

## Economic Development Retail Sales Tax Board

### MEMORANDUM

TO: Mayor and Members of City Council  
Members of the Economic Development Retail Sales Tax Board

FROM: Mark Winer, Chair, Economic Development Retail Sales Tax Board

DATE: March 24, 2017

SUBJECT: Joint Study Session – City Council/ Economic Development Retail Sales Tax Board - Recommended FY 18 Budget

CC: Charles Adams, Acting City Manager  
Andrea Riganti, Director of Community Development

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On March 23, 2017, the Economic Development Retail Sales Tax Board (EDRSTB) recommended a budget for the use of the City's economic development retail sales tax. This recommendation is being forwarded to City Council for discussion at the March 27, 2017 City Council Study Session.

The EDRSTB budget deliberation process included:

- February 16, 2017 – FY 18 Applicants presented to the Board
- March 20, 2017 – Public Hearing on FY 18 Budget
- March 16, 2017 – Meeting to discuss staff recommendations and to vote on the budget
- March 23, 2017 – Meeting to discuss staff recommendations and vote on the budget

The FY18 anticipated revenues from the economic development retail sales tax are \$665,000. Of that amount, \$100,000 is set aside for administration (staff salary, benefits and expenses) in accordance with the permitted use of revenue generated by the tax. The remaining \$565,000 was recommended to fund several projects and programs. The staff analysis is also provided for background, and the full project applications are available online for download.

The criteria by which the Community Development staff and EDRSTB considers each application includes:

- Alignment with Comprehensive Plan
- Ability to leverage additional resources
- Ability to be long-lasting and value added
- Ability to redevelop vacant properties
- Potential to act as a catalyst for additional development
- Potential to provide employment opportunity
- Appropriate alignment of business fit in the target area.

Additionally, the EDRSTB funding priority guidelines and Section 120.520 of the municipal code are used to evaluate each application. The EDRSTB is also recommending the use of \$414,642 in economic development retail sales tax reserves to fund an infrastructure project for Olive Boulevard.

Please review the attached information in advance of the Study Session. We look forward to meeting with you on March 27, 2017.

#### ATTACHMENTS:

- 1: EDRSTB – funding recommendation
- 2: DRAFT Meeting Minutes from March 23, 2017 EDRSTB
- 3: DRAFT Meeting Minutes from March 16, 2017 EDRSTB
- 4: March 16, 2017 EDRSTB packet, including staff recommendations for funding

# Attachment 1

<b>Applicant</b>	<b>Project Title</b>	<b>EDRST Recommended Amount</b>
University City Chamber of Commerce	Citywide Marketing, Advertising, and Regional Tourism	\$50,000
University City Chamber of Commerce	North and South/Delmar Block Party	\$8,000
University City Chamber of Commerce	Taste of U City	\$7,000
Create Space Generator	Create Space University City Scholarship and Programs	\$60,000
Create Space Generator	Kitchen Space University City Scholarship and Programs	\$70,000
Loop Special Business District	Loop Special Events	\$75,000
Loop Special Business District	Loop Brochures and Directory	\$14,000
Loop Special Business District	Official Visitors Guide	\$12,500
Loop Special Business District	Loop Tree Grate Improvements	\$37,419
U City In Bloom	Delmar Planters and Ackert Plaza Maintenance	\$9,068
U City In Bloom	Design and Maintain 72 Olive Planters	\$20,015
U City In Bloom	Design and Maintain Olive Gardens	\$14,228
U City In Bloom	Olive Tree and Groundcover Care	\$10,770
Midtown Farmers Market	Programs, Events and Marketing	\$14,500
U City - Community Development	Citywide Marketing and Olive Link Social Media and Marketing	\$25,000
U City - Community Development	Olive Blvd Market Analysis	\$50,000
U City - Community Development	Olive Blvd - International District CID Analysis	\$40,000
U City - Public Works	Olive Boulevard Sidewalk Improvements	*\$42,500
Mannequins in the Loop	Mannequins in the Loop Event	\$5,000
<b>TOTAL</b>		<b>\$565,000</b>
<b>*\$414,612 PROPOSED TO COME FROM RESERVES</b>		

## **Attachment A: Project Details**

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

#### *Marketing, Advertising, and Regional Branding and Tourism: \$50,000*

The Chamber of Commerce has created a robust citywide Marketing, and Advertising Campaign. EDRST funding will enable the Chamber to build an annual marketing plan with quarterly activities goals and milestones outlined and to finance a citywide advertising campaign. In addition, the Chamber will focus on including the Olive Link in regional and national tourism publications, like the Delmar Loop.

#### *Taste of U City: \$7,000*

The Chamber would use EDRST funds to advertise and promote the event regionally. Additionally, the Chamber will promote the event City-wide via street banners and through various partnerships most notably with the School District.

#### *North and South/Delmar Block Party: \$8,000*

The Chamber will host a block party at Delmar and North/South Boulevard during the summer of 2017. Last year's block party, held on Sunday afternoon, was very popular and supported by many residents and businesses in the corridor.

### **Create Space Generator**

#### *Create Space – University City Scholarships and Programming: \$60,000*

Create Space will use the funds to continue development of the Create Space retail incubator located in the Delmar Loop. The funds will provide scholarships for University City residents to participate in the incubator program. In addition, funds will be used to expand programming in the space including makers classes and event to promote creative entrepreneurs.

#### *Kitchen Space: \$70,000*

The Kitchen Space will be a health-certified private commercial kitchen operating 24-7 on Olive Blvd. The Kitchen will be built-out using all private funds. The EDRST funds will provide scholarships to five University City residents including a high school student to use the Kitchen Space at no charge. Funds will also be used for Kitchen Space programming including nutritional classes, cooking classes, Olive Blvd events for residents and to attract visitors to Olive Blvd.

### **Loop Special Business District**

#### *Loop Brochures and Directory: \$14,000*

The Loop brochure and directory is an important promotional and marketing product. Funds will be used for the printing and distribution of Loop brochures and updating the directories in the Loop. The brochure will also be included in the City's economic development marketing materials.

#### *Loop Events: \$75,000*

EDRST funds will be used for several events in the Delmar Loop over the course of the year. The EDRST Board did not specify which events the LSBDD can use the funds. This amount does include funds for the Ice Loop Carnival.

#### *Official St. Louis Visitors Guide: \$12,500*

Funds will be used for advertising space in the Official St. Louis Visitors Guide.

#### *Delmar Blvd Tree Grates: \$37,419*

Improve tree grates along Delmar Blvd to be pedestrian-friendly and to match the ones that have already been upgraded. Create a unified and consistent design along Delmar Blvd.

# Attachment 1

## **University City In Bloom**

*Olive Beautification: \$60,272*

UCIB will install and maintain 72 planters on Olive Blvd between I-170 and Grant. (\$20,015); care and maintain nine Olive Gardens (\$14,288); and maintain trees and tree round cover on Olive (\$10,770).

*Delmar Planters: \$9,068*

U City in Bloom will use EDRST funds to provide care and maintenance of 90 existing planters on Delmar.

## **Midtown Farmers Market**

*The Midtown Farmers Market: \$14,500*

The Midtown Farmers Market will use the funds to market the Farmers Market regionally.

## **Department of Community Development**

*International District CID Analysis: \$40,000*

A Community Improvement District analysis will provide Olive Boulevard property owners located in the International District with a tool to determine the best approach to funding additional improvements in this district of Olive Boulevard. The creation of a CID could greatly enhance this section of Olive Boulevard and help spur additional economic development activity. The International District wants to be a regional destination, much like the Delmar Loop. The property owners requested this proposal.

*Olive Boulevard Market Analysis: \$50,000*

For many years, the City has worked on attracting new businesses and development along Olive Boulevard. A full-scale marketing study and strategy will provide information on what services and businesses are attracted to Olive Boulevard. Or, if there are businesses that will not locate on Olive Boulevard because of the "market", what incentives would attract such businesses and developers.

*Citywide and Olive Link Marketing: \$25,000*

Expand the presence of the Olive Link.com website and social marketing. Continue City's marketing efforts to attract, expand, and retain businesses.

## **Mannequins in the Loop**

*Mannequins in the Loop: \$5,000*

EDRST funding will be used to help with the Mannequins in the Loop event, now in its 10<sup>th</sup> year.

## **RESERVES**

Olive Boulevard Sidewalks: \$414,642. Reserve funds are being requested to complete the sidewalk and streetscaping of Olive Boulevard, to complete the "missing link" between McKnight and Grant on the north and south sides of the street. ADA accessibility will be provided. Though this infrastructure is owned by Missouri Department of Transportation, that entity does not have funding to accomplish this project.



# Attachment 2

## Economic Development Retail Sales Tax Board Meeting Minutes March 23, 2017 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**

Raheem Adegboye (arrived at 4:12 p.m.)  
Kristine Hendrix  
Brendan O'Brien  
Robert Kuhlman, Jr. (arrived at 4:08 p.m.)  
Robyn Williams  
Mark Winer, Chair

### **Voting Members Absent**

George Lenard

### **Non-Voting Ex-Officio Members Present**

Shelley Welsch, Mayor  
Joe Edwards

### **Non-Voting Ex-Officio Members Present**

Tim O'Donnell

### **Staff Present**

Andrea Riganti, Director of Community Development  
Raymond Lai, Deputy Director of Community Development

### **Roll Call**

Meeting was called to order at 4:05 pm, with all voting members except Mr. Lenard present.

### **Old Business**

The Board continued the discussion of FY18 Economic Development Retail Sales Tax budget recommendations. Mr. Winer reminded members that once a budget has been recommended by the Board, all should support the process and decision.

### **Questions – Comments – Discussion by Board Members**

- *Loop Special Business District: Tree Grate Improvements (\$37,419 requested)* – The Board asked why this project could not be accomplished by the Public Works Department or U City in Bloom. It was indicated that tree grates have been installed in several locations in the Loop, and this request would complete the project. The project will be coordinated with City staff but that U City in Bloom did not have capacity.

Motion to approve this project was made by Mr. Kuhlman and seconded by Mr. O'Brien. Motion passed by a vote of 3-2.

- *University City Chamber of Commerce: North and South/Delmar Block Party (\$8,000 requested)*- Discussion among board members that it was nice to have a different location other than Loop and Olive, and there was good turnout at the event last year. Motion to approve was made by Ms.

Williams and seconded by Adegboye to fund this project. Motion passed unanimously by a vote of 6-0.

- *U City in Bloom (Delmar Planters and Ackert Plaza Maintenance - \$9,068 requested; Design and Maintain 72 Olive Planters - \$20,015 requested; Design and Maintain Olive Gardens - \$14,228 requested; Olive Tree and Groundcover Care - \$10,770 requested)* - Motion to approve all 4 items in single block was made by Mr. Kuhlman and seconded by Ms. Hendrix. Motion passed unanimously by a vote of 6-0.
- *Midtown Farmers Market (Marketing, Events, and Program Support - \$38,500 requested)* –The Board discussed the decision on March 16 to combine all requests for funds for Loop events into one pot of funding. The benefits of the Farmer’s Market were discussed, including the number of University City students employed, provision of fresh foods and more. The tax exempt status of the Farmer’s Market and the lack of sales taxes collected in University City by vendors were also discussed. Staff explained their recommendation of \$14,500, which was for marketing.

Ms. Williams made a motion to deny all funding to the Farmer’s Market. The motion failed, without a second. Motion to approve \$14,500 was made by Mr. O’Brien and seconded by Mr. Kuhlman. Motion passed by a vote of 5-1.

- *Mannequins in the Loop (Mannequin Event in the Loop - \$10,000 requested)* - Discussion among board members to fund this item separately from other Loop events. Motion to approve \$5,000 was made by Mr. O’ Brien and seconded by Ms. Hendrix. Motion passed by a vote of 4-2.
- *University City Chamber of Commerce: Training Program/Small Business Workshops (\$10,000 requested)* - Discussion among board members included the benefits of separate, dedicated workshops for University City businesses, staff recommendation to re-evaluate the program and seek funding in future years, low interest and attendance by local businesses, and scheduling issues with the workshop. Motion to approve the funding was made by Mr. Adegboye and seconded by Mr. Kuhlman. Motion failed by a vote of 3-3.
- *University City Chamber of Commerce: Olive Link Development and Revitalization (\$11,500 requested)* - Discussion among board members and staff included that the effort was originally envisioned two years ago as a Chamber effort organizing Olive Boulevard business owners and regularly convening that group. It has not yet been successful. Motion to deny funding request was made by Mr. Kuhlman and seconded by Ms. Williams. Motion to deny request passed by a vote of 5-1.

Ms. Riganti indicated that all projects had been considered. The Board has been asked to recommend a budget of \$565,000 and the total amount of funding recommended thusfar was \$522,500. After discussing several options, the Board voted unanimously to allocate \$42,500 to the Olive Boulevard sidewalk improvement project approved on March 16, and decrease the amount of reserve funding requested for that project.

Mayor Welsch commented that although no funding application was received for a Lunar New Year Festival, it is an event important for the International District.

Mr. Edwards requested that the Board re-consider “Welcome Sign” proposed by Loop SBD, and previously not funded. The Board discussed protocol and whether one applicant should be allowed to ask the Board to reconsider a project. Motion to not re-consider the request was made by Ms. Hendrix and seconded by Mr. Kuhlman. Motion approved by a vote of 5-1.

#### **Other Business**

Mr. Winer reminded the Board of the joint Study Session on the FY18 EDRST budget recommendations

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with City Council on Monday, March 27, 2017 at 5:30 p.m. in the City Council Chambers.

There being no further business, the meeting adjourned at 5:40.

**Approval of Minutes**

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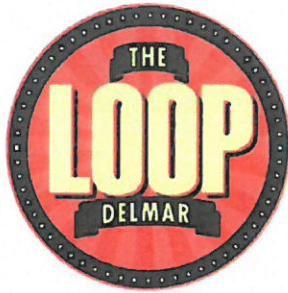
Robert Kuhlman  
EDRSTB Secretary

Prepared by: Andrea Riganti, Director of Community Development

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The Loop Special Business Districts

6504 Delmar in The Loop  
St. Louis, MO 63130

(314) 727-0110 phone  
(314) 727-1288 fax

From: Joe Edwards, Chairman, The Loop SBD  
Loop Liaison and ex-officio board member of EDRST

March 23, 2017

To: Jodie Lloyd, Manager of Economic Development, City of University City

**Request to the EDRST Board to reconsider "Welcome" sign at today's meeting.**

1. Please view the newest rendering that shows the specific location proposed.
2. Please take into consideration the detailed review and objective evaluation process that the U. City Staff went through on all requests. This project received a higher ranking than the next 11 proposals that might get approved today.
3. The Loop Board of Directors rated this one-time project in the very high range of important requests.
4. Please review the photos of other signs and consider the lasting positive impact they have had for their areas.
5. It would help a great deal to implement this now rather than a year or two from now. The funds are available in this year's budget or from reserves that do not promote economic development while in a bank account.
6. New people move in and out of cities every year. It would be wonderful if all new residents and visitors from the region and beyond would see the "Welcome" message.
7. Statistics show that 22,000 cars a day travel along Delmar. If an average of two or three people are in each car, that translates to an incredible number of impressions every year, not to mention all of the travel magazines and business and real estate publications that will feature photos.

Thank you for your consideration!



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THE LOOP ICE CARNIVAL



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W. CENTRAL AVE



# Attachment 3

## Economic Development Retail Sales Tax Board Meeting Minutes March 16, 2017 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**

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

### **Non-Voting Ex-Officio Members Present**

Shelley Welsch, Mayor  
Joe Edwards  
Tim O'Donnell

### **Staff Present**

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

### **Roll Call**

Meeting was called to order at 4:02 pm, with all voting members present.

### **Approval of Minutes**

The minutes of the February 16, 2017 meeting were reviewed and discussed. Two corrections were made to the minutes. One correction was to reflect that Ms. Hendrix was at the meeting and one to correct the spelling of Mr. Winer. The Board approved the corrected minutes by a vote of 7-0.

### **Old Business**

None

### **Other Business (Board approved moving this agenda item before New Business)**

#### a. Public Comments

Jessica Hoagland, 8125 Pershing

Ms. Hoagland is an advisor for the Midtown Farmers Market. She stated the farmers markets are business incubators. Midtown Farmers Market is important to the community and good for the local economy. She indicated that the Market is a job creator and also provides an attractive, fun, and festive atmosphere for shoppers at the Market and in the Delmar Loop.

Julia Li, Founder, Create Space

Ms. Li read the Board a prepared statement (attached to the minutes). Ms. Li would like to keep Create Space in University City but without a municipal partner may have to move the concept to another City. Create Space has obtained grants from the World Trade Center and RAC but it was built to include and be supported by a municipal partner to support creative economic development. Ms. Li hopes University City

continues to be a leader in progress and a champion for change. Create Space needs to be and feel supported by the City to remain part of the community.

Julien Robison, 7007 Roberts Court

Mr. Robinson is a student at University City High School. He worked at the Midtown Farmers Market last summer and very much enjoyed the experience. The market provided him with a job opportunity to learn about the Market process and vendors. He indicated that the Midtown Farmers Market brings people closer together and provides a sense of community for residents and visitors.

Deb Henderson, Executive Director, Midtown Farmers Market

Ms. Henderson stated that the Farmers Market stabilizes small businesses. She helped bring in new business and revive the Market in the Loop with the fresh tree business in November and December. She stated that her requests for funds were not redundant to other event requests. She indicated that the request for funds was for programs like MAT-Pro, Power of Produce, and Double-up Food Bucks not just events. Ms. Henderson hopes the Board will reconsider staff's recommendation and fund the Market to at least the amount last year.

Mary Adams, Executive Director, University City Chamber of Commerce

Ms. Adams provided the Board with supplemental information regarding the Chamber's funding requests (attached to the minutes). The Chamber responded to the staff's analysis. Ms. Adams requested the Board fund the North and South Block Party at the amount Chamber requested, not staff's recommendation. The event cost the Chamber more money last year and to cover those costs, the Chamber requested more funds. The event was a huge success and very much supported by the community. Ms. Adams also disagreed with staff's recommendation to not fund Olive Revitalization given that Olive Blvd is a high priority for redevelopment. These programs will help create "buzz" about Olive Blvd. Ms. Adams doesn't support staff's recommendation to not fund the Small Business Workshops. These workshops provide vital information to U City businesses and are not redundant with other regional programs. The Chamber is open to evaluating the workshops to offer at a different time, etc. but attendees value the workshops.

### **New Business**

#### **a. Fiscal Year 2018 Budget (discussion and vote)**

Mr. Winer opened the discussion of the FY18 EDRST budget. Some Board members requested to make general statements before staff discussed their recommendation. Mr. Winer indicated that while Board members may have differing opinions of what projects should be funded, all should support the Board's final recommendation once a vote has been taken. Mr. Kuhlman indicated that the Board had to make some very tough choices. There were good projects but with \$1.14 million in asks, not all projects can be funded. Mr. Lenard requested that the Board take a close look at the budget and especially the projects where staff was recommending no funding.

Mr. Adeboye provided the Board with a prepared written statement (attached to the minutes). He does not support funding for sidewalks and feels that it is the City's job to fund sidewalks in the general budget. He thinks the Chamber should be fully funded and that the Chamber deserves encouragement and support. He also thinks the North and South and Delmar block party should be fully funded. It attracted 1200 people to the area in one afternoon. He supports full funding for Create Space and thinks the City should be supporting these programs for economic growth. He also supports full funding for the Farmers Market and thinks the City should be creating a citywide marketing brochure, not just the Delmar Loop. He supports equitable distribution of funds. Ms. Hendrix agreed fully with Mr. Adeboye. She wants to see equitable distribution of funds and provide Olive Boulevard with additional funds, as it needs more work than the Delmar Loop. She thinks some of the projects staff is recommending for funding are not priorities.

Following these initial statements, Ms. Riganti reviewed the staff budget recommendation to the Board, as

per the March 9, 2017 memorandum to the EDRSTB. She explained the staff review process, where each project was evaluated against the criteria appearing on the "Fiscal Year 18 – Staff Analysis – EDRST spreadsheet"; the City ordinance, and the EDRSTB funding priority policies. In their evaluation, staff also considered the Board's suggestion that similar funding requests be combined if possible or projects better coordinated.

Following Ms. Riganti's review of the memo, the Board deliberated and voted on each project.

#### Questions – Comments – Discussion by Board Members

- *University City Community Development Department: Legal fees to explore the formation of an Olive Boulevard Community Improvement District (CID) and Olive Boulevard Market Analysis (\$40,000 requested for CID, \$50,000 for market study)* – The Board requested clarification on the request for legal fees for a CID, specifically what the intent. It was explained that a CID can be a self-taxing district formed by property owners and funds collected can be used for infrastructure, marketing, security, and more. Several property owners within the international district are interested in forming a CID. A legal analysis is the first step to determine if formation is feasible. In the past, the EDRSTB approved legal fees for the Loop Special Business District to explore creation of a CID.

The Board asked for the purpose of the Olive Boulevard Market Analysis. It was explained that a market feasibility analysis will help the City identify gaps in services, retail goods, and restaurants along the Olive Boulevard corridor. This information will be helpful for economic development attraction efforts, so that certain uses are targeted.

By a vote of 6-1, the Board approved \$40,000 for the CID legal and \$50,000 for the Olive Boulevard Market Analysis.

- *University City Public Works and Parks: Olive Boulevard Sidewalk Improvements (\$457,142 requested)* – The Board asked why the City could not fund this project with Capital Improvement Project (CIP) funds or general revenues. It was explained that Olive Boulevard is a Missouri Department of Transportation owned and maintained road, and MoDOT does not have funding to make these improvements. The City's CIP are being used for improvements to City owned streets.

The use of EDRST reserves for this project was discussed. There is approximately \$1.1 million in reserves, of which \$800,000 has been identified for Olive Boulevard projects.

The Board recommended by a vote of 4-3 to fund this \$457,142 project with reserves.

- *Create Space Generator/Kitchen Space Generator: Scholarship and Programs (\$60,000 requested for Create Space, \$70,000 for Kitchen Space)* – the Board discussed the Create Space and Kitchen Space scholarship and program requests together. The Board indicated that this type of project is what the EDRST is intended to fund. The Create Space projects encourage entrepreneurship and businesses to locate long-term in University City. More activities like Create Space should be encourage.

By a unanimous vote, the Board approved \$60,000 for Create Space scholarships and \$70,000 for Kitchen Space scholarships.

- *Loop Special Business District: Special events (\$75,000 requested)* – To better coordinate activities held in the Loop, rather than fund each event individually, staff recommended combining all Loop event requests for funds. Funds for Market in the Loop events could also come from this

category.

The Board approved \$75,000 for this project by a vote of 6-1.

- *Loop Special Business District: Official Visitors Guide (\$12,500 requested)* – The importance, audience, and distribution of this guide was discussed. It was explained that the guide is placed in hotels, given to the Conventions and Visitors Commission and helps to attract many visitors to the Loop. By a vote of 6-1, the Board approved \$12,500 for this project.
- *University City: Community Development Marketing (\$15,000 requested)* – By a unanimous vote, the Board approved \$25,000 for citywide marketing, such as brochures, advertising, and maintenance of the Olive Link website.
- *University City Chamber of Commerce: Taste of U City (\$7,000 requested)* – By a unanimous vote, the Board approved \$7,000 for this project.
- *Loop Special Business District: Loop Brochures and Directory (\$14,000 requested)* – By a vote of 5-2, \$14,000 was approved for this project.
- *Loop Special Business District: Year Round Lighting and Welcome Sign (\$80,000 requested)* – The Board discussed the need for a welcome sign to the Loop, and whether it would be good use of EDRST. The request was for partial funding for the sign in FY18, with the remainder to be requested in FY19. Some members indicated that enough funds had been allocated to Loop projects and there were other projects that should receive priority over the sign. Staff recommended funding the welcome sign fully this fiscal year at \$120,000.

By a unanimous vote, the Board denied this request.

Ms. Riganti indicated that the time was now 6:20 p.m. and the room was needed for another scheduled meeting. The Board decided to meet on Thursday, March 23, 2017 at 4:00 p.m. to continue the budget discussion.

The meeting adjourned at 6:25 p.m.

Respectfully submitted

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Robert Kuhlman  
EDRSTB Secretary

Prepared by: Andrea Riganti, Director of Community Development





Date: March 14, 2018  
To: EDRST Board  
From: Mary Adams, Executive Director  
Re: City Staff Recommendations for EDRST Funding FY2018

Dear EDRST Board,

Thank you for your service to University City and your thoughtful consideration of the economic development initiatives brought before you for FY2018.

The following is the Chamber's response to City staff recommendations regarding our applications and further information that may be helpful to you as you make recommendations to Council for next year's funding proposals.

Organizational Context: The Chamber of Commerce is an independent, non-profit organization – the only organization in our community that supports and represents business and economic development in every corner of University City. It is what we do all day – every day. The Chamber staff currently consists of one FTE, one part-time administrative assistant, and interns from ARC, as well as MBA candidates from Webster University. Our volunteer Board of Directors is composed of twelve business owners and managers representing industries in our community diverse in size, services, and locations throughout our community. Our Board budget and membership committees are comprised of Cheryl Adelstein of Washington University, Bill Krenn of Winco Windows (Olive Blvd.), Michael Hobbs of the Melting Pot (the Loop), Maurice Allen of the PrivateBank, and Norm Frain from the St. Louis Post-Dispatch. We are also establishing a Board marketing committee. The Chamber serves a unique and vital role by being the collective voice and advocate of the entire U City business community.

Entering our 6<sup>th</sup> year, we are actively growing our membership and providing added value to our members. Recent achievements (since October of 2016 when I became director) include more than a 20% growth in membership, and a full functional systems analysis resulting in a new website, and database, accounting and communications systems that provide greater stability for our organization and greater value to our membership and the entire community. The Chamber website hosts the only online, all-business directory for University City, and our website hits, telephone inquiries and mailing lists grow daily. The Chamber engages in daily communication with our membership, including conversations with business owners about their needs and ideas for sustaining and growing their businesses. The Chamber is a first-stop shop for many new and prospective U City residents and businesses.

City-wide Marketing and Regional Branding Applications:

We are appreciative of staff's recommendations in favor of our All-City Marketing and Regional Branding applications. This is in alignment with part of the Chamber's mission to promote the entire business community of U City. Please note that the Chamber's requests for these applications totaled \$69,000 – reduced funding will require we reduce the media buy and development time by that amount.

Taste of U City:

We are excited at the prospect of continuing Taste of U City, and are happy to host it and continue to grow it as an enduring and endearing annual tradition that gives regional visibility to our diverse dining options and effectively drives new consumers into our restaurants.

North and South Block Party Event:

As detailed in our application, our first event was a smashing success. We estimate our first year attendance at 1200-1400 visitors! As previously submitted in detail, we have received countless requests from business owners, residents and visitors to hold this event again. The Chamber has also received requests from City Council and staff members, residents and other business owners to hold similar events in other areas of U City.

The Chamber is requesting \$8,000 for FY 2018, an increase from the \$5500 we requested for FY 16. The reason for this is that we initially underestimated expenses, including county permits and legwork required for a county street closure, barricades, program development costs and vendor expenses. While we produced a terrifically successful event, in the end the Chamber sustained a financial loss of \$1661 which we are not in a position to absorb again. The FY2018 funding request has been adjusted to accommodate the underestimated fees of FY16, as well as a few additional anticipated expenses we know we will need next time (\$900), including the need to secure hired labor to set up and take down festival tenting and tabling within the street access time frame, alternate power sources/electrical generators, and an adjusted entertainment schedule, including more pony rides, as requested repeatedly by festival participants and post-event surveys from the business district.

The Chamber did secure six business sponsors for the last event, and we intend to approach these sponsors again. Two have already taken the initiative to contact me saying they are happy to sponsor again. We are wondering why the Chamber is being asked to acquire even more sponsorships to offset the basic costs of throwing this event. We do not know of any other entities receiving City recommendations that are being asked to do so. The pursuit of an additional \$2500 in sponsorships would require an increase in additional program development funding. We have asked for \$8,000 because we know that is what it will take to put on this event. The Chamber is in no position to monetarily subsidize this, or any other community event. We hope the Board will fund the full requested amount of \$8,000 necessary to bring it back to this deserving, yet underserved business district, and the residents and families who come from surrounding areas and get to experience first-hand what a great community this is.

Olive Revitalization:

Considering the City's commitment to driving awareness and consumer activity to the Olive Link, we respectfully disagree with staff recommendation for zero funding recommendation for the Olive

Revitalization application. Olive businesses have been asking for years to do more to attract attention to their businesses. Festive lighting (\$3500 to supply lights to all ethnic dining restaurants) and public art (\$2000 for mural installation) are two ways to do that quickly and at a low cost. Both are year-round visual cues to residents and travelers on Olive that "something" is happening on the Olive Link. Many EDRST applications are proposed by ideas generated from community organizations, and not the result of a specific request from a business owner.

Yes, improved pedestrian lighting and infrastructure improvements are important. But what are the true drivers of economic development, employment and business retention and growth? It's getting new customers in the doors of our businesses and developing, retaining and optimizing the enthusiasm of a loyal customer base that catalyzes and attracts even more consumers to the area. We need to create a buzz about Olive – now – and attract customers to this business corridor.

The Chamber's FY17 Olive funding was issued for the Olive Link Property database project and website development and transition - all of which has been executed or is well into the development process. Regarding the Olive Leadership Group, the Chamber regularly meets with Olive businesses and it is difficult to find meeting times as the City staff can testify. The Olive business group has made it clear they want lights for safety. The Chamber continues to advocate for these businesses and I personally commit that we will better formalize the communication and provide regular status updates than my predecessor did more informally. It has been my understanding that developing business leadership on Olive has been a common objective of the Community Development department and the Chamber for many years, and that we have long mutually supported each other, and at times combined efforts to identify and engage leadership along the Link. In fact in one of my first meetings with City staff, developing Olive leadership was a stated priority. As the Chamber concurs with the importance of that activity for growth and development along the Link, and is uniquely poised to make it happen by virtue of our relationships with business owners along the Link and other economic development leaders in the region, I included these important objectives in this application.

Regardless of whether this particular project receives funding, in part or in totality, we hope the Board remains mindful of the express and repeated desire of the Olive business community to see something visually appealing happening on Olive to attract more consumers and visitors. Adding year-round festive lights and public art to U City in Bloom seasonal beautification efforts would provide a strong impact in the short term, while the City moves forward with the increased pedestrian lighting and long term infrastructure improvements. Perhaps these quick win proposals could be funded from Olive reserves as well? The businesses of the Olive Link need and deserve as much immediate assistance as we can provide to drive more consumers to the area and through their doors. Visual improvements would be a shot in the arm to everyone who travels Olive, as well as a sales tool for new businesses and residents to locate along the Link. It would also serve to fortify current Olive Link branding initiatives and a public perception of the Link as a destination location in St. Louis.

#### Small Business Workshops:

While we understand the City's recommendation regarding the Small Business workshop series and share their concerns about attendance for the first 1.5 quarters on which their recommendations were based, we don't think the first response should be to defund the entire program. Participants consistently report workshop value as high, and we receive weekly requests in our surveys for additional topics they would like to see offered. The Chamber is entirely open to re-working this application and

had already planned to look at restructuring the workshops at varying times or during a regular Saturday morning slot in the future in order to serve a greater number of business owners, as well as querying participants from the last three years to better determine optimal times. We are committed to providing relevant and accessible educational services to as many existing and prospective business owners as possible, and continually assess and expand our advertising efforts. We're also open to amending the amount of the funding request and producing fewer workshops per year, perhaps consolidating topics and speakers into 3-hour thematically based sessions on a regular monthly Saturday morning schedule. It would be unfortunate for the health of our businesses to scrap a program that, while evolving, has been serving educational needs of our busy small business community for years because the time slots scheduled this year didn't turn out to be as accessible to as many as we anticipated.

**Scheduling:** The Chamber chose the current Learn Over Lunch schedule for this fiscal year in response to participant requests for shorter workshop times for a weekday schedule for education and take-aways that can be easily implemented to improve business performance. While advertising and scheduling the program got a late start due to budget delays last summer, our advertising efforts, along with the regular scheduling, are taking hold and we are recognizing increased momentum in awareness and attendance. We have eight more workshops scheduled for the remainder of this fiscal year, and I have a waiting list of local business owners eager to present in FY2018. Our FY17 workshops feature skilled presenters from the region, and also showcase the expertise of the U City business community (75% of presenters this year), fortifying awareness that U City is a great place to do business, have a business, and that the City is committed to supporting small business success.

**Duplication:** Regarding a concern of duplication of services in the area, citing that there are other free business workshops available through SCORE, Justine Peterson and Cortex. Very few workshops offered by SCORE are free (only 1 of the next 10 offerings); costs range from \$35-\$45 per workshop offered at varying times and differing locations throughout the region (the only free one is in Wildwood next month). The business presentations offered at Cortex, while free during Venture Café hours on Thursday evenings, are geared toward entrepreneurs primarily in the science and tech industries; it attracts largely a millennial crowd. The environment, educational focus and location are not a good fit for the needs of our typical workshop attendees and majority of our business owners are unlikely to attend with any regularity. Justine Peterson provides business mentoring support with a focus on business plans, credit building, and microfinance. They do not offer small business workshops on a wide variety of generalizable topics that can meet the needs of our diverse business community. After another round of researching these and other programs in the region, we see no duplication or resources for free, accessible and relevant small business education curriculum.

We ask the Board to allow the possibility of finding an acceptable re-working of this application so U City can continue to support the success of busy small business owners.

Again, thank you for your service to all of U City and your thoughtful consideration of these applications before you.

Economic Development Retail Sales Tax Board

Meeting - Thursday, March 16, 2017

**ABOUT STAFF RECOMMENDATION**

1. I will put my narrative in graphic format for easy and quick reading to save time.

I live North of Olive. For too long, the City's attention has been elsewhere but not on this three-mile parameter that houses hundreds of businesses. The people in my neighborhood want to see Olive more active and attractive. Staff recommendations do nothing to encourage that expectation.

Lighting infrastructure for Olive is desirable. Our funds should not go for sidewalks. That's the City's duty. One over-heard reason for seemingly neglecting Olive is due to the fact that the Olive business Group has not met for over a year. Who is responsible for organizing and moderating the meetings?

2. CHAMBER OF COMMERCE: deserves encouragement and better funding. We should see it as a sector for growth and publicity development.

....Business workshops/Seminars: New Business Registration, IRS Form SS-4 for new business, IRS form 501(c)(3) for nonprofit businesses, State Tax-exempt Form, Linkage to other agencies and services. Chamber's Funding request should be approved.

3. North and South Block party: In one year, it attracted about 1200 to 1400 people. That should be encouraged and funded. It is good for our economy.

4. CREATE SPACE AND KITCHEN SPACE: We should encourage activities like these since they are good for our economic growth.

5. FARMERS MARKET should be fully funded. (Deb? Last presenter) →

6. BROCHURES: we have been funding brochures for the Loop. We should the fund for the whole city. What we have now is not a balance allocation. We need to change that. It is imperative that we make our business fair and equitable.

Citywide brochure - Chamber

Respectfully Submitted,  
Raheem Adegboye

Dear University City Economic Retail Sales Tax Board,

This week I was in San Francisco with my fellow Coca Cola Scholars, one of whom is Michael Tubbs, Mayor of the City of Stockton. At 26, he's the youngest mayor in our country and Stockton's first African American Mayor. We spoke at length regarding my wishes to stay quiet during University City's series of internal unrest. However, he and my fellow scholars urged me to challenge the status quo, to continue speaking up and fighting for inclusion and 'forward together' in our fragmented city.

Three years ago, inspired by the opportunity and possibly for change that University City represented, Create Space Generator was created for the purpose of creative economic development to solve University City's problem of declining retail shops on The Delmar Loop and Olive Blvd. For minority and women owned business a program like ours, makes it possible to level the playing field and offer the toolset to enter the business world, historically dominated by old boy's clubs.

While we are here to discuss FY18 funding, I'd like to remind everyone that during FY17 Create Space Generator was singled out and our program was the only one to not be funded regardless of achievements and recognition locally and nationally. This is not right.

As many you may know, Create Space Generator has been sustainable for the past few years largely because I serve as the volunteer Executive Director. To clarify our nonprofit does not pay me or individuals from our partner organizations (Volunteer Lawyers and Accountants for the Arts, World Trade Center) a salary. However, the plan has always to hire an Executive Director by January of this year to ensure sustainability. Due to the FY17 gap in funding, we've been unable to do this.

We have kept Create Space afloat by grants from Regional Arts Commission, World Trade Center and personal donations. However, Create Space Generator was built to include a municipal partner as the ultimate goal is creative economic development for the city we serve.

Without a willing, supportive municipal partner, Create Space Generator will be forced to choose city partner that is. Small business is the backbone of our economy, we love our community and want to continue to serve University City. Last time we met we submitted a revised FY17 request that includes only scholarship and programming funds for Create Space. If this is not approved, we unfortunately will be shutting our doors in the Delmar Loop at the end of April and will accelerate our discussions with other cities.

At my request, all of us at Create Space Generator have stayed neutral, respectful and relatively quiet. However, it has reached the time where these matters have impacted our ability to sustain and serve our community. It has been truly an honor to serve our incubating class and an honor to serve University City, regardless of what happens, we thank you for the opportunity. We hope that University City continues to be a leader in progress and a champion for change, as change – *especially at this time for our nation* – is inevitable.

Very Best,  
Julia Li  
Founder, Create Space Generator





# Attachment 4

## **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, March 16, 2017

1. **Roll Call**
2. **Approval of Minutes**
  - a. 2/16/2017 Meeting Minutes (*discussion and vote*)
3. **Old Business**
4. **New Business**
  - a. Fiscal Year 2018 Budget (*discussion and vote*)
5. **Other Business**
  - a. Public Comments (Limited to 3 minutes for individual's comments, 5 minutes for representatives of groups or organizations).
6. **Reports**
  - a. City Council Liaison
  - b. Staff Report
7. **Adjournment**



**Economic Development Retail Sales Tax Board  
Meeting Minutes  
February 16, 2017  
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**

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

**Non-Voting Ex-Officio Members Present**

Joe Edwards

**Non-Voting Ex-Officio Members Not Present**

Shelley Welsch, Mayor  
Tim O'Donnell

**Staff Present**

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

**Roll Call**

Meeting was called to order at 4:05pm, all voting members present

**Approval of Minutes**

The minutes of the December 1, 2016 meeting were reviewed, discussed, and approved by a vote of 6-0.

**Old Business**

None

**New Business**

a. Board Membership

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

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

Following the election, Mr. Winer made a statement regarding Board participation and reminded the audience that the Board members are volunteers. He requested that all Board members be treated with respect and that meetings are to be considered a "no bully zone."

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

Ms. Lloyd stated that the Board packets included a second quarter report from FY 17 recipients. Ms. Lloyd stated that reports covered the period of September through December 2016. Each recipient completed the report. Ms. Lloyd indicated that a cover memo provided the Board with an overview of funds expended. To date, \$406,606.25 remains in unspent funds.

Board asked about Create Space funding. Ms. Riganti indicated that Create Space had withdrawn request for current proposal. City Council did not vote on the amended budget to support Create Space, per the EDRST Board's request. Mr. Winer noted that a significant amount of funds still remain and questioned if all funds would be expended. Mr. Kuhlman noted that the Midtown Farmers Market report was very complete.

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

Mr. Wine stated that each applicant had 10 minutes for a presentation and Board members were welcome to ask questions after the presentation. Ms. Riganti provided a brief overview of the EDRST funds including the use of funds based on the criteria developed by the EDRST Board and the state statute. Ms. Riganti informed the Board that there is \$565,000 available for FY 18 programs and projects. Mr. Winer then invited each applicant to present to the Board.

- i. University City Chamber of Commerce – Mary Adams, Executive Director of the University City Chamber of Commerce provided an overview of projects being requested for funds in FY 18. Ms. Adams provided a brief overview of the mission and goals of the Chamber and stated that the Chamber represents all of University City businesses and the Chamber works closely with the City on Economic Development initiatives. The Chamber is requesting a total of \$105,500. The funds requested will be used for marketing and advertising (\$36,000), a North and South and Delmar business district block party (\$8,000), the annual Taste of U City (\$7,000), Olive Link revitalization projects (\$11,500), Regional branding and tourism (\$33,000) and training and small business workshops (\$10,000).
- ii. Create Space Generator, Inc. – Julia Li of Create Space presented the \$130,000 request. Ms. Li began the presentation by detailing the concept of Create Space, to support makers and artist and develop a true retail incubator in University City, the center of creativity. Funds will be used to support two programs: Create Space, an artist retail storefront in the Delmar Loop and Kitchen Space, a 24-hour culinary kitchen that can support food truck operators, bakers, and caterers and provide educational and cooking class. Funds would support scholarships for University City residents to be a part of the incubator program and provide support for programming at both Create Space and Kitchen Space.
- iii. Mannequins on the Loop – Andrea Jones presented the \$10,000 request for the Mannequins on the Loop event. In fiscal year 2018, it will be the 10<sup>th</sup> annual event and Ms. Jones would like to market and promote the event to a broader audience. Ms. Jones also indicated that there is a goal to provide 50 mannequins from Kingsland to Rosedale (in St. Louis).
- iv. Loop Special Business District – Joe Edwards, President of the Loop Special Business District (LSBD) provided an overview of project and fund requests for FY 18, a total of \$26,500. Mr. Edwards stated that the LSBD is requesting funds for Loop events (\$75,000) including an expanded Ice Carival. The event will be held for three days in FY 18. In addition, some infrastructure projects are being requested including a one of a kind “Welcome to the Loop” illuminated sign and lighting (\$80,000) and tree grates (\$45,000). The LSBD is also requesting funds to print Delmar Loop brochures and update the directories (\$14,000) when new businesses come into the Loop. The last request is to continue to promote the Loop through an ad placement (\$12,500) in the official St. Louis Visitor's Guide that is distributed to every hotel room in St. Louis.

- v. U City In Bloom – Jesse Gilbertson, Director of Horticulture for U City In Bloom (UCIB) provided an overview of projects and funds request for FY 18, a total of \$54,081. Mr. Gilbertson stated that UCIB is requesting funds for four projects. UCIB maintains the planters along Delmar and this year requests funds to maintain Ackert plaza (\$9,068) and would like to continue to provide that service with use of EDRST funds. In addition, three Olive Blvd projects including maintaining nine gardens (\$14,288), maintaining the newer trees with water and groundcover (10,770), and continuing the Olive Blvd planters (\$20,015).
- vi. Midtown Farmers Market – Deb Henderson, Executive Director of the Midwest Association of Farmers Market (MAFM) provided an overview of the organization and its funding request. The MAFM is requesting \$38,500 in funding for events and marketing of the Farmers Market. Ms. Henderson stated that the Farmers Market plans to draw thousands of visitors to the Loop on Saturday mornings. She also stated that the Market acts as a “visitor center” for the Delmar Loop, by staffing an information booth. Events help attract and keep people at the Market. FY 18 events would include a Market Music Series and a local Chef’s competition. Marketing will consists of posters, flyers, and ads in local publications.
- vii. University City Department of Public Works and Parks – Jenny Wendt, Program Manager in the Department of Public Works and Parks provided an overview of the Department’s request. The Department is seeking \$457,142 in EDRST funds to provide sidewalks along Olive Blvd between McKnight and 82nd. The funds would add sidewalks to both the north and south sides of Olive Blvd. This section of Olive Blvd is in great need of sidewalks.
- viii. University City Department of Community Development – Jodie Lloyd, Manager of Economic Development for the City of University City provided an overview of Department of Community Development requests. The Department is requesting funds for Citywide Marketing (\$15,000) programs. Marketing funds will be used to help attract new businesses to University City and for business retention by marketing existing businesses. The Department is requesting \$50,000 for an Olive Blvd market analysis and \$40,000 to begin the process of developing a community improvement district for the International District on Olive Blvd. The Department is also requesting \$15,000 to maintain the Olive Link website and increase the social media presence of the site.

Mr. Winer thanked all the applicants for their presentations. He then stated that the next step in the process is a Public Hearing scheduled for Thursday, March 2nd at 6:00pm in the same location as this meeting (HPCC). EDRST Board attendance is not mandatory but encouraged.

**Other Business**

a. Public Comments

Max Tsai – Mr. Tsai is a property owner of several properties along Olive Blvd in the International District. He strongly supports the request of funds to create an International District Community Improvement District (CID). A CID would help get business owners invested and active along Olive Blvd. Mr. Tsai would also like to see the City have a greater role in the street – a take-over of Olive Blvd from the Missouri Department of Transportation. He wants to see additional pedestrian-friendly development along Olive. This would help facilitate long-term economic development.

Al Li – Mr. Li is the President of the Asian American Chamber of Commerce. The Chamber supports the creation of a CID in the International District. He agrees with Mr. Tsai, that property owners will be more invested if they are taxing themselves to participate. A CID could help take Olive Blvd “to the next level.”

**Reports**

- a. Council Liaison Report – Mayor Welch was out of town.
- b. Staff Report – Ms. Lloyd provided the board with a number of updates including:
  - Olive Blvd Immigrant Brochure
  - I-170 – City will be issuing a Request for Proposal for development
  - Olive Blvd development including Urban Sprouts, new sandwich shop, and new restaurant and office space in the former Rent A Center building, that has been vacant for several years.
  - City and Chamber will be working on a series of videos to promote the City.

Meeting adjourned at 6:05 p.m.

Respectfully submitted

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Robert Kuhlman  
EDRSTB Secretary

Prepared by: Jodie Lloyd,  
Manager of Economic Development



## **Economic Development Retail Sales Tax Board**

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

# **Meeting Summary**

## **ECONOMIC DEVELOPMENT RETAIL SALES TAX BOARD**

### **PUBLIC HEARING**

1. **Welcome and Introductions** – Board Chair Mark Winer welcomed the audience to the public hearing. In attendance were Board member Robert Kuhlman, Ex-Officio member Joe Edwards, and staff liaisons Andrea Riganti and Jodie Lloyd.
2. **Economic Development Retail Sales Tax (EDRST) Overview** – Ms. Lloyd provided an overview of the FY 18 requests for funds. The following 8 organizations applied for a total of \$1.14 million in funds. The FY 18 expected budget is \$565,000 for programs and projects:
  1. University City Chamber of Commerce
  2. Create Space Generator
  3. Mannequins on the Loop
  4. Loop Special Business District
  5. U City In Bloom
  6. Midtown Farmer's Market
  7. Department of Public Works
  8. Department of Community Development

### **3. Public Hearing**

**William Tucker** – Mr. Tucker supports the Midtown Farmers market. He stated that the market is diverse and provides a place for people to congregate and listen to music. He stated that people come from all over the region to shop at the market and then shop in the Delmar Loop. He stated that the market provides a place for people of all ages to feel welcome in the Delmar Loop.

**Elizabeth Goodbrake** – Ms. Goodbrake works for the University City High School culinary program. She indicated that the culinary program at the high school has grown exponentially and that the students enjoy the experience of the Farmers Market. Students are able to have hands-on learning through programs at the market.

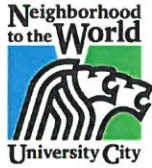
**Deb Henderson** - Ms. Henderson, Executive Director, Midtown Farmers Market. Ms. Henderson stated that the Midtown Farmers Market is developing a program with the culinary students at the high school to bring the high school into the market.

**Ken Rice**, President, University City Chamber of Commerce – Mr. Rice thanked the EDRST Board for all their support over the years for the Chamber programs and projects. He indicated that the Chamber continues to be strong and to grow. The Taste event continues to grow as does other Chamber programs, thanks to the support of the EDRST Board.

A4

**Kevin Taylor** – Mr. Taylor stated that there seems to be a perceived duplication in some projects, such as marketing. He stated that the Board should clarify who is doing what in terms of marketing. Mr. Taylor stated that he supports the Welcome Loop sign. He stated that the Board should review the reserves budget and determine criteria for use of the funds. If there are worthy projects, shouldn't the Board use reserve funds? He stated that the Board needs to hold EDRST recipients accountable for projects. Assure that funds are being spent and meeting metrics.

- 4. Adjournment** – Ms. Lloyd provided next steps. The EDRST Board will review staff analysis and vote on a recommended budget on Thursday, March 16<sup>th</sup> at 4:00PM. The EDRST Board and City Council will hold a joint study session on Monday, March 27<sup>th</sup> at 5:30pm at City Hall. Mr. Winer adjourned the meeting at 6:28pm.



## Economic Development Retail Sales Tax Board

### MEMORANDUM

TO: Economic Development Retail Sales Tax Board Members  
FROM: Jodie Lloyd, Manager of Economic Development  
DATE: March 9, 2017  
SUBJECT: Economic Development Retail Sales Tax – FY 18 Budget – Staff Analysis  
CC: Andrea Riganti, Director of Community Development

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Staff has analyzed the EDRST FY 18 applications. Evaluations were based on the EDRST Board's criteria:

- Alignment with Comp Plan
- Ability to leverage additional financial resources
- Ability to be long-lasting and value added
- Ability to redevelop vacant properties
- Potential to act as catalyst for additional develop.
- Potential to provide employment opportunity
- Appropriate alignment of business fit in target area

Each application was evaluated on a scale of 0 (little or no alignment with criteria) to 2 (strong alignment with the criteria).

In summary, staff is recommending a balanced program budget of \$565,000 with a recommendation to use \$457,142 in reserves for the Olive Boulevard sidewalk project.

In addition to the analysis and recommendation, staff has provided a comment/note about each application. Staff recognized the Board's concern about duplication of programs including marketing and events. There are separate marketing initiatives (Loop, Chamber, City, Midtown Farmers Market, etc.) and events. Staff recommended combining funds and the City will work to ensure efforts are not duplicative.

A full analysis is provided in the accompanied spreadsheet. Below is a summary including comments.

AA

Applicant	Project Title	Funding Request	Evaluation Score	FY 18 Recommended Funding	Staff Comments
U City - Community Development	Olive Blvd - International District CID Analysis	\$40,000	1.71	\$40,000	Important for the International District to explore a CID to further initiatives and development potential like the Delmar Loop.
U City - Public Works and Parks	Olive Boulevard Sidewalk Improvements	\$457,142	1.64	\$0	Recommend using EDRST reserves. A great infrastructure need for Olive Blvd, the missing sidewalk.
U City - Community Development	Olive Blvd Market Analysis	\$50,000	1.57	\$50,000	Important to determine Olive Blvd's economic market for future development and future use of EDRST for incentive programs.
Create Space Generator	Create Space University City Scholarship and Programs	\$60,000	1.57	\$40,000	Reduced funding for some programming. Evaluate programming to determine success.
Create Space Generator	Kitchen Space University City Scholarship and Programs	\$70,000	1.57	\$0	Hold on Kitchen Space scholarships and programming until Kitchen Space operational.
Loop Special Business District	Loop Special Events	\$75,000	1.29	\$85,000	Increased event funding. Allow LSBSD to determine levels of funding for ALL events in the Loop including Mannequins and Midtown Farmers Market events. Loop coordination and collaboration will make all events more successful.
Loop Special Business District	Official Visitors Guide	\$12,500	1.29	\$12,500	Important to market the Delmar Loop both regionally and nationally.
University City Chamber of Commerce	Citywide Marketing and Advertising Campaign	\$36,000	1.21	\$60,000	Combined with the request for Regional Tourism funds. City to ensure no redundancy with City marketing programs, collaborate.
Loop Special Business District	Loop Brochures and Directory	\$14,000	1.21	\$14,000	An important marketing tool that attracts people to the Loop.
University City Chamber of Commerce	Regional Branding and Tourism Attraction	\$33,000	1.21	\$0	Combined with Citywide Marketing and Advertising.
U City - Community Development	Marketing	\$15,000	1.14	\$25,000	Combined with <a href="http://www.olivelink.com">www.olivelink.com</a> request. Will coordinate with Chamber on marketing efforts.
University City Chamber of Commerce	Taste of U City	\$7,000	1.14	\$7,000	An important citywide event that helps attract new visitors to Olive Blvd.
Loop Special Business District	Year-Around Lighting and Welcome Sign	\$80,000	1.14	\$120,000	Recommend funding the Welcome sign in full and not the lighting



						request at this time. A great infrastructure project.
Loop Special Business District	Loop Tree Grate Improvements	\$45,000	1.07	\$37,419		Recommend funding some tree grates and working with Public Works to fund the rest of the tree grates through the City's CIP budget.
University City Chamber of Commerce	North and South/Delmar Block Party	\$8,000	1.07	\$5,500		A good community event for the business district. Fund at prior year level (\$5500) and have Chamber seek sponsors.
U City - Community Development	Olive Blvd - Olive Link Website and Social Media	\$15,000	1.00	\$0		Combined with Community Development marketing.
U City In Bloom	Delmar Planters and Ackert Plaza Maintenance	\$9,068	1.00	\$9,068		Adds value and beautification to the streetscape.
U City In Bloom	Design and Maintain 72 Olive Planters	\$20,015	1.00	\$20,015		Adds value and beautification to the streetscape.
U City In Bloom	Design and Maintain Olive Gardens	\$14,228	1.00	\$14,228		Adds value and beautification to the streetscape.
U City In Bloom	Olive Tree and Groundcover Care	\$10,770	1.00	\$10,770		Adds value and beautification to the streetscape.
Midtown Farmers Market	Events and Marketing	\$38,500	0.79	\$14,500		Fund Marketing for the Midtown Farmers Market. Market should request event funding from the Loop Special Business District for further collaboration and to reduce redundancies.
Mannequins in the Loop	Mannequin Event in the Loop	\$10,000	0.79	\$0		A Loop event. Work with LSBD for event funding.
University City Chamber of Commerce	Training Program/ Small Business Workshops	\$10,000	0.71	\$0		Re-evaluate the program. Program in current form, not good use of funds. Attendance not adequate to justify funding. Several programs offer training (Cortex, SCORE, Justine Pederson, etc.) – duplicating services.
University City Chamber of Commerce	Olive Link Development and Revitalization	\$11,500	0.43	\$0		Not a demonstration of need from businesses for lighting or mural project. Identify Olive Blvd leadership group and establish priorities. No meetings of Olive group have occurred in over a year.
<b>TOTAL</b>		<b>\$1,141,723</b>		<b>\$565,000</b>		

Economic Development Retail Sales Tax - FY 18 Requests - Staff Analysis

Applicant	Project Title	Funding Request	Alignment with Comp Plan	Ability to leverage additional financial resources	Ability to be long-lasting and value added	Ability to redevelop vacant properties	Potential to act as catalyst for additional develop.	Potential to provide employment opportunity	Appropriate alignment of business fit in target area	SCORE	Location	FY 18 Recommended Funding
U City - Community Development	Olive Blvd - International District CID Analysis	\$40,000	1	1.5	2	2	2	1.5	2	1.71	Olive	\$40,000
U City - Public Works and Parks	Olive Boulevard Sidewalk Improvements	\$457,142	2	1	2	1.5	1.5	1.5	2	1.64	Olive	\$0
U City - Community Development	Olive Blvd Market Analysis	\$50,000	2	1	2	1.5	1.5	1	2	1.57	Olive	\$50,000
Create Space Generator	Create Space University City Scholarship and Programs	\$60,000	1.5	1	2	1.5	1.5	2	1.5	1.57	Citywide	\$40,000
Create Space Generator	Kitchen Space University City Scholarship and Programs	\$70,000	1.5	1	2	1.5	1.5	2	1.5	1.57	Citywide	\$0
Loop Special Business District	Loop Special Events	\$75,000	1.5	2	1.5	0	1	1	2	1.29	Delmar	\$85,000
Loop Special Business District	Official Visitors Guide	\$12,500	1	2	1.5	0	1.5	1	2	1.29	Delmar	\$12,500
University City Chamber of Commerce	Citywide Marketing and Advertising Campaign	\$36,000	1.5	1	2	0.5	1	0.5	2	1.21	Citywide	\$60,000
Loop Special Business District	Loop Brochures and Directory	\$14,000	1	1	1.5	0.5	1.5	1	2	1.21	Delmar	\$14,000
University City Chamber of Commerce	Regional Branding and Tourism Attraction	\$33,000	1.5	1	2	0.5	1	0.5	2	1.21	Citywide	\$0
U City - Community Development	Marketing	\$15,000	1.5	1	2	0.5	1	0.5	1.5	1.14	Citywide	\$25,000
University City Chamber of Commerce	Taste of U City	\$7,000	1.5	2	1.5	0	1	1	2	1.14	Citywide	\$7,000
Loop Special Business District	Year-Around Lighting and Welcome Sign	\$80,000	2	0	2	0.5	1.5	0	2	1.14	Delmar	\$120,000
Loop Special Business District	Loop Tree Grate Improvements	\$45,000	1.5	0	2	1	1	0	2	1.07	Delmar	\$37,419
University City Chamber of Commerce	North and South/Delmar Block Party	\$8,000	1.5	2	1	0	0.5	0.5	2	1.07	Delmar	\$5,500
U City - Community Development	Olive Blvd - Olive Link Website and Social Media	\$15,000	1.5	1	1	0.5	1	0.5	1.5	1.00	Delmar/N&S	\$0
U City in Bloom	Delmar Planters and Ackert Plaza Maintenance	\$9,068	1.5	1	0.5	1	1	1	2	1.00	Delmar	\$9,068
U City in Bloom	Design and Maintain 72 Olive Planters	\$20,015	1.5	1	0.5	1	1	0	2	1.00	Olive	\$20,015
U City in Bloom	Design and Maintain Olive Gardens	\$14,228	1.5	1	0.5	1	1	0	2	1.00	Olive	\$14,228
U City in Bloom	Olive Tree and Groundcover Care	\$10,770	1.5	1	0.5	1	1	0	2	1.00	Olive	\$10,770
Midtown Farmers Market	Events and Marketing	\$38,500	1.5	2	0.5	0	0	0.5	1	0.79	Delmar	\$14,500
Mannequins in the Loop	Mannequin Event in the Loop	\$10,000	1.5	0.5	1	0	0.5	0.5	1.5	0.79	Delmar	\$0
University City Chamber of Commerce	Training Program/ Small Business Workshops	\$10,000	1.5	1	1	0	0.5	1	0	0.71	Citywide	\$0
University City Chamber of Commerce	Olive Link Development and Revitalization	\$11,500	1	0	1	0	0	0	1	0.43	Olive	\$0
<b>TOTAL FUNDS REQUESTED</b>		<b>\$1,141,723</b>										
<b>TOTAL FUNDS AVAILABLE</b>		<b>\$565,000</b>										<b>\$565,000</b>

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

AA