



**Economic Development Retail Sales Tax Board**

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

**AGENDA**

**ECONOMIC DEVELOPMENT RETAIL SALES TAX BOARD**

Heman Park Community Center

975 Pennsylvania Ave, University City, MO 63130

4:00 p.m.; Thursday, August 18, 2016

1. **Roll Call**
2. **Approval of Minutes**
  - a. 5/19/16 Meeting Minutes (*discussion and vote*)
3. **Old Business**
4. **New Business**
  - a. FY 16 4<sup>th</sup> Quarter Reports (*informational*)
  - b. Fiscal Year 2017 Budget Re-cap (*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  
May 19, 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 4:00 p.m.

**Voting Members Present:**

Mr. O'Brien  
Ms. Hendrix  
Mr. Kuhlman  
Mr. Winer, Chair

**Voting Members – Not Present:**

Ms. Williams  
Mr. Lenard  
Mr. Adegboye

**Non-Voting Members Present:**

Ms. Welsch, Mayor  
Mr. Edwards, Loop Special Business District  
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 April 16, 2016 were reviewed and approved by a vote of 3 with 1 abstention

**Old Business:**

None

**New Business:**

a. FY 16 3<sup>rd</sup> Quarter Reports

Staff provided an overview of the third quarter reports. Mr. Winer asked Board members for any questions or comments. Mr. O'Brien had a question related to Create Space and wanted to clarify that the Make Space was located on Olive Blvd. Staff said that it was. Mr. O'Brien also asked if the Chamber of Commerce provided was responsible for the Olive Link website. Staff said yes the Chamber is responsible for that project.

#### b. Fiscal Year 2017 Reporting Process

Mr. Winer asked Board members for any feedback regarding the quarterly reporting process. Board members agreed that the quarterly reports ask valid questions and metrics should be able to be evaluated through the reporting process. Board indicated that reports were consistent. Board asked staff to provide a quarterly report summary at the beginning of the reports. Staff will begin that process for FY 16 Q4 reports. Mr. Kuhlman indicated that the reports were a result of the Board spending a lot of time determining guidelines and funding for Olive and Delmar projects. He indicated that it is a scientific process and the reports are a result of the process.

#### c. Forgivable Loan Program - Process

Staff presented the EDRST Board with a summary of the forgivable loan program. Staff proposed a possible revision of the program elements. Staff presented two options:

- Provide three \$15,000 forgivable loans for a certain retail or restaurant.
- Provide two \$25,000 forgivable loans to businesses that could have a potential long-term economic development benefit to U City.

The Board voted (4-0) for staff to consider two \$25,000 loans. Mr. O'Brien would like to make sure the program is being marketed effectively. Staff indicated they will continue to outreach to property owners and potential new businesses.

#### d. Olive Boulevard Development – Senn Bierwerks

Mr. O'Donnell provided an overview of the new development proposed for the corner of Olive and North and South Boulevards. Mr. O'Donnell purchased the properties from the City to build a 15,000 square foot microbrewery, restaurant, and an outparcel for future development. The Board was pleased with this development on Olive Blvd and indicated that it will be a catalyzed for additional development.

### **Other Business, Public Comments**

Ms. Deborah Henderson, 6124 Victoria Avenue, spoke on behalf of the Midtown Farmer's Market. She inquired about the Olive Farmers Market and the ordinance against more than one Farmers Market in University City. Staff responded that Olive Boulevard is a Community Market, not a full-fledged Farmers Market. An agreement with a local non-profit is in place to activate the corner and provide a place for the non-profit to sell produce they grow.

Mr. Kevin Taylor, 7022 Canton Avenue asked the Board about the funding process. He questioned about the EDRST process fits into the City's overall budget. He also had questions about funding for the Kitchen Space.

## Reports

- a. City Council Liaison – Mayor Welsch had no report to provide.
- b. Staff Report

Ms. Lloyd provided the Board with an update on staff activities. Staff produced a Guide to Opening A Business in University City, printed in three languages – English, Spanish, and Mandarin. Ms. Lloyd reported that the City issued a Request for Proposal for the property at Olive and Midland Boulevards. Responses are due July 25<sup>th</sup>. The City helped sponsor the Taste of University City which was held on May 8<sup>th</sup> at the Mandarin Banquet House. It was a successful event with over 300 participants and 35 restaurants. City staff attended the Asian Chamber of Commerce Gala - over 300 attendees at the Mandarin Banquet House. City continues to partner with the Loop Special Business District on the Loop Is Open campaign. The City will fund a Loop Photo Contest through the St. Louis Post and Go Magazine. And the City and LSBDD are working on 3 promotional videos for the Loop.

The meeting adjourned at 5:05 p.m.



## Economic Development Retail Sales Tax Board

### MEMORANDUM

TO: Economic Development Retail Sales Tax Board Members  
FROM: Jodie Lloyd, Manager of Economic Development  
DATE: August 11, 2016  
SUBJECT: Economic Development Retail Sales Tax Quarterly Reports, Fourth Quarter FY16  
CC: Andrea Riganti, Director of Community Development

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The City's 2016 Fiscal Year ended on June 30, 2016. Recipients of Economic Development Retail Sales Tax (EDRST) funds submitted fourth quarter (year-end) reports for projects and programs funded in FY 16.

In summary, the budget approved by the EDRSTB for FY 16 was \$620,000. Six organizations received funds for short and long term economic development programs and projects. Organizations included the University City Chamber of Commerce, Loop Special Business District, U City in Bloom, Midtown Farmers Market, Create Space Generator, and the City of University City's Department of Community Development.

Below is the EDRST summary of the budget by applicant, project title, and remaining funds.

Fourth Quarter reports for each project follows this memo.

<b>Applicant</b>	<b>Project</b>	<b>Budget</b>	<b>Remaining Funds</b>
Department of Community Development	Marketing	\$ 21,159	\$0
Department of Community Development	InStore Incentive Program	\$ 50,000	\$ 40,000
U City Chamber of Commerce	Advertising, PR, and Marketing	\$ 50,000	\$0
U City Chamber of Commerce	Training Program	\$ 10,000	\$0
U City Chamber of Commerce	Taste of U City	\$ 7,000	\$0
<b>Citywide Request Total</b>		<b>\$ 138,159</b>	
Loop Special Business District	Ackert Walkway Improvements	\$ 50,000	\$0
Loop Special Business District	Ad in St. Louis Visitor Guide	\$ 10,500	\$155.60
Loop Special Business District	Loop Brochures/General Marketing	\$ 12,000	\$605.00
Loop Special Business District	Loop Ice Carnival	\$ 22,500	\$682.33
Loop Special Business District	Security Cameras, Parking Lot #3	\$ 25,000	\$0
Loop Special Business District	Security Cameras, Parking Lot #4	\$ 50,000	\$0
Loop Special Business District	Delmar Planters	\$ 7,818	\$0
Department of Community Development	Open for Business – Loop Trolley Program	\$ 25,000	\$0
Midtown Famers Market	Market Events and Marketing	\$ 21,500	\$0
<b>Delmar Blvd Requests</b>		<b>\$ 224,318</b>	
U City in Bloom	Olive Hanging Baskets – Midland to Grant	\$ 22,154	\$0
U City in Bloom	Olive Hanging Baskets – Grant to I-170	\$ 36,867	\$0
U City in Bloom	Olive Gardens Maintenance	\$ 13,165	\$0
U City in Bloom	Olive Tree Care	\$ 6,837	\$0
Create Space	Make Space on Olive Blvd	\$ 50,000	\$0
U City Chamber of Commerce	Lunar New Year Celebration	\$ 15,000	\$0
U City Chamber of Commerce	The Olive Link – website management	\$ 8,000	\$0
<b>Olive Blvd Requests</b>		<b>\$ 152,023</b>	
U City Chamber of Commerce	North and South and Delmar – Block Party	\$ 5,500	\$0
<b>City – Other Requests</b>		<b>\$ 5,500</b>	
Administration		\$100,000	\$0
<b>EDRST FY 16 BUDGET</b>		<b>\$ 620,000</b>	<b>41,422.93</b>



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b> 6013	<b>Quarter:</b> 4 <sup>th</sup> Quarter
<b>Applicant:</b> Loop Special Business District	<b>Submittal Date:</b> 8/2/2016
<b>Name of Person Completing Report:</b> 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**

<b>Project Number:</b> 6040	<b>Quarter:</b> 4 <sup>th</sup> Quarter	
<b>Applicant:</b> Loop Special Business District	<b>Submittal Date:</b> 8/2/2016	<b>Name of Person Completing Report:</b> 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.

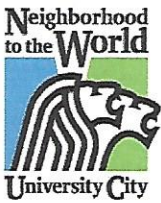
**Budget Performance:**

Program/Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Remaining EDRST Funds
Ice Carnival	\$22,500	\$22,500	\$0	\$1,400

**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**

<b>Project Number:</b> 6150	<b>Quarter:</b> Quarter 4TH	<b>Name of Person Completing Report:</b> DAN WALD
<b>Applicant:</b> Loop Special Business District	<b>Submittal Date:</b> 11-1-2016	

**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	\$11,395	\$0	\$605

**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**

<b>Project Number:</b> 8100	<b>Quarter:</b> Q4 – April – June 2016	
<b>Applicant:</b> LSBD/University City Police Department	<b>Submission Date:</b> July 30, 2016	<b>Name of Person Completing Report:</b> Jodie Lloyd

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

**Activity Progress Narrative:**

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

No activity 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	\$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.



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b> 8100	<b>Quarter:</b> Q4 – April – June 2016	
<b>Applicant:</b> LSBD/Public Works	<b>Submission Date:</b> July 29, 2016	<b>Name of Person Completing Report:</b> Jodie Lloyd

**Project Title:** Melville Plaza Improvements

**Activity Progress Narrative:**

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

The Plaza was completed during the 4<sup>th</sup> quarter.

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

Construction was completed. All plaza improvements are complete.

**Also describe project goals achieved:**

The project was complete

**Budget Performance:**

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

**Additional Information: Is the project on target to meet Economic Development goals and objectives? Briefly describe next quarter's goal?** Project met the goal of improving the Melville Plaza infrastructure and finishing construction within the fiscal year.



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b>	<b>Quarter:</b> Quarter 4	
<b>Applicant:</b> Julia Li	<b>Submission Date:</b> 8/1/16	<b>Name of Person Completing Report:</b> Julia Li

**Project Title:**

**Activity Progress Narrative:**

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

This quarter, we worked with a General Contractor to coordinate with all of our subcontractors and architect to consolidate all projects to get Make Space open by the end of the year.

We started the process with Metro Sewer District (MSD) and Ameren of work to be contracted in order to get service started. Digging for plumbing has begun and will continue with guidance from MSD regulations.

Make Space Team collaborated with Washington University's Skandalaris Center with a Community Hackathon on campus and Create Space partnership off site.

Make Space / Create Space team has hosted 2 Meet the Maker events at 6325 Delmar and at Cortex 4240 Duncan to generate excitement about the current incentive programs available in University City and the entrepreneurial programs being developed on Olive Blvd, also to communicate with partners, and recruit new makers.

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

Our milestones include being ready to open our the newly renovated building by the end of year 2016. With our new General Contractor, all our subcontractors are now on schedule to complete the plumbing and finishing projects.

**Also describe project goals achieved:**

We are on track to finish construction November 2016 and open our doors. We have confirmed partner organizations for tool and equipment donations.

- We awarded Regional Arts Commission Project Grant
- We were awarded the Civic Progress Grant from World Trade Center Mosaic Project

Create Space Generator is part of Cortex's first music/ technology festival- Murmuration this September.

**Budget Performance:**

Program/Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Remaining EDRST Funds
Contractor Work	2145	2145		
Make Space Work/ Andre	4000	4000		
		6145		0

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

Yes, our classes and sessions have been ongoing at 6325 Delmar and build out is on track. Next quarter we'll be focused on recruitment efforts for Fall 2016 and Spring 2017 as we gear to start Session II at Create Space and open our doors at Make Space.



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b> 6040	<b>Quarter:</b> Fourth, April 1-June 30, 2016	
<b>Applicant:</b> Midwest Association of Farmers Markets	<b>Submittal Date:</b> August 1, 2016	<b>Name of Person Completing Report:</b> Deborah Henderson

**Project Title: Marketing, Events and Programs at the Midtown Farmers Market**

**Activity Progress Narrative:**

**WHAT SPECIFIC ACTIVITIES WERE COMPLETED THIS QUARTER:**

The fourth quarter of FY16 marks the end of our first year of economic development support from University City. During this final reporting period for FY16, we opened our regular 2016 Market Season on April 16 and held a farmers market every Saturday. We began our programs and events for the year. These included the following.

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

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

Culinary Events: We hosted Culinary Education Events. The ones we hosted so far this year were offered in-market. Our mission statement includes “education about food, health and nutrition.”

Special Events: These events are opportunities for us to partner with local businesses, community groups and organizations. Events this year included:

- Children’s Cooking Tour: in collaboration with SLU School of Dietetics and Les Dames d’Escoffier
- Recycling Truck Visit: in collaboration with U City Public Works Dept
- Honey Bee Demonstration Hive: in collaboration with Honey Belle Farms
- Zucchini Trolley-Car Races: in collaboration with the Mid-County YMCA

Market Assistant Training Program (MAT-Pro): This year we expanded our program and are employing three students from UCHS to work on Saturdays at the farmers market. Two of the students are also enrolled in the UCHS Summer Job Program where they received other valuable information during weekly Job Support Classes. MAFM is sponsoring the third student.

For another part of MAT-Pro we have partnered with an Illinois dairy, Ludwig Farmstead Creamery to provide a vendor work experience and training booth for our students. A fourth student who will go to college this fall is working in this booth and in turn works with our high school students.

This partnership achieves three things. We get farm fresh cheese products for sale to our customers; the dairy has a new outlet for their cheeses; and we provide valuable work experience (with hourly wages) for a student.

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

Because this quarter coincides with the beginning of the market season rather than the end, we don’t have the same impact potential measurements at our disposal at this time. These are the results from surveys, tallies and other metrics which we conduct and gather throughout the market season.

What we can do is provide a follow-up report on the impact a few external factors have had on the market.

Even though our work commitment, preexisting reputation, and current dedication are exemplary and we continue to get very positive feedback from community members, both residential and business, we encountered lingering negative impacts from the previous year's Delmar road/trolley construction. The downturn in the number of customers in the fall of 2015 which caused a decrease in sales was the reason cited by a couple of vendors, who decided not to return to the market this year.

Still, in response to requests from market-goers, we optimistically opened the season with increased business hours (8:00am to 1:00pm). But, this year we've encountered negative publicity from the Social House II controversy; possible competition from another farmers market that opened nearby; as well as more trolley construction with corresponding road closures.

Sadly, we recently had to reduce our hours due to reduced market-goer attendance resulting from the negative impacts described here. Our new hours are 8:30am to 12:30pm.

These factors are hard enough for any business to overcome, but a seasonal farmers market that's also a non-profit charity offered for the benefit of the community is especially vulnerable.

We are a seasonal farmers market and have only 7 months to get it right. We recently learned that the FY 17 EDRST financial support is on hold and without it to counteract these negative impacts with increased marketing, signage and community outreach; we are very concerned for the market's future.

On the positive side, we've had a rallying response from University City residents who are also market-goers. They love the Market and have noticed that we have fewer vendors and customers; and now no live music on some Saturdays because of the lack of FY 17 EDRST support. And they are asking how they can help. That's encouraging.

**ALSO DESCRIBE PROJECT GOALS ACHIEVED:**

With the last of the funds from our FY16 Economic Development Grant along with the other matching in-kind grants we applied for and received, we were able to open the 2016 Market Season and implement our the start of this season's programs and events as described above.

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

**Budget Performance:**

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

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

As we finish our First Year Of Economic Development Fiscal Support from University City, we are on target with our commitment and work to meet our goals and objectives. However, as mentioned above, we are still encountering the external business and economic development obstacles brought on by the continuing road/trolley construction and other factors.

The only means for us to overcome these negative impacts is with increased marketing and continuing to offer music, events, and programs; which will in turn attract more community support from within University City, as well as more customers from surrounding areas. We can't do this without the FY17 EDRST Grant Funds.

**Briefly describe next quarter's goal?** In the first and second quarters of FY 17 we plan to do the following:

- Continue our regular market season through the 2016 season
- Host the Power of Produce Club (POP Club) for children ages 4-12 in the Month of August
- Bring in guest Chefs in the months of September and October
- Finalize plans for the October 8 Grand Finale of the Chefs Cook Real Challenge
- Plan our Holiday Market & Bazaar which will take place in December

As mentioned earlier, this FY16 Fourth Quarter Report closes out our first year of economic development support from University City. In closing, I'd like to again thank the EDRST board members for giving us the opportunity to continue the operation of the Midtown Farmers Market in University City. It's been a pleasure to work with everyone this year.

Sincerely  
Deborah Henderson





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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number: Lunar New Year 6040</b>	<b>Quarter: 4th Quarter FY16</b>	
<b>Applicant/Sponsor: U City Chamber of Commerce</b>	<b>Submittal Date: August 1, 2016</b>	<b>Name of Person Completing Report: Gail Snider</b>

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

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

No funds were expended this quarter.

The event was held in Q3.

**% Complete: 100% complete**

**Budget Performance:**

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

**Additional Information:**



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number: North and South Block Party 6040</b>	<b>Quarter: 4<sup>th</sup> Quarter FY16</b>	
<b>Applicant/Sponsor: U City Chamber of Commerce</b>	<b>Submittal Date: August 1, 2016</b>	<b>Name of Person Completing Report: Gail Snider</b>

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

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

We held our first North & South Block party on July 31 from 3-7. Working closely with the County transportation department and City Public Works department, we obtained the permits to close the road between Delmar and Gannon.

The event was designed to be family friendly and featured a stilt walker, a magician, a bouncy house, pony rides, two live bands, Tai Kwan Do demonstrations, Geode breaking, pedaling contests, balloon animals and face painting – all were FREE to the public. We also worked closely with the U City Shul and Torah Prep school and invited Kohn’s Kosher Deli to encourage attendance from the entire community.

We estimate that we attracted 1300-1500 people.

We did this event to have fun and bring the community together, but it was designed to encourage patronage of the great establishments in this under-publicized business district. We created a business passport and encouraged people to physically enter the businesses and get their passport stamped. We received more than 500 completed passports. We heard from countless business owners and attendees that they had been unaware of the nature of many North & South businesses prior to this event and will be returning.

Business and community members alike have provided nothing but positive feedback about this event. We have seen social media posts and the Chamber has received phone calls and emails from the community and businesses about the event’s success. We even heard from a realtor who suggested that we include the realtors in planning so they can coordinate open houses during the party to encourage folks to move to U City.

From Deborah Zorensky, owner of The Center For Mind Body and Spirit:

“I just want you to know how much I appreciate all the work you and The Chamber did to make yesterday’s block party such a success. A lot of new people came into The Center and said they had been meaning to stop by for years. Yesterday gave them that opportunity and the chance to see what a great block we have here. Your hard work benefited the entire business community and was noticed and enjoyed by so many. A friend that lives up the street (just south of Starbucks) said his entire street was filled with cars and people walking in both directions. I hope you got to take today off.” (I did.)

We are organizing the North & South businesses for a follow up meeting and to discuss becoming an SBD. We also branded the block with a new logo that everyone approved.

We also received much social media coverage before and much kudos from residents after the event. We also got a spot on Fox 2 morning show the day before.

<http://fox2now.com/2016/07/29/u-city-is-hosting-a-block-party-and-youre-invited/>

**% Complete: 100% Complete**

**Budget Performance:**

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

**Additional Information:**

We held the event July 31.



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number: Olive Link Website 6010</b>	<b>Quarter: 4th Quarter FY16</b>	
<b>Applicant/Sponsor: U City Chamber of Commerce</b>	<b>Submittal Date: August 1, 2016</b>	<b>Name of Person Completing Report: Gail Snider</b>

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

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

We announced the Senn Bierwerks development project on April 21 that got off the ground at an Olive Business Group meeting in 2015, demonstrating the length of time it takes to bring economic development activities to fruition.

Continued efforts to reach out to property owners. Met with a second third-party vendor to explore linking our site to a professional property listing organization.

We teamed with St Louis County Economic Development Partnership and held a luncheon event to talk about the progress on Olive and development potential. We hosted 26 members of the History Museum and St. Louis Mosaic Project. We developed a presentation with Create Space and City Economic Development staff. We contacted the County EDP and have planned a Regional Expansion Board meeting and Happy Hour on Olive and at Blueberry Hill. We are also working with the partnership on a Realtor/Developer meeting for the Fall.

We continue to publish business profiles and have 25 stories published about Olive businesses.

Continued work with property owners and businesses to create more community events on Olive. We are planning an Olive Group business meeting for September.

**% Complete: 100% complete**

**Budget Performance:**

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

**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

<b>Project Number: Taste of U City 6040</b>	<b>Quarter: 4<sup>th</sup> Quarter FY16</b>	
<b>Applicant/Sponsor: U City Chamber of Commerce</b>	<b>Submittal Date: August 1, 2016</b>	<b>Name of Person Completing Report: Gail Snider</b>

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

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

We held the fifth annual Taste of U City on May 12, 2016 at the Mandarin House Banquet Center on Olive. We had:

- 38 restaurants participating from all areas of the City. We had targeted to get 35.
- 450+ attendees. We measure this through the ticket sales. We had planned for 450-500.

We heavily publicized at the end of Q2 and leading up to the event including advertising, flyers, banners, calendar listings in various media outlets. We also got Fox News to promote the event which featured the Olive Green International.

Each year before and after Taste we meet with our newest restaurants to ensure that they leveraged the event for exposure and tutored them on marketing their businesses after the event.

We had extremely positive feedback from both vendors and attendees about the change in venue and the event in general. We had live entertainment and attracted a diverse and inclusive group across race, culture and age. It takes years for annual events to take root and Taste of U City is something people look forward to. Taste of U City has become a showcase for U City's eclectic cuisine.

**% 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
Taste of U City 6040	\$7,000	\$7,000	\$0		\$0

**Additional Information:**



# Economic Development Retail Sales Tax Board

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## QUARTERLY PERFORMANCE REPORT

<b>Project Number: Training 6040</b>	<b>Quarter: 4th Quarter FY16</b>	
<b>Applicant/Sponsor: U City Chamber of Commerce</b>	<b>Submittal Date: August 1, 2016</b>	<b>Name of Person Completing Report: Gail Snider</b>

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

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

We conducted a very lively workshop on May 18 on business planning with David Kenyon, a resident and entrepreneur. We got an average rating of 4.3 (5 being the highest).

We held a public workshop at Fontbonne University June 2 on Sales Strategies. Eighteen people attended. We did not conduct a survey.

We planned a workshop on technology but had to postpone. We held that workshop on July 27. There were eight people signed up but only two attended. We got a 5 rating from one and a 3.5 from the other on workshop's value.

We are also working with Commerce Bank Small Business Group to offer a class on banking.

We need to invest more in publicizing the classes. We are looking at increasing promotion for the workshops.

We are still working with St Louis Economic Partnership to recruit speakers for our continued series.

**% 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
Trainings 6040	\$10,000	\$2,500	\$7,500		0

**Additional Information:**



**Economic Development Retail Sales Tax Board**

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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number: Advertising/PR 6010</b>	<b>Quarter: 4<sup>th</sup> Quarter FY16</b>	
<b>Applicant/Sponsor: U City Chamber of Commerce</b>	<b>Submittal Date: August 1, 2016</b>	<b>Name of Person Completing Report: Gail Snider</b>

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

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

Continued ad campaign highlighting dining options in the Olive Link International District featuring individual businesses each week in Wash U Student Life Newspaper. We ran ads for the North and South Block party and promoting the ethnic dining guide.

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. We have promoted the City's recreation, The Loop in general, special events in the Loop, events on Olive, Ethnic Dining on Olive, Taste of U City, The Movies in the Park, the Concert Series, North & South business district and the Farmer's Market. We ran contests to increase interaction. Since we began the campaign in July, 2015, we ran 60 campaigns and obtained the following results:

- Total Impressions (message views): 577,820
- Total Unique People Reached: 84,641
- Total New Fans: 331
- Total Likes, Comments, Shares: 3,636
- Total New Emails Acquired: 167
- Total Clicks Back to Website: 2,622
- Total new Twitter Followers: 1346
- Total new Instagram Followers: 3311

**% Complete: 100% complete**

**Budget Performance:**

<b>Activity</b>	<b>EDRST Approved Funds</b>	<b>Requested this Quarter</b>	<b>Previous Funds Requested</b>	<b>Cash/Non-Cash Match Expended this Quarter</b>	<b>Remaining EDRST Funds</b>
Advertising/PR 6010	\$50,000	\$11,600	\$32,616.06		\$0





**Economic Development Retail Sales Tax Board**

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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b>	<b>Quarter: 4th</b>	
<b>Applicant/Sponsor:</b> <b>U City in Bloom</b>	<b>Submittal Date:</b> July 28, 2016	<b>Name of Person Completing Report:</b> Jesse Gilbertson

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

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

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

Starting the fiscal year on July 1 UCB has watered, planted and cared for the existing 9 gardens on Olive. During the 3<sup>rd</sup> 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
- 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.
- Weeded all beds on a weekly basis
- Edged, fertilized and mulched the beds as necessary
- Trash removal.
- Leaf removal.
- Deadhead perennials
- Received and planted annuals for the summer display.
- Watered all beds 2-3 times a week.
- Check and repair existing irrigation systems.
- Installed automatic timers to Olive and Sutter, Purdue and Pennsylvania beds.
- Removed remaining trees from Midland and Olive north median.

**% Complete: 75%**

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	\$2921.44	\$0.00

**Budget Performance:**

**Additional Information:**

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



**Economic Development Retail Sales Tax Board**

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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b>	<b>Quarter: 4th</b>	
<b>Applicant/Sponsor:</b> <b>U City in Bloom</b>	<b>Submittal Date:</b> July 28, 2016	<b>Name of Person Completing Report:</b> Jesse Gilbertson

**Project Title: Olive Tree Care**

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

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

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

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

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

Gator bags placed

Weeding as needed on all project trees

Advising and reporting on herbicide mismanagement by MODOT, reported to James Crowe and Missouri Department of Agriculture. Drift from herbicide application by MODOT on May 11 appears to have killed some trees and groundcovers on the south side of Olive Blvd near the 170 Interchange.

**% Complete: 100%**

**Budget Performance:**

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
Olive Tree Care	\$6837.00	\$1709.25	\$9380.00	\$565.44 (Volunteers)	\$0.00

**Additional Information:**

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



**Economic Development Retail Sales Tax Board**

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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b>	<b>Quarter: 4th</b>	
<b>Applicant/Sponsor:</b> <b>U City in Bloom</b>	<b>Submittal Date:</b> July 28, 2016	<b>Name of Person Completing Report:</b> Jesse Gilbertson

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

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

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

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

**% Complete 100%**

**Budget Performance:**

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
Designed, fabricated, planted and maintained baskets	\$21,945	\$5486.25	\$21945.00	\$	\$0.00

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



**Economic Development Retail Sales Tax Board**

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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b>	<b>Quarter: 4th</b>	
<b>Applicant/Sponsor:</b> <b>U City in Bloom</b>	<b>Submittal Date:</b> July 28, 2016	<b>Name of Person Completing Report:</b> <b>Jesse Gilbertson</b>

**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 3<sup>st</sup>, 4<sup>th</sup>, and 1<sup>st</sup> quarters.

The scope of this project has changed with the approval of the Community Development team. Rather than install hanging baskets, 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. All of the containers are in place. Ritter Greenhouses grew the annuals and UCB planted them after amending the soil. We have watered the containers 3 times a week and fertilized with liquid fertilizer twice this summer. Staff and volunteers monitor and trim the annuals as needed. Public feedback has been very positive and has lead to an additional UCB project with planters at the bus stops.

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.

**100% Complete.**

**Budget Performance:**

<b>Activity</b>	<b>EDRST Approved Funds</b>	<b>Requested this Quarter</b>	<b>Previous Funds Requested</b>	<b>Cash/Non-Cash Match Expended this Quarter</b>	<b>Remaining EDRST Funds</b>
Sourcing Grower Pricing soil delivery. Planters have been selected and ordered.	\$36,867.00	\$19360.75	\$17506.25	\$376.96 (Volunteers)	\$0.00



**Economic Development Retail Sales Tax Board**

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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b>	<b>Quarter: 4th</b>	
<b>Applicant/Sponsor:</b> <b>U City in Bloom</b>	<b>Submittal Date:</b> July 28th, 2016	<b>Name of Person Completing Report:</b> Jesse Gilbertson

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

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

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

- UCB staff and volunteers have been removing trash and weeding in this quarter
- Coordinating with Public Works on planter locations.
- Plants have been installed for the summer display
- Watering three times a week.
- Fertilizer applied twice this summer.
- Annuals have been trimmed and tidied as needed.

**% Complete: 100%**

**Budget Performance:**

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
Delmar Loop planters	\$7,744.00	\$1936.00	\$7,744.00	\$1083.76	\$0.00
				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.





**Economic Development Retail Sales Tax Board**

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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b> 11-45-78-8100	<b>Quarter: Q3 – April – June 2016</b>	
<b>Applicant:</b> Community Development	<b>Submittal Date:</b> July 30, 2016	<b>Name of Person Completing Report:</b> Jodie Lloyd

**Project Title: InStore Forgivable Loan**

**Activity Progress Narrative:**

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

During Q 4, the City continued to provide loan information to interested parties. Staff met with several potential new business owners to discuss the City's incentive programs. One forgivable loan was provided during Q4 to a small business owner opening a clothing boutique.

**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. Continue to promote the program and outreach to potential new businesses.

**Budget Performance:**

Program/Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Remaining EDRST Funds
	\$50,000	\$10,000	\$0.00	\$40,000

**Additional Information: Is the project on target to meet Economic Development goals and objectives? Briefly describe next quarter's goal?** Not all project funds were expended. The City will continue to seek potential new businesses to locate on Olive Boulevard.



**Economic Development Retail Sales Tax Board**

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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b> 11-45-78-7855	<b>Quarter: Q4 – April – June 2016</b>	
<b>Applicant:</b> Community Development	<b>Submittal Date:</b> July 30, 2016	<b>Name of Person Completing Report:</b> Jodie Lloyd

**Project Title: Loop Is Open**

**Activity Progress Narrative:**

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

During Q 4 – The Loop Is Open campaign used funds to hold two block parties on Delmar Boulevard at Kingsland. Funds were also used for two ads, one in the West End Word to promote the Loop and one in the Finish Line, the Washington University publication.

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

Milestones include working with the LSBSD Marketing Committee to determine use of the funds and implementing programs to bring a positive light to the Delmar Loop. The block parties were well attended and the ads were seen by thousands of people.

**Also describe project goals achieved:**

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**Budget Performance:**

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

**Additional Information: Is the project on target to meet Economic Development goals and objectives? Briefly describe next quarter's goal?** The funds for the program are expended. The program will not be renewed in Fiscal Year 2017. The majority of the trolley construction is complete. Business in the Delmar Loop should begin to increase.



**Economic Development Retail Sales Tax Board**

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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b> 11-45-78-6010	<b>Quarter: Q4. April – June 2016</b>	
<b>Applicant:</b> Community Development	<b>Submittal Date:</b> July 29, 2016	<b>Name of Person Completing Report:</b> Jodie Lloyd

**Project Title: City Marketing**

**Activity Progress Narrative:**

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

During Q 4 – The City spent funds on a social media marketing campaign in partnership with the Chamber of Commerce, spent funds promoting the Delmar Loop through a photo contest, and created and distributed a print ad in the Washington University Finish Line. City also designed, printed and translated a Guide to Opening A Business in University City. The guide helps navigate new businesses through the entire process of starting a business. The Guide was translated into Spanish and Chinese.

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

Advertising and marketing support for all of University City. The Guide will help attract new businesses to University City and help navigate the process.

**Also describe project goals achieved:**

Overall City marketing to help with business retention. Developed programs to attract new businesses and to promote the International district, a business district welcome to all.

**Budget Performance:**

Program/Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Remaining EDRST Funds
Marketing	\$21,159	\$10,195	\$10,964	\$0

**Additional Information: Is the project on target to meet Economic Development goals and objectives? Briefly describe next quarter's goal?** The project met all Economic Development goals – promote and retain U City businesses. Make people aware of the Delmar Loop district through the regional photo contest, and to help attract new businesses with an easy to read and navigate Guide.



## Economic Development Retail Sales Tax

### MEMORANDUM

TO: Fiscal Year 2017 EDRST Recipients  
FROM: Andrea Riganti, Director, Department of Community Development  
DATE: August 10, 2016  
SUBJECT: Economic Development Retail Sales Tax Board Submittal for FY17  
CC: Economic Development Retail Sales Tax Board members

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On August 8, 2016, the University City Council voted on two Resolutions to amend the Fiscal Year 2017 budget. The resolutions included funds for Economic Development Retail Sales Tax (EDRST) projects and programs.

Attached are the EDRST approved budget by applicant, project title, and location.

The City Council also indicated a desire for additional metrics for measuring the success of each project and/or program as it relates to Economic Development. Therefore, the City in conjunction with the Economic Development Retail Sales Tax Board will be establishing additional metrics for EDRST funded projects.

The Economic Development Retail Sales Tax Board will meet on August 18, 2016 to discuss metrics and quarterly reporting. All applicants will be notified when additional metrics are established. Please note quarterly reports will continue to be used to monitor and report on metrics. Quarterly reports are due one month following the end of a quarter. For ease of reporting, Quarter One will correspond with the beginning of the Fiscal Year (July 1, 2016). Quarterly reports will be due on the following dates: October 31, 2016; January 21, 2017; April 30, 2017; and July 31, 2017.

## Economic Development Retail Sales Tax Approved Fiscal Year 2017 Projects and Programs

<b>Applicant</b>	<b>Project</b>	<b>Budget</b>
Department of Community Development	Marketing	\$ 10,123
U City Chamber of Commerce	Advertising, PR, and Marketing	\$ 30,000
U City Chamber of Commerce	Training Program	\$ 10,000
U City Chamber of Commerce	Taste of U City	\$ 7,000
<b>Citywide Approved Projects</b>		<b>\$ 57,123</b>
Loop Special Business District	Ad in St. Louis Visitor Guide	\$ 10,500
Loop Special Business District	Loop Brochures/Directory	\$ 14,000
Loop Special Business District	Loop Marketing	\$ 5,000
Loop Special Business District	Loop Events	\$ 60,000
Loop Special Business District	Delmar Planters	\$ 8,008
Midtown Famers Market	Market Events and Marketing	\$ 21,000
Department of Public Works and Parks	Delmar Pedestrian Lights – LED conversion	\$ 59,097
<b>Delmar Blvd Approved Projects</b>		<b>\$ 177,605</b>
U City in Bloom	Olive Hanging Baskets – Midland to Grant	\$ 20,140
U City in Bloom	Olive Planters Maintenance	\$ 9,997
U City in Bloom	Olive Gardens Maintenance	\$ 14,218
U City in Bloom	Olive Tree Care	\$ 8,109
U City in Bloom	Olive Ground Cover at Trees	\$ 7,808
U City Chamber of Commerce	Lunar New Year Celebration	\$ 15,000
Department of Community Development	Façade Improvement Program Expansion	\$ 60,000
Department of Community Development	Olive Blvd Streetscape Project	\$ 80,000
<b>Olive Blvd Approved Projects</b>		<b>\$ 215,272</b>
<b>Total Recommendation</b>		<b>\$ 450,000</b>
<b>Approved Reserve Funds</b>	\$68,00 for Olive Blvd projects (Olive Pedestrian Lighting and Olive Link Management; and \$3,000 for additional funds for Delmar Lighting Project	<b>\$ 71,000</b>