



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 19, 2016

- 1. Roll Call**
- 2. Approval of Minutes**
 - a. 4/16/16 Meeting Minutes (*discussion and vote*)
- 3. Old Business**
- 4. New Business**
 - a. FY 16 3rd Quarter Reports (*informational*)
 - b. Fiscal Year 2017 Reporting Process (*discussion*)
 - c. Forgivable Loan Program – Process (*discussion and possible vote*)
 - d. Olive Boulevard Development – Senn Bierwerks (*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 14, 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 4:05 p.m.

Voting Members Present:

Mr. O'Brien
Mr. Adegboye
Mr. Winer
Mr. Kuhlman

Voting Members – Not Present:

Mr. Coleman
Ms. Williams
Mr. Lenard

Non-Voting Members Present:

Ms. Welsch, Mayor
Mr. Edwards, Loop Special Business District

Non-Voting Members – Not Present:

Tim O'Donnell, University City Chamber of Commerce

Staff Present:

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

Roll Call:

Meeting was called to order, three voting members not present.

Approval of Minutes:

The minutes of the February 18, 2016 were reviewed and approved by a vote of 4-0.

Old Business:

None

New Business:

a. 3/17/16 Public Hearing Meeting Summary

Mr. Winer indicated that public hearing on the proposed EDRST budget for FY17 was held at University City Library. Staff indicated that a meeting summary had been provided in the packet. There were public comments from nine members of the community.

b. Fiscal Year 2017 Budget

Mr. Winer stated that a staff recommendation had been prepared for EDRSTB consideration based on statutory criteria and EDRSTB policy. Ms. Riganti reminded the EDRSTB of on the use of the sales tax per the City's Ordinance. The staff recommendation was weighted from the Board's criteria and ranked the applications on a three-point system. Ms. Riganti indicated that the EDRSTB would be making recommendations based on anticipated available revenues of \$550,000, which meant that some requests will need to be reduced or eliminated.

Other Business, Public Comments:

Mr. Edwards, representing Loop Special Business District, 6504 Delmar, President of Loop Special Business District, endorsed the recommendation for Loop brochures and Directory, and Loop Ice Carnival being funded. He would like the tree grate improvements to occur, perhaps funded by general revenues. He strongly encouraged the EDRSTB to recommend funding the "Welcome to the Loop" sign.

Ms. Deborah Henderson, 6124 Victoria Avenue, spoke on behalf of the Midtown Farmer's Market. She spoke of the benefits of farmer's markets and her experience in the City of Clayton. and the need the farmer's market to be supported. Ms. Henderson stated that her if her request was not fully funded, she would like the EDRSTB to maintain the \$21,000 they received last year.

Mr. Kevin Taylor, 7022 Canton Avenue asked for clarification on fund reserves, when used, and by what criteria. He asked the Board to have a dialogue in public, to have an understanding of their knowledge about the particular process.

Mr. Kuhlman then responded to Mr. Taylor and stated, the Board met several years ago to put a lot of structure into this process, so it is not a subjective exercise, it is a scientific exercise. The Board considers whether or not the project has an impact on the long-term economic impact of the city; we recommend funds. Nobody meets outside this meeting. The staff takes time to take data from projects, and track existing projects. He stated that the Board is trying to allocate money across the whole city. That is why they maintained a reserve for Olive; they are ready to give money for someone who wants to develop Olive.

Mr. O'Brien stated it makes sense to him that the city keeps a reserve; as things progress it should be noted the amount in the fund; it is important not to flush the account in case something comes along. The process, although not perfect, seems to be working.

Mayor Welsch stated this was a volunteer board; she was impressed that as Mr. Kuhlman said, the process has been professionalized; the rating system has been very much improved.

Regarding the reserves, in the past they had an opportunity to use all the reserves for property acquisition, but the City's efforts were not successful due to another favorable contract.

b. Fiscal Year 2017 Budget

Mr. Winer stated that the Board should review staff recommendations line by line and vote for each request.

The Board voted to approve the majority of staff's recommendation with the following changes:

- Move Chamber's Olive Link funds (\$8,000) to Olive Reserves
- Reduce Delmar Pedestrian Lighting Project by \$3k to \$59,097. Add \$3,000 to reserves to fund rest of the lights.
- Increase Midtown Farmers Market funding to \$21,000
- Olive Reserves to be increased to \$118,000. Use \$3,000 in general reserves for Delmar Lighting Project. Total reserves - \$121,000

The Board members discussed the Welcome to the Loop sign. The Board members stated that they were open to funding the Loop sign and suggested that Mr. Edwards come back in November with the request, with community input, a survey of people in the Loop, and more firm numbers. Mayor Welsch requested that the minutes show that more research will be done and be expected regarding follow-up for the project. Mr. Edwards indicated that he would get public support for the sign and come back with additional information such as cost, design details, and electricity information, who pays for it, and other details.

The Board also discussed the Create Space \$50,000 reserves recommended by staff. Create Space will have to come back to the Board to provide an update and status report on the programs and construction before the additional \$50,000 will be recommended for approval. Staff will work on a number of metrics for Create Space.

Reports

a. City Council Liaison

Mayor Welsch stated the city will relocate the Police Department by fall. The city approved the option to construct a new police facility, estimated to cost \$12.5 million. There is \$7million set aside in reserves for that purpose, leaving a funding gap. Council will work to identify how to obtain the additional funds .Ms. Riganti stated that the police facility is not mandated to be in a certain location, such as in the center of the City. Staff identified potential sites and is in confidential discussions. .

Councilmember Steven Kraft will be stepping down in the future. No process has been discussed about how to appoint his successor.

The budget review will occur over the next 6-7 weeks. Fair UCity, Jazz Festival (proceeds to UCity Comm. Foundation, are setting up their inaugural board and looking for people in the city to serve on that board.)

b. Staff Report

Ms. Lloyd announced the Spring Lion Pages will be out soon with a new listing of businesses in the community. There will be a neighborhood cleanup in the Loop, Sat. April 23rd, and the City has published a new guide – How to Open A Business in University City.

The meeting adjourned at 5:55 p.m.



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QUARTERLY PERFORMANCE REPORT

Project Number:	Quarter: Quarter 3	
Applicant: Julia Li	Submittal Date: 5/5/16	Name of Person Completing Report: Julia Li

Project Title: MAKE SPACE

Activity Progress Narrative:

What specific activities were completed this quarter:

This quarter, we've begun to bring in our contractors to complete specific projects on the build out.

Upstairs, framing and drywall are complete, we are now working on pulling electrical. Downstairs, the hoods have gone up and the duct work has started. Plumbing contractor has given his feedback and we'll dig up complete for plumbing work next.

Make Space team has continued to be active in the Start up community and has generated excitement about the current incentive programs available in University City and the entrepreneurial programs being developed on Olive Blvd.

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

Our milestones this quarter were to be deep into Phase II of construction which is framing, electrical, plumbing and drywall.

Also describe project goals achieved:

We achieved our goals of being deep into construction and are finalists in the Regional Arts Commission grants. We are hosting an info session on "Whats to Come" at CIC/ Cortex.

Budget Performance:

Program/Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Remaining EDRST Funds
Make Space Engineering	2555	2555		
Make Space work/ Andre	3000	3000		
Make Space work/ Andre	4000	4000		
Make Space Work/ Andre	4000	4000		
Kitchen Mechanical	15175	15175		
Make Space Work/ Andre	4000	4000		
		\$32,730		6,145

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

Yes, we are right in the middle of our construction target and our contractors are all lined up. We will serve the community with educational opportunities and attract other maker / inventors from other regions of St Louis.

We will be hosting another session offsite in the St Louis community to talk about KITCHEN and MAKE SPACE as previews to what's to come in University City.

This quarter we'll begin work on our website and will begin on creative materials to start the recruitment process.



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QUARTERLY PERFORMANCE REPORT

Project Number: 6040	Quarter: Third, January 1-March 31, 2016	
Applicant: Midwest Association of Farmers Markets	Submittal Date: April 1, 2016	Name of Person Completing Report: Deborah Henderson

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

Activity Progress Narrative:

WHAT SPECIFIC ACTIVITIES WERE COMPLETED THIS QUARTER:

The EDRST third quarter falls during the first part of the year when we focus on the farmer’s market schedule and set-up for the whole season. We apply for grants; pursue sponsorships; confirm and recruit market farmers and vendors; negotiate facility agreements; update applications and information forms; renew permits, licenses, insurance and contracts; attend community and municipal meetings; and attend regional farmers’ market meetings.

This is also the time period when we complete spring cleaning; make tent and other equipment repairs; and take inventory and restock supplies. In cooperation with the property owner, we help make repairs on the market facility as needed. We are readying our planters and grounds for spring plantings of flowers and greenery utilizing the work we began last year with a St. Louis Earth Day Action Grant.

PLEASE DESCRIBE MILESTONES (PER YOUR APPLICATION) ACHIEVED DURING THIS REPORTING PERIOD:

During this reporting period, we held one Spring Farmers Market in March.

For the 2016 Market Season, we are pleased to report that we have already received a couple of small matching grants from St Louis Earth Day and the Missouri Department of Agriculture.

ALSO DESCRIBE PROJECT GOALS ACHIEVED:

As described above, our goals this season were to focus on the market schedule, set up and other items listed. All of this preparation is crucial to creating a successful, inviting and smoothly operating farmers market.

Specific to marketing, we began creating graphics for ads, fliers, banners, press releases and other marketing material that will be used to launch and promote the Farmers Market this year.

Budget Performance:

Program/Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Remaining EDRST Funds
Marketing/Events	\$21,500	\$00.00	\$17,876.67	\$3623.33

ADDITIONAL INFORMATION: IS THE PROJECT ON TARGET TO MEET ECONOMIC DEVELOPMENT GOALS AND OBJECTIVES?

As we work on **finishing our First Year Of EDRST Fiscal Support from University City**, we are on target to meet our goals and objectives. This is especially true if funding continues into FY17 and now that most of the trolley road construction is completed on Delmar Blvd.

Creating and operating a successful farmers market is not only contingent upon financial and municipal support, it's also contingent on building positive community interaction and partnerships. To this end we have either supported or collaborated on a number of projects and events in University City. Being a good neighbor is important to us.

Here's a list:

U City Summer Band Concerts: In 2014 and 2015 we stored the bands chairs in the market shed and coordinated their delivery and pick-up with the Public Works Dept on the band's behalf. For all 6 concerts in the series, we went over to the market and got the band's chairs out of the shed and then went back at night to put them away.

Tents for Special Events: We lent our market tents to the LSBDD, Public Works Recycling Dept and others for Chalk the Loop, The Loop Ice Carnival, and The Loop is Open events. We delivered tents before the events, set-up them up and took them down after the events.

Community Booth Space at Market: We offer our Market Community Tent to U City and other area non-profits free of charge. So far the U City Public Library, U City in Bloom, Community Development and Public Works Depts, Green Practices Commission, U City Safety Month, Great Rivers Greenway, Mid-County YMCA, St Louis Earth Day, Earthdance Farms, local Scouting Troops, and a couple of area pre-schools have used the Community Tent to provide outreach about their projects and services.

Reduction in Recycling Waste: We are very grateful for the City's Public Works support and strive to both simplify and reduce usage of services to improve efficiency and economy. In 2015 we were able to reduce our recycling pick-up to once per month and we handle our own trash disposal.

City Property Clean-Up: One or two times a week during season we clean up the farmer's market property by picking up trash and pulling weeds. We also do this in Parking Lot #4 in a radius of about 50-75 feet surrounding the market, the market plaza and the sidewalk by Delmar in front of the property.

A side note of having a very clean and well landscaped environment is that it denotes safety to a lot of people. A safe environment is imperative to a creating a successful farmers market as well as a local business district. We help provide this as evidenced by the wide age ranges of our patrons. Everyone from seniors to young parents with children feel safe coming to our farmers market.

BRIEFLY DESCRIBE NEXT QUARTER'S GOAL?

During the fourth quarter, we will open the regular market season with three smaller spring markets in April. Then in May as our summer farmers and other vendors arrive we begin to add special events and promotions.

One of our goals in the fourth quarter, as we finish up our first year of fiscal support from the City, is to improve customer attraction and retention from areas outside U City, which include many patrons who followed us when we moved to The Loop. These include Clayton, Central West End, Richmond Heights, Brentwood, Olivette, Creve Coeur and Ladue. Last year we received a number of calls from Overland and Bridgeton residents.

We lost about a third of our customers when we moved from Clayton to U City. This occurred in part because both Clayton and Creve Coeur opened markets in this area in 2014 and it divided both our customer and vendor bases. Even though the Clayton one is now closed, we want to focus on ways to bring those patrons back.

Another goal is to improve our community outreach within University City. Towards the end of the 2015 market season, we began to see an increase in visitors from the neighborhoods to the north and northwest of the market, including Parkview Gardens, Partridge Heights and some areas around Heman Park and Olive. We hope to improve upon this.

With continued EDRST support through the 2017 Fiscal Year, we are confident that we can continue to provide a Community Farmers Market to all of University City residents and eventually become a premier destination market in this inner suburban area of St. Louis County.



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QUARTERLY PERFORMANCE REPORT

Project Number: 6013	Quarter: 3rd Quarter	
Applicant: Loop Special Business District	Submittal Date: 4/5/16	Name of Person Completing Report: Jessica Bueler

Project Title:

Ad in Official Visitor's Guide

Activity Progress Narrative:

What specific activities were completed this quarter:

Submitted full page ad with SLCVC.

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

Created ad for SLCVC and submitted for print in 450,000 copies of the Explore St. Louis guide.

Also describe project goals achieved:

Increasing awareness of the Delmar Loop as, "one of the 10 great streets in America" as designated by the American Planning Association.

Budget Performance:

Program/Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Remaining EDRST Funds
Ad in Official Visitors Guide	\$10,500	\$10,344.40	0	\$155.60

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

100% of the goal has been completed. We look forward to working with the SLCVC to increase tourism in the Delmar Loop.



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QUARTERLY PERFORMANCE REPORT

Project Number: 6040	Quarter: 3rd Quarter	
Applicant: Loop Special Business District	Submittal Date: 4/5/16	Name of Person Completing Report: Jessica Bueler

Project Title:

Loop Ice Carnival

Activity Progress Narrative:

What specific activities were completed this quarter:

The 2016 Loop Ice Carnival took place in January and attracted more than 9,000 patrons to the family-friendly event. All reimbursement reports have been submitted.

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

All reimbursement reports have been submitted.

Also describe project goals achieved:

All reimbursement reports have been submitted.

Budget Performance:

Program/Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Remaining EDRST Funds
Ice Carnival	\$22,500	\$22,500	\$0	\$0

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

Yes, and all reimbursement reports have been submitted.



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QUARTERLY PERFORMANCE REPORT

Project Number: 6150	Quarter: 3rd Quarter	
Applicant: Loop Special Business District	Submittal Date: 4/8/16	Name of Person Completing Report: Jessica Bueler

Project Title:

Loop Brochures/Marketing

Activity Progress Narrative:

What specific activities were completed this quarter:

LSBD Chair, Joe Edwards is compiling data to update the Loop Special Business District brochures.

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

Updated data on Loop businesses has been collected and is being distributed to the company that will updates The Loop brochure information.

Also describe project goals achieved:

Collecting new business info and allowing existing businesses the opportunity to update their existing listing.

Budget Performance:

Program/Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Remaining EDRST Funds
Loop Brochures/Marketing	\$12,000	\$0	\$0	\$12,000

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

Finalize the 2016 Loop Map and Brochure.



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QUARTERLY PERFORMANCE REPORT

Project Number: Lunar New Year 6040	Quarter: 3th Quarter FY16	
Applicant/Sponsor: U City Chamber of Commerce	Submittal Date: April 29, 2016	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:

We ran an extremely successful Lunar New Year Festival. We executed five separate events including a Lunar Brew Tasting February 12 in the new Create Space facility, a prosperity banquet for media February 17, Lunar Banquets at three Asian restaurants February 18 and a Parade and Night Market on February 19. We partnered with U City School District, U City High School, Washington University Chinese Student Association and the regional Asian Chamber of Commerce. We estimate attendance at the varied events to be over 2000 in our first year.

The EDRST money was spent on program development, permits, security, entertainment, decorations and supplies. We secured a generous donation from the Mandarin House Banquet Center to use their facility for the Saturday night performances and the Night Market. We also secured another banquet location adjacent to the Mandarin House Center. We secured four restaurants for the Friday night banquet, LuLu Seafood, Mandarin House, Wonton King and Wei Hong (which subsequently dropped out).

% Complete: 100% complete

Budget Performance:

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
Lunar New Year 6040	\$15,000	\$11,000	\$4,000		\$0

Additional Information:



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QUARTERLY PERFORMANCE REPORT

Project Number: Olive Link Website 6010	Quarter: 3rd Quarter FY16	
Applicant/Sponsor: U City Chamber of Commerce	Submittal Date: April 29, 2016	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:

Continued efforts to reach out to property owners. Decided to feature a property on the site, now that we have a consumer/community. Met with third-party vendor to explore linking our site to a professional property listing organization.

Ongoing progress is being made on rebranding the Economic Development page to a News and Events page. We wrote and posted a new business profile on The Olive Green International. Interviews completed for Sutter Meyer Farmhouse, Beyers Lumber and Professional Revenue Management.

We updated the Olive Link business directory to include all the ethnic dining options on the Link.

Continued work with property owners and businesses to create more community events on Olive.

% Complete: 75% 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	\$4,000		\$2,000

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: 3rd Quarter FY16	
Applicant/Sponsor: U City Chamber of Commerce	Submittal Date: April 29, 2016	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 the quarter.

Program development began in earnest for the May 12, 2016 Taste of U City. We expect to have more than 35 restaurants again this year. We have moved to the Mandarin House Banquet Center, which has generously donated the facility space.

Publicity began during the quarter including advertising, flyers, banners, calendar listings in various media outlets and we have begun working on free PR story placements.

This event is time-intensive to coordinate all the restaurants, health department forms and logistics.

% Complete: 20% 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:

Scheduled for May 12, 2016 from 5-8 PM.



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QUARTERLY PERFORMANCE REPORT

Project Number: Training 6040	Quarter: 3rd Quarter FY16	
Applicant/Sponsor: U City Chamber of Commerce	Submittal Date: April 29, 2016	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:

Conducted a workshop on January 12 in partnership with the library on Lynda.com. Lynda.com offers more than 3,000 online videos and tutorials on a wide range of subjects, such as specific business skills and business programs such as Excel, Photoshop, InDesign and accounting software.

We have started program development on a web site workshop to assist our smallest (mostly home-based) businesses.

We have scheduled a workshop on business planning with Create Space for May 19 at the library from 9:15 to noon.

We are currently recruiting speakers for the remaining workshops:

- Financial Resources: May 17th. Targeted speaker from St Louis City/County Economic Development
- Getting Started with Technology: May 24th. An open discussion with (targeted speaker: Richard Wademan)
- Legal Issues – Contracts: June 14th. Targeted speaker: VLAA
- Brand Identity Logo and Design: June 28. Autumn Wiggins, Create Space
- Creative Financing July 26th. Targeted speaker:
- Publicity in a Digital World: August 9th. Targeted speaker: ALIVE Mag
- Social Media Marketing For Product Makers: August 23rd. Targeted speaker: A successful maker.

% Complete: 75% complete

Budget Performance:

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
Trainings 6040	\$10,000	\$2,500	\$5,000		\$2,500

Additional Information:



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QUARTERLY PERFORMANCE REPORT

Project Number: Advertising/PR 6010	Quarter: 3rd Quarter FY16	
Applicant/Sponsor: U City Chamber of Commerce	Submittal Date: April 29, 2016	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:

Continued ad campaign highlighting dining options in the Olive Link International District featuring individual businesses each week in Wash U Student Life Newspaper. Obtained center spread for Ethnic Dining Guide in the RFT. Reviewing media buy with Alive Magazine for an integrated Olive campaign to raise awareness and interest on Olive. Advertised Lunar New Year in RFT, West End Word (insert) and Chinese American News. We also did a media sponsorship package with Go! Magazine.

Continued social media campaign focusing on key messages we developed during the year: Promote U. City seasonal events, entice people to shop, dine, and enjoy U. City and promote featured businesses throughout the City

In the past year our Twitter account has gained 965 followers. (1015.79% increase from May 2015) and our Instagram now has 2,522 followers.

In the past year the Facebook account has gained 242 new Facebook Fans. (56.81% increase from May 2015) and reached 76,338 unique people (875% increase from May 2015)

Our campaign messages have been viewed a total of 458,817 times. (2,693% increase from May 2015).

% Complete: 75% 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	\$7,949.67	\$24,666.45		\$17,383.88

Additional Information:



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QUARTERLY PERFORMANCE REPORT

Project Number: North and South Block Party 6040	Quarter: 3rd Quarter FY16	
Applicant/Sponsor: U City Chamber of Commerce	Submittal Date: April 29, 2016	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 Q3 on this project.

% Complete: 10% Complete

Budget Performance:

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

Additional Information:

Probable date: Sunday, June 26, 2016



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QUARTERLY PERFORMANCE REPORT

Project Number:	Quarter: 3rd	
Applicant/Sponsor: U City in Bloom	Submittal Date: May 2 nd , 2016	Name of Person Completing Report: 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 3st, 4th, and 1st quarters.

Planning and plant selection for the upcoming growing season.
Plants ordered with delivery dates
Sourcing moss liners and quality water retentive growing media.
Baskets and moss delivered to the grower – Sunnyview Gardens

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
Designed, fabricated, planted and maintained baskets	\$21,945	\$5486.25	\$21,945.00		\$5486.25

Additional Information:



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QUARTERLY PERFORMANCE REPORT

Project Number:	Quarter: 3rd	
Applicant/Sponsor: U City in Bloom	Submittal Date: May 2, 2016	Name of Person Completing Report: Jesse Gilbertson

Project Title:

Interchange District Planters – 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 3rd, 4th, and 1st quarters.

The scope of this project has changed with the approval of the Community Development team. Rather than install hanging baskets, 27 large planters have been selected 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. The original hanging baskets and brackets were to be purchased by Community Development with UCB EDRST funds and owned by the City of University City and this will be the same arrangement with the planters. We will have the containers selected, purchased in the 3rd quarter and planted by the 4th quarter of the fiscal year. UCB will start billing for the remainder of the funds in February 2016. There will be an overage not used by UCB as the scope and change of this project was cheaper than the original proposal.

24 of the containers have been placed on Olive. The remaining will be placed ASAP.
Soil was ordered and amended and added to the containers.
Plants have been selected and ordered

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

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. Planters have been selected and ordered.	\$36,867.00	\$14,715 hard goods paid by U City. \$2791.25 Invoiced to UCB TOTAL = \$17506.25	\$0.00	\$	\$19360.75 - Original (\$8373.75 to be billed in 4 th quarter, leaving a \$10,987.00 overage not to be used)

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: 3rd	
Applicant/Sponsor: U City in Bloom	Submittal Date: May 2nd, 2016	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 2015 fiscal year on July 1 UCB has maintained the plants installed in the 90 planters during the spring of 2015 under the previous year’s funding.

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

Tasks completed for the 3nd quarter:

- UCB staff and volunteers have been removing trash and weeding in this quarter
- Coordinating with Public Works on planter locations.
- Plants have been selected and ordered for the summer display
- Discuss placement with Ewald Winker and business owners.

% 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	\$7,744.00	\$1084.00	\$1936.00
				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

Project Number:	Quarter: 3rd	
Applicant/Sponsor: U City in Bloom	Submittal Date: May 2 nd , 2016	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 on a regular basis through the growing season
- Edged, fertilized and mulched the beds
- Trash removal.
- Leaf removal.
- Deadhead and winter cutback perennials
- Check, start up and repair existing irrigation systems.
- Pruned trees and shrubs
- Assess safety and site lines for pedestrian and vehicular traffic.
- Repair vehicular damage and ruts.

% 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	\$13041.00	\$2837.61	\$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 2 nd , 2016	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.
- Removal and storage of gator bags
- Weeding as needed on all project trees

% 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	\$6837.00	\$1709.25	\$9380.00		\$1709.25

Additional Information:

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



Economic Development Retail Sales Tax Board

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QUARTERLY PERFORMANCE REPORT

Project Number: 8100	Quarter: Q3 – January – March 2016	
Applicant: LSBD/University City Police Department	Submission Date: April 30, 2016	Name of Person Completing Report: Jodie Lloyd

Project Title: Security Cameras for Municipal Lots #3 and #4

Activity Progress Narrative:

What specific activities were completed this quarter:

During Q3, the City’s contractor Will Electronics installed the cameras on Parking Lots #3 and #4. The Police Department now can monitor activity on the lots.

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

Cameras are installed. Project is complete

Also describe project goals achieved:

Construction and installation completed.

Budget Performance:

Program/Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Remaining EDRST Funds
Camera installation	\$75,000	\$0	\$0	\$

Additional Information: Is the project on target to meet Economic Development goals and objectives? Briefly describe next quarter’s goal? Community Development will periodically check in with the Police Department to determine the effectiveness of the cameras.



Economic Development Retail Sales Tax Board

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QUARTERLY PERFORMANCE REPORT

Project Number: 11-45-78-7855	Quarter: Q3 – January – March 2016	
Applicant: Community Development	Submission Date: April 30, 2016	Name of Person Completing Report: Jodie Lloyd

Project Title: Loop Is Open

Activity Progress Narrative:

What specific activities were completed this quarter:

During Q 3 – The Loop Is Open program was on hiatus. No funds expended.

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

Milestones include working with the LSBD Marketing Committee to determine use of the funds for Q4. Staff also worked with LSBD on a proposal for a Taste of the Loop.

Also describe project goals achieved:

Continued partnership with the LSBD to determine best use of funds for marketing and promoting the Loop.

Budget Performance:

Program/Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Remaining EDRST Funds
	\$25,000.00	\$0	\$16,897.79	\$8102.00

Additional Information: Is the project on target to meet Economic Development goals and objectives? Briefly describe next quarter’s goal? During Q4 – The City in conjunction with the Loop Special Business District will expend the remaining funds on marketing programs – videos and photo contest.



Economic Development Retail Sales Tax Board

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QUARTERLY PERFORMANCE REPORT

Project Number: 11-45-78-6010	Quarter: Q3 – January – March 2016	
Applicant: Community Development	Submittal Date: April 30, 2016	Name of Person Completing Report: Jodie Lloyd

Project Title: City Marketing

Activity Progress Narrative:

What specific activities were completed this quarter:

During Q 3 – The City spent funds on a social media marketing campaign in partnership with the Chamber of Commerce.

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

Advertising and marketing support for all of University City.

Also describe project goals achieved:

Overall City marketing to help with business retention.

Budget Performance:

Program/Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Remaining EDRST Funds
Marketing	\$21,159	\$6,030.00	\$4,774.92	\$10,195.08

Additional Information: Is the project on target to meet Economic Development goals and objectives? Briefly describe next quarter's goal? During Q4 the City will use some additional marketing funds to develop a How to Open A Business Guide in University City. The City will also use funds to continue a social media campaign to promote U City events, business districts, etc.



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QUARTERLY PERFORMANCE REPORT

Project Number: 8100	Quarter: Q3 – January – March 2016	
Applicant: LSBD/Public Works	Submission Date: April 30, 2016	Name of Person Completing Report: Jodie Lloyd

Project Title: Melville Plaza Improvements

Activity Progress Narrative:

What specific activities were completed this quarter:

Construction bid accepted and approved by City Council.

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

Project coordinate began. Bid accepted. Construction to begin start of Q3.

Also describe project goals achieved:

Project to begin and end in Q3.

Budget Performance:

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

Additional Information: Is the project on target to meet Economic Development goals and objectives? Briefly describe next quarter's goal? Construction contract started in early April for a 60-day construction contract. Project will be completed by end of May (weather dependent)



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QUARTERLY PERFORMANCE REPORT

Project Number: 11-45-78-8100	Quarter: Q3 – January - March, 2016	
Applicant: Community Development	Submittal Date: April 30, 2016	Name of Person Completing Report: Jodie Lloyd

Project Title: InStore Forgivable Loan

Activity Progress Narrative:

What specific activities were completed this quarter:

During Q 3, the City continued to provide loan information to interested parties. Staff met with eight interested individuals including three referred from the International Institute. Staff also provided information on the program to about 10 additional phone and email inquiries.

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

Continue to promote the program. Meeting and tours of Olive Blvd with potential new business owners. Discussions with property owners about the program.

Also describe project goals achieved:

Continue to meet with new potential businesses. Determine that criteria may need to be altered.

Budget Performance:

Program/Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Remaining EDRST Funds
	\$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 Q4 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 will consider establishing new maximum loan amounts to attract a new business to Olive Blvd and will consult the EDRST Board at the May quarterly meeting.



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 (EDRST)
FROM: Jodie Lloyd, Manager of Economic Development
DATE: May 13, 2016
SUBJECT: FY 16 – Forgivable Loan Program

In August 2015, the City launched a forgivable loan program. The EDRST Board and City Council voted to approve \$50,000 to help eligible new local retail and creative for-profit and non-profit businesses purchase equipment and materials associated with establishing a new location. Program details are attached, and include up to \$10,000 loan that would be forgivable if a business remains in University City for at least three years. At this time, staff is considering revising the program parameters and is seeking EDRSTB guidance.

Background

Staff marketed the program in a number of ways, including outreach to existing businesses, property owners, media, International Institute, Mosaic Project, and Chamber of Commerce. Since launching the program, the City has received and responded to about 50 requests for applications, additional information, real estate assistance, and more. The majority of interested businesses expressed a desire to locate on Olive Boulevard. City staff met with about 15 interested individuals. Two people applied to the program, both were denied based on credit history and ability to run a business based on past performances. There is continued interest in the program; however, no one has applied, other than the two individuals.

Based on conversations with interested applicants, even with the \$10,000 incentive, an Olive Boulevard location was not a suitable fit. Some had difficulty in finding a property within their budget and two were denied a lease deal for credit purposes. Those interested in opening a restaurant explained that restaurant equipment is very expensive; \$10,000 is not enough of an incentive to open a new restaurant. And, there are no vacant properties on Olive Boulevard with a commercial kitchen, move in ready.

Proposed Program Revisions

Staff is considering a restructure of the forgivable loan program in order to better meet the needs of potential new businesses, and achieve the overall goal of revitalizing the Olive Boulevard corridor. Two options have been drafted, and are being submitted to the EDRSTB for review and feedback:

1. Provide a larger incentive, up to \$15,000 for certain retail (locally-owned, product-based, etc.) or small restaurant establishments. Continue to partner with property owners who have available properties in marketing the properties with the incentives. With the current approved \$50,000

budget, two \$15,000 loans and two \$10,000 loans could be offered or three \$15,000 loans and one \$5,000 loan could be offered.

2. Provide two \$25,000 forgivable loans. Identify two locations on Olive Boulevard and business uses that would provide long-term economic benefit to the City of University City. This level of incentive may attract additional interest and be enough for a new restaurant. The specific use would be coffee shop, bakery, artists, makers, and other uses identified through comprehensive planning documents as preferred uses along the corridor.