Funding Request	Alignment with Comp Plan	Ability to leverage additional financial resources	Ability to be long-lasting and value added	Ability to redevelop vacant properties	Potential to act as catalyst for additional develop.	Potential to provide employment opportunity	Appropriate alignment of business fit in target area	SCORE	Location	FY 17 Recommended Funding
Create Space	SPACE- EntrepreneurSHIP	\$150,000	2	2	2	1	2	2	1.5	1.79	Delmar Loop and Olive Blvd	\$100,000
U City - Community Development	Facade Improvement Program	\$100,000	2	1	2	1	1.5	0.5	2	1.43	Olive Blvd	\$60,000
U City - Community Development	Olive Streetscape Project	\$160,000	2	1	2	1	1.5	0.5	2	1.43	Olive Blvd	\$80,000
U City - Community Development	Marketing	\$15,000	1.5	1	1	1	1.5	0.5	2	1.21	Citywide	\$10,123
University City Chamber of Commerce	olivelink.com management	\$8,000	1.5	1.5	2	1	1.5	0	2	1.36	Olive Blvd	\$8,000
University City Chamber of Commerce	Citywide Marketing and Advertising Campaign	\$50,000	1.5	2	2	0.5	1	0.5	2	1.36	Citywide	\$30,000
University City Chamber of Commerce	Training Program/ Small Business Workshops	\$10,000	2	1	2	0	0.5	2	2	1.36	Citywide	\$10,000
University City Chamber of Commerce	Taste of U City	\$7,000	1.5	2	1	0	0	1	2	1.07	Citywide	\$7,000
University City Chamber of Commerce	Lunar New Year Celebration Event	\$15,000	1	2	2	0.5	0	0	2	1.07	Olive Blvd	\$15,000
University City Chamber of Commerce	Business District Block Party	\$5,500	1.5	1	1	0	0.5	0	2	0.86	TBD	\$0
Loop Special Business District	Marketing	\$30,000	1.5	0	1	0.5	1	0.5	2	0.93	Delmar Loop	\$5,000
Loop Special Business District	Loop Brochures and Directory	\$14,000	1	1.5	1.5	0	0.5	1	2	1.07	Delmar Loop	\$14,000
Loop Special Business District	Loop Events	\$90,000	1.5	2	1	0	0	1	2	1.07	Delmar Loop	\$60,000
Loop Special Business District	Official Visitors Guide	\$10,500	1	2	1	0	0.5	1	2	1.07	Delmar Loop	\$10,500
Loop Special Business District	Loop Ice Carnival	\$30,000										\$0
Loop Special Business District	Loop Tree Grate Improvements	\$80,000	1.5	0	2	0	0.5	0	1.5	0.79	Delmar Loop	\$0
Loop Special Business District	Welcome to the Loop sign	\$55,000	0	0	1	0	0	0	0.5	0.21	Delmar Loop	\$0
Loop Media Hub	Visioning Workshop and Playbook	\$50,000	0.5	1	0.5	0.5	0.5	1	0.5	0.64	Delmar Loop	\$0
Loving Opportunities Out Of Poverty	Youth Internships/Mentoring and Community Project	\$40,000	2	1	1	0	0	0.5	0	0.64	Citywide	\$0
U City - Public Works and Parks	Delmar Pedestrian Lighting	\$62,097	2	1	2	0	0.5	0	2	1.07	Delmar Loop	\$62,097
U City In Bloom	Olive Tree Care	\$8,109	1.5	1	0.5	1	1	0	2	1.00	Olive Blvd	\$8,109
U City In Bloom	Delmar Planters	\$8,008	1.5	1	0.5	1	1	0	2	1.00	Delmar Loop	\$8,008
U City In Bloom	Olive Hanging Baskets - Midland to Grant	\$20,140	1.5	1	0.5	1	1	0	2	1.00	Olive Blvd	\$20,140
U City In Bloom	Maintain 9 Olive Gardens	\$14,218	1.5	1	0.5	1	1	0	2	1.00	Olive Blvd	\$14,218
U City In Bloom	Olive Decorative Planters	\$9,997	1.5	1	0.5	1	1	0	2	1.00	Olive Blvd	\$9,997
U City In Bloom	Olive Ground Cover at Trees	\$7,808	1.5	1	0.5	1	1	0	2	1.00	Olive Blvd	\$7,808
Midtown Farmers Market	Events and Marketing	\$40,000	1.5	2	0.5	0	0	0.5	0.5	0.71	Delmar Loop	\$10,000
<b>TOTAL FUNDS REQUESTED</b>		<b>\$1,090,377</b>										
TOTAL FUNDS AVAILABLE		\$550,000										\$550,000
OLIVE RESERVES	Create Space (\$50k) and Olive Light Project (60k)											\$110,000

**SCORING**  
 Little or no alignment with criteria 0  
 Moderate alignment with criteria 1  
 Strong alignment with criteria 2