

NOTICE OF STUDY SESSION

OF THE

UNIVERSITY CITY CITY COUNCIL

Public Notice is hereby given that a Study Session of the City Council of University City will be held on Monday, June 26, 2017, at 5:00 p.m., at City Hall, fifth floor, 6801 Delmar, University City, MO.

AGENDA

Requested by the Interim City Manager

1. Meeting called to order
2. Any changes to the upcoming meeting agenda
3. City Manager Recruitment Profile
4. Discussion of University City's Draft FY18 budget
5. Adjournment

This meeting is OPEN to the public.

Dated this 22nd day of June, 2017

LaRette Reese
Interim City Clerk

DRAFT

City Manager Search Recruitment Profile



**CITY MANAGER
UNIVERSITY CITY, MISSOURI**

GovHR USA is pleased to announce the recruitment and selection process for a City Manager on behalf of the City of University City, Missouri. This brochure provides background information on the City and its organization, as well as the requirements and expected qualifications for the position. Candidates should apply by July 31, 2017 with cover letter, resume, and contact information for five professional references. To apply on-line visit www.govhrusa.com/current-positions/recruitment or to apply via mail send the required information to the attention of Lee Szymborski, Senior Vice President, GovHR USA, 630 Dundee Road, #130, Northbrook, IL 60062. Tel: 847-380-3240. The City of University City is an Equal Opportunity Employer.

EXECUTIVE SUMMARY AND POSITION ANNOUNCEMENT

City Manager, University City, MO (pop. 35,172). A beautiful and historic inner-ring suburb of St. Louis adjacent to the renowned Washington University, University City is a unique urban community with a strong mix of cultural, social and economic diversity.

Incorporated in 1906 by Edward Gardner Lewis, University City was established with a vision of being a city of culture and fine homes. In anticipation of the 1904 World's Fair in neighboring Forest Park, Lewis purchased the first 85 acres of what would become University City.

Proud of its historic sites as well as its solid and varied residential neighborhoods, today "U. City" is a family-friendly, engaged community where residents enjoy the community's suburban and pedestrian-friendly atmosphere. In U. City, citizens boast availability to urban-style services and easy accessibility to the Greater St. Louis's recreational and cultural activities.

The City is looking for a progressive, collaborative and transparent professional with strong communication skills. Work experience with a racially and economically diverse population and active citizenry is important. Town-Gown experience and a record of visibility in the community are highly valued. Proven financial expertise and HR skills are required.

The City has approximately 300 full-time and 240 part-time and seasonal employees, and an operating budget of more than \$30 million (all funds). The City holds a AA+ bond rating (S&P), and a fund balance of nearly 34% of operating funds.

Candidates must have a minimum of a BA in public or business administration, public policy, urban affairs or related field. Seven – 10 years of increasingly responsible municipal management experience is required. A Master's degree in public administration, business administration or other advanced executive level training such as ICMA Credentialed Manager is preferred.

Candidates must possess managerial, interpersonal, and leadership skills to direct a resident-forward City team serving a diverse community. The Council/Manager form of government enjoys a long history and support in the community. Residency in the City is encouraged. Starting salary range: \$150,000 – 160,000 +/- DOQ. An excellent benefits package is also offered.

COMMUNITY HISTORY AND BACKGROUND

In the late 1800's, the area that is now University City was primarily farms and small farming communities. Just after the turn of the century, All Saints Church opened north of Olive Street, and new homes were constructed in the surrounding area. On Delmar Boulevard, just west of the St. Louis city limit, the Delmar Race Track and the Delmar Garden Amusement Park were major attractions. Located on the south side of Delmar Boulevard were taverns, roadhouses and the occasional home. The Delmar streetcar "looped" through the southwest corner of the Delmar Garden Amusement Park before returning to downtown St. Louis.

In 1902, Edward Gardner Lewis purchased 85 acres just northwest of the 1904 St. Louis World's Fair Forest Park construction site. Lewis was the publisher of the Woman's Magazine and the Woman's Farm Journal, which had outgrown two-locations in downtown St. Louis. The 85-acre area would be the headquarters for the Lewis Publishing Company, as well the site for a "high-class residential district." Lewis decided to develop the area as a model city, a real "City Beautiful."

Lewis broke ground for the publishing company's headquarters in 1903. The Magazine Building (now City Hall), is an ornate octagonal tower standing 135 feet tall. Soon other architecturally significant structures and developments were erected — an austere Egyptian temple, the Lion Gates and the Art Academy.

Lewis' idea for a residential community with comfortable homes for people of an upper middle class background was realized with the development of University Heights One. Before the subdivision was fully developed, it was important to the 1904 St. Louis World's Fair. Instead of letting the acres stand idle, Lewis built a tent city to house families visiting the Fair. The popular "Camp Lewis" offered comfortable and convenient accommodations and catered meals.

The City of University City was formally incorporated in September 1906 and Lewis became the first mayor. The city's name reflected the community's proximity to Washington University, and Lewis' hope that it would become a center of learning and culture.

During the Great Depression, University City suffered with the rest of the country. The Board of Alderman adopted three revenue proposals that provided funds to assist unemployed citizens until the

enactment of federal programs. By the 1940s, however, construction boomed again as new schools, public buildings, and street improvements were developed throughout the City with the help of the Works Progress Administration.

On February 4, 1947, University City voters adopted home rule charter and firmly established a new Council-Manager form of municipal government. The city expanded to its current boundaries by the 1960s. During the decades following final annexation, the City saw much population change, development and redevelopment. (Sources: University City Website, and its attributed sources.)

Today, there are 17,942 households in University City. A wide variety of housing sizes, styles, and price ranges are available throughout the community from older, historic structures to apartments in a mixed-use setting. The median household income is \$51,933 with a median home value of \$224,200 based on 2015 U.S. Census data. Thirty-six percent of the housing stock was built before 1939. High-end residences, with some homes valued at more than \$1 million can be found near the adjacent communities of Ladue and Clayton, with more moderately priced housing found throughout the community.

The racial makeup of the City is approximately 54% White, 37% African American, and 3.2% Asian. Hispanic or Latino of any race is 4.5% of the population. The median age of University City's population is 37.9 years. The neighboring City of St. Louis has more than 317,000 residents, and the St. Louis Metropolitan Statistical Area has a population of more than 2.8 million.

The City encompasses approximately six square miles of which include many parks and open spaces. There are 17 City-owned parks of approximately 255 acres, including Herman Park, the City's largest community park situated in east-central U. City on 85 acres. The park features a community center, a swimming pool, Centennial Commons Recreation Facility, many playing fields and a recreational trail. The City also owns Ruth Park Golf Course, a nine-hole facility in the heart of the City on 93 acres.

Community residents have a choice of both public and private elementary and high schools. University City is served by the School District of University City with four elementary schools, one middle school and University City High School, for an overall district enrollment of more than 2,800. There are dozens of parochial and private schools available in the greater St. Louis area.

A significant influence in U. City is its proximity to Washington University in St. Louis. The City is proud of its appealing mix of college-town vibe and its eclectic blend of urban lifestyles. Although the main campus of Washington University does not rest in U. City, the University's presence adds much to the cultural underpinnings of the community and contributes significantly to making U. City a desirable place to live.

Washington University, founded in 1853, and with a current student population of approximately 15,000, is one the top universities in the nation. Washington University's undergraduate program has been highly regarded in rankings done by *U.S. News & World Report* and the *Wall Street Journal*, and is affiliated with 22 Nobel laureates. The university has a number of facilities and student residences in U.

City. Other noteworthy institutions in the metropolitan area include St. Louis University and the University of Missouri – St. Louis.

According to the St. Louis Regional Chamber, St. Louis is a national leader in both health care and medical/life sciences research. The community's combination of assets in healthcare and research are unmatched in the Midwest.

Most commercial development in U. City is located on two major thoroughfares, Olive Boulevard and Delmar Boulevard. These two roadways run parallel to each other, traversing the city from east to west and extending beyond the western city limits.

The University City Loop on Delmar Boulevard is an eclectic mix of restaurants, galleries and specialty shops. The Delmar Loop got its name over a century ago from streetcars that came west and "looped around" before connecting to other areas. That movement and momentum continues today, as The Loop expands with new growth and development that has made it a destination. Located in a six-block area near Washington University, the Loop is also home to the restored Tivoli Theater which showcases both foreign films and films in limited release and the St. Louis Walk of Fame. Other featured businesses include the landmark Blueberry Hill Restaurant & Music Club, the renowned music venue, the Moonrise Hotel and The Loop Trolley, a 2.2-mile fixed-route electric trolley currently under construction. The trolley will link University City and Forest Park, with a turnaround at the Missouri History Museum.

A number of art organizations are located in this district including the Craft Alliance gallery and teaching studio, and the Center of Contemporary Arts teaching and performance space. Each year the U. City Loop is the site of occasional special community events like the Ice Carnival, Style in the Loop, and the annual bike race sponsored by the Big Shark Bicycle Company.

Along with the nationally renowned Michigan Avenue in Chicago and St. Charles Avenue in New Orleans, The Delmar Loop was designated as one of the "Great Streets in America" by the American Planning Association. (Source: City and The Delmar Loop Websites.) A discussion about Olive Boulevard can be found later on in this brochure.

U. City and its service clubs sponsor a robust variety of community events and programs throughout the year. An annual Martin Luther King Jr. Celebration, U. City in Bloom events, Taste of U. City, Movies in the Park, Concert series in the Park, and a Jazz Festival are just a few of the events enjoyed by residents.

U. City and the surrounding greater St. Louis area, provides many opportunities to enjoy world-class art and culture. The area claims a number of theater companies, the St. Louis Symphony, the Opera Theater of St. Louis, and numerous arts organizations. Cultural attractions including the St. Louis Art Museum, home to more than 33,000 works of art.

Larger than New York City's Central Park, Forest Park is in U. City's backyard, resting east of the border in St. Louis. A civic center and park covering 1,371 acres, Forest Park was opened in 1876, and has hosted several significant events including the 1904 Summer Olympics and 1904 World's Fair. The park features a variety of attractions, including the St. Louis Zoo, the Saint Louis Art Museum, the Missouri History Museum, and the St. Louis Science Center.

CITY GOVERNMENT

University City is a home-rule community in accordance with Missouri's State Statutes, and under its charter adopted in 1947 operates under the City Council/ Manager form of government, with a City Manager providing day-to-day oversight of municipal operations. Six Council members and the Mayor serve four-year terms. Council members are elected from three wards to serve staggered terms, and the Mayor is elected at large.

The City Council and Mayor appoint the City Manager and City Clerk, and enact legislation to protect the health, safety and general welfare of the citizens of the City. The City Manager directly supervises all City government agencies and departments, except the library, while also serving as chief advisor to the City Council.

According to the City's Charter, "the City Manager shall be the Chief Administrative Officer of the City, and shall be responsible to the Council for the proper administration of all the City's affairs. To that end the City Manager shall have power and shall be required to:

- Appoint and, when necessary for the good of the service, remove all officers and employees of the City except as otherwise provided by the Charter;
- Prepare the budget annually and submit it to the Council and be responsible for its administration after adoption;
- Prepare and submit to the Council, as of the end of the fiscal year, a complete report on the finances and administrative activities of the City for the preceding year;
- Keep the Council advised of the financial condition and future needs of the City and make such recommendations as may seem to the City Manager desirable;
- Serve as the director of one (1) department, and, with the consent of Council, serve as the director of two (2) or more departments;
- Enforce all laws and ordinances and see that all contracts and franchises are faithfully performed;
- Perform such other duties as may be prescribed by the Charter or required of the City Manager by the Council;
- Execute leases for the City parking lots, provided such leases do not exceed a term of one (1) year and provided such leases are approved on motion by a majority of the City Council."

The City provides a range of services including police, fire and emergency services, public works and parks, community development and recreation, finance, courts, IT, and human resources. There are

approximately 300 full-time and 240 part-time and seasonal employees, with police, fire and public works comprising the majority of those positions.

The City's sanitary sewer treatment is provided through the Metropolitan St. Louis Sewerage District. The provision of drinking water is managed by the Missouri-American Water Company.

The City holds an AA+ bond rating by Standard & Poor's. The City's assessed value in 2016 was more than \$3.08 billion.

In addition to the duties outlined above, the City Manager as U. City's chief administrative officer is the City Council's key point of contact. The City Manager performs a wide range of duties, overseeing the day-to-day operations of the government, economic development, public relations, and monitoring state and federal legislation affecting the City.

The next City Manager will find a talented group of department heads that work collaboratively in the planning and delivery of City services. The tenure of the City's management team varies, with some being recent additions to the team, while others having been on staff for more than 20 years. The City is also assisted in its policy development by a number of Boards and Commissions, volunteer posts which are highly sought by residents.

UNIVERSITY CITY AT A GLANCE

Population: 35,172

Households: 17,942

2016 Assessed Value: \$3.087 billion

FY 2017 Fund Balance as a % of the general fund: 34%

Land Area: Six square miles

Median Home Value: \$224,200

Median Household Income: \$51,933

Bond Rating: AA+ (S&P)

U. City Workforce: 300 FTEs and 240 part-time and seasonal employees

Total FY 2017 Budget, all funds: \$30 million

CHALLENGES AND OPPORTUNITIES

The incoming City Manager will be faced with a number of challenges and opportunities that are not uncommon for a local unit of government in today's environment. They include:

Diversity – University City citizens are proud of their community's socio-economic and racial diversity. They are actively engaged in their local government and stay abreast of civic matters. Diversity of opinions is also cultivated and inform the dialogue with and among elected officials and community stakeholders.

A community forum was held in conjunction with this recruitment, and residents talked about many of the City's strengths, opportunities and challenges as it relates to the richness of their hometown's multiplicity. Residents find the City an enviously desirable place to live and they underscored many of the characteristics they believe that add to the vibrancy of U. City. They are proud of U. City's eclecticism, its progressiveness, its tolerance for differences and the depth in which residents care deeply for their community.

They also expressed a pragmatic view of their community, steeped in an understanding of the economic and social propositions that issues of equity, social justice and diversity present, and they spelled out the dichotomies present in U. City. For instance, some areas of the community are highly affluent and those neighborhoods are some of the most desirable ones in greater St. Louis. Other parts of the community are punctuated with a vulnerable housing stock where values are depressed or homes are vacant, and neighborhood stabilization is a concern.

Accordingly, the Mayor, City Council and the community's citizens seek a visionary and confident leader in their next City Manager, one who is comfortable addressing issues of diversity with demonstrated experience and ease in working with a variety of stakeholders.

MSD Project Clear - The Metropolitan St. Louis Sewerage District (MSD) has proposed a project which seeks to improve water quality and alleviate wastewater concerns in the region. MSD's initiative seeks to reduce wastewater overflows, reduce basement backups and increase their system's reliability. MSD's proposed projects touch a number of communities throughout their service area, and U. City is the site for two proposed wastewater storage facilities, each with holding capacities of 4.6 million gallons. Two optional sites in U. City are also part of MSD's plan, areas ranging from four – six acres, requiring the acquisition of anywhere from 20 to 31 residential parcels.

For a host of reasons, residents are deeply concerned with the impact these proposed tanks would impose, particularly in an area of the City that is already under some economic stress. And the Council has publicly stated that the plan is unacceptable. The next City Manager can expect to work with the City's elected officials and affected residents to help guide the City through this process to achieve a tenable resolution.

Facilities – City Hall is a historical structure. Built in 1903, it formerly housed Edward Gardner Lewis's publishing company's headquarters and is on the National Register of Historical Places. A few years after Lewis's building was built, an annex was constructed, and that too eventually became part of the City's facilities, most recently housing the police department and courts. City Hall's ornate structure has largely withstood the challenges of aging, but the annex has not fared as well.

The annex's deterioration recently required the City to move its police facilities into a modular building on City Hall's campus, and an examination of the annex asserts that rehabilitation of the building could potentially cost up to \$25 million. A decision on whether to build a new facility, restore the annex, or determine another solution will face the next City Manager and city officials within the next couple years, a timeline tied to the lease of the temporary structure.

Olive Boulevard – The Olive Business District which begins at the western edge of the city near Interstate 170 and continues heading east along Olive Boulevard is where many ethnic groceries, retail stores and small professional offices are located. A variety of restaurant choices can be found in this area. This district is directly accessible from other business areas where a variety of grocery and retail chain stores, hair and nail salons, auto repair shops and professional offices are located. The area, while an important commercial corridor, does not possess the distinction and draw that surrounds the City Loop on Delmar Boulevard, yet development pressures can be felt in the area. The next City Manager can expect to work with City and business leaders to formulate a long-range redevelopment plan.

Town-Gown Relations – The City has a positive relationship with Washington University that reflects ongoing communication and responsiveness. For instance, the City’s police department and campus security work well together. Yet, not uncommon in municipalities that host or are adjacent to colleges, the need for campus growth sometimes adds challenges to municipal resources. In U. City’s case, Washington University has been acquiring properties in the city, resulting in some of these properties being removed from the tax roll. The next City Manager is expected to continue this high level of communication and collaboration and will be expected to maintain strong ties with the University by working collaboratively, confidently, creatively and objectively with University officials.

Finances, Infrastructure and Workforce Competitiveness – The City is in a strong financial position, with its fund balance exceeding 34%. Like all Missouri municipalities, however, the City’s finances are tested by limitations that guide the generation of new sources of revenues, and economic forces that otherwise press on governments. Added pressure comes from a robust list of community and organizational needs.

For instance, not unexpected from a century-old community with aging infrastructure, the list of capital replacements is hearty. The street network is dense and sidewalks are in need of ADA-compliant updates. Propositions to fund street and parks initiatives were turned back by voters in the last couple years, yet the City’s list of needed infrastructure work continues to grow. Financial planning in this area points out that there are significant needs in the next several years.

Together with workforce development and retention concerns on how to fund an employee compensation plan that is competitive within the hiring region, plus labor contracts up for renewal, the next City Manager can expect to work closely with the elected officials and financial staff on seeking out new sources of revenue, strategically planning for the City’s long-term financial sustainability, as well as continuing to find ways to most efficiently deliver City services.

Community Involvement – In a community where residents and visitors have high customer-service expectations and involvement in civic affairs, the next City Manager should be comfortable having a visible role in the City, easily interacting with, and embracing a wide spectrum of residents, individuals, and community businesses and organizations.

Comprehensive Plan Update – The City is undergoing an update to its comprehensive plan, and the new City Manager will be expected to help the City Council and the administrative team address a number of community development and planning challenges over the next few years. For example, the City wants to address the community’s need for a more diverse and affordable housing stock. Some portions of the City contains mid-century style homes, and the community recognizes that the market demands a broader range of products, but one that also need to be sensitive to the broad array of incomes in the community, housing that does not gentrify residents out of their neighborhoods.

Organizational Issues – The new City Manager is encouraged to look at the municipal organization and over time, evaluate service delivery processes, procedures and methods, departmental organization, collaboration, and resource-sharing. The City Council is dedicated to progressive, innovative, continuous improvement and sees this recruitment as an opportunity for a fresh look at the organization. At the same time, the next City Manager joins a seasoned team of professionals in the organization, and will be challenged with creating a staff development plan that builds up a collaborative and collegial organizational culture.

CANDIDATE QUALIFICATION CRITERIA

The City is seeking highly professional candidates who are passionate about local government. The following education, experience, management, and leadership criteria have been identified by the City Council, City staff and a broad variety of community stakeholders as important skills and abilities for the candidates to possess and demonstrate. Competitive salary depending on qualifications and experience.

Education and Experience

Candidates must have a bachelor’s degree plus 7 – 10 years of increasingly responsible municipal executive level experience. Assistant Manager experience in a larger community will also be considered as will any combination of education and experience that will demonstrate the ability to perform the work. A Master’s degree in public administration, business administration and other advanced executive level training such as ICMA Credentialed Manager is preferred.

- Candidates must possess proven managerial and interpersonal skills to lead a dynamic organization in a community with high customer-service expectations, community activism and demand for government transparency.
- Possess strong financial management abilities, including financial forecasting, revenue enhancement, capital improvement programming, and budget development and control.

- Possess real experience in an urban setting with strong constituencies that expect to be heard and to be involved in community problem solving.
- Be skilled in working with elected officials as a group. Have an appreciation for an active citizenry that expects community-outreach efforts from its government leaders.
- Have a record of conducting thorough analysis and examination of issues, being fully prepared to assess the topic at hand, the implications of various courses of action and if necessary take an unpopular position.
- Have experience in leading a high-performing workforce in a positive, cooperative, and team-oriented approach to addressing issues and solving problems.
- Have an appreciation for working in a municipality where an institution of higher learning is a major part of the community's social, cultural and economic fabric.
- Have an understanding of community visioning and strategic planning processes; possess the ability to help the City Council and staff develop a long-range vision for the community and then deliver on the plan's goals and objectives.
- Have the experience and judgment to recognize the need for change when it arises, and the leadership skills, political savvy, technical competence, will and courage to effect such change.
- Have experience in delivering a contemporary human resource program for City employees, developing and maintaining strong work relationships with union and non-union City staff that builds morale while also holding employees professionally accountable.
- Have management experience in creating an environment of trust, integrity and mentorship where employees respect one another and where the organization consistently functions at a high level of customer service.
- Have experience in economic development, fostering business-community relationships with the City; be adept at how the City can craft meaningful and sustainable economic development initiatives.
- Have experience in intergovernmental relations, working with appropriate local, regional, state, and federal jurisdictions and agencies in a constructive and cooperative manner, presenting and representing City-approved policies in an effective and authoritative manner.
- Have a successful record of working with community institutions, business leaders, and citizens' groups in a cooperative and friendly manner; open to input from all and with the grace to handle criticism constructively, particularly when the criticism is not diplomatic.

- Have a record of keeping up to date and abreast of modern/innovative municipal technology, programs and procedures, understanding how technology can be used to enhance transparency in government, increase efficiencies and provide better customer service for residents.

Management Style and Personal Traits

- Have a background of professional and personal integrity, honesty and of leading/motivating personnel by example.
- Have the maturity, self-confidence, and strength of professional convictions to provide administrative insights and administrative counsel to the City Council and Staff, being able to firmly and diplomatically present professional views and carry out administrative decisions in a timely, professional, and impartial manner.
- Be politically astute, yet politically neutral. Be able to “read the Council,” providing guidance, advice and counsel in a manner that is impeccably objective and based on facts.
- Possess a track record of addressing race, ethnic and culturally based issues in a thoughtful and progressive manner. Be someone who can build bridges and bring people together.
- Have a desire for living in a metropolitan area, characterized by a high level of sophistication, education and culture, yet also possess an appreciation that U. City is, at its heart, is a “small town.”
- Be an articulate, effective and transparent communicator, both orally and in writing; be someone who is comfortable listening to and talking with a wide spectrum of people; someone who can clearly and concisely present written and oral information to decision makers; willingly share information as appropriate.
- Be a strong administrative leader and be able to help City Staff to identify, analyze, prioritize, and thoroughly deliberate and address administrative and management issues which are critical toward meeting both current and longer range needs of the overall community. Be one who sets clear expectations.
- Be comfortable in delegating responsibility and authority to professional staff as a team player while remaining informed and conversant on the status of all programs and projects.
- Be a self-starter who has the vitality and energy to motivate and lead others; someone who seeks and enjoys a challenge.

- Possess well developed organizational skills with the ability to balance numerous projects and issues.
- Be a “people person,” sincerely personable, patient, calm and accessible. Have a sense of humor.
- Be one who can establish trust quickly with others and one who can relate to all elements of the community. Be one who genuinely embraces and promotes diversity.
- Promote a strong, service-oriented, “customer relations” approach by all employees in dealing with citizenry.
- Be proactive, anticipatory and innovative. Possess an open mind and an open heart in dealing with the City’s complex and challenging issues that sometimes compete with one another.

INSERT ORGANIZATIONAL CHART



Mayor Shelley Welsch

6801 Delmar Boulevard, University City, MO 63130-3104

June 23, 2017

Members of Council,

At our Study Session on Monday evening, I said I would provide everyone with my suggestions on where we would find the funds for the programs I hope can be retained in the FY2018 budget. I am making these proposals after having discussions with Interim City Manager Charles Adams, Director of Finance Tina Charumilind, Director of Public Works and Parks Sinan Alpaslan, and Director of Community Development Andrea Riganti.

I am requesting funding for the Senior Services Coordinator position; for the ITN start-up fee and scholarships; for the BoardDocs software and for the city-wide marketing of businesses by the University City Chamber of Commerce; and for Fair U City. I am not requesting the retention of the additional \$25,000 for marketing. Interim City Manager Charles Adams says he will come back to Council in the future if he believes he needs additional funds for marketing.

In this packet I have provided you with:

- 1.) A spreadsheet with details on where I believe money can be found for funding these items;
- 2.) Information on the Senior Service Coordinator position which I have already shared with you;
- 3.) Information on ITN, including the detailed request for funds submitted by Mary Hart and Margie Diekemper;
- 4.) Detailed information on the various BoardDocs options;
- 5.) A letter from Mary Adams, the Executive Director of the Chamber of Commerce and a document setting forth the details behind the request for marketing funds from the University City Chamber of Commerce. As Ms. Riganti noted, the original requests were for a total of \$69,000. The recommended amount is \$50,000. This document details, with as many specifics as possible at this time, how the two proposals, combined as one, would be carried out;
- 6.) The applications from the Chamber of Commerce for the FY2018 EDRST funds; and
- 7.) The quarterly reports from the Chamber of Commerce for their FY2017 projects.

I am suggesting the following:

- Fund the Senior Services Coordinator position with a total of \$20,000 from the Department of Community Development - \$15,000 from the Professional Services

budget line and \$5,000 from the budget line relating to part-time salaries in facilities maintenance.

- Fund the ITN request of \$7,500 from a budget line for a maintenance contract in the Department of Finance. I am also suggesting that the:
 1. \$2,000 start-up fee for ITN to be paid at the start of the fiscal year; and
 2. \$5,500 to cover the cost of scholarships for seniors to take advantage of the ITN program be expended at a time TBA after the service is up and running.
- Fund \$14,000 for BoardDocs from the budget line for maintenance in IT.
- Fund \$10,000 for Fair U City from the office furniture line in our Legislative budget, and from the software line in the IT division.

As noted above, after speaking with Interim City Manager Charles Adams, I am not requesting an additional \$25,000 in marketing funds at this time.

The request for \$50,000 for the marketing of businesses city-wide would be allocated out of the Economic Development Retail Sales Tax funds.

I hope I can count on your support for these budget items.

Please let me know if you have any questions.

Sincerely,



Mayor Shelley Welsch

	A	B	C	D	E	F	G	H	I	J	K		
1	Items to be retained in FY2018 Budget						Source of funding for retained items						
2	GENERAL OPERATING FUND												
3	GENERAL OPERATING FUND												
4	Senior Services Coordinator						\$20,000.00	\$20,000.00	\$15,000 - Professional Services in the Department of Community Development \$5,000 - Part-time salaries in Facilities Maintenance				
5	ITN Gateway - One-time matching start-up payment and scholarships for seniors						\$7,500.00	\$7,500.00	Maintenance Contract in Department of Finance				
6	Fair U City						\$10,000.00	\$10,000.00	\$2,000 - from Legislative Budget line item for office furniture \$8,000 - from budget line for software in IT division				
7	Board Management Service						\$14,000.00	\$14,000.00	Maintenance Contract in IT				
8	Marketing						\$25,000.00	\$0.00	Per Interim City Manager Charles Adams, a decision on this item can be made at a later date.				
9	EDRST FUNDING												
10													
11	Project - Citywide marketing of University City business community.						\$50,000.00	\$50,000.00	The funds for this project currently reside in the EDRST sales tax fund. This allocation will be used to develop and implement advertising and marketing initiatives to promote businesses throughout University City.				
12													
13													
14													
15							\$126,500.00	\$101,500.00					

Senior Services Coordinator Position

Bullet Points

Job Responsibility "Bullets" for Marcia Mermelstein – March, 2017

- **Distribute information concerning resources/services/programs for older adults**
 - ❖ Worked with Jodie Lloyd to develop an updated and enlarged "Resources for University City for Older Adults" brochure, which will be placed and replenished at Library, Centennial Commons, Senior Center
 - ❖ Answer phone calls, give callers direct information to address their question, or refer them to another organization or individual that can assist them.
 - ❖ Send out period emails/newsletters to share information about new resources or upcoming programs
 - ❖ Send out or give away "File of Life" envelopes

- **Compile database of older adults for communication purposes**
 - ❖ Ask for contact information each time I have a conversation with an older resident so that I can add them to my list.
 - ❖ Work with a new Community Development intern to possibly organize some "walk and talks" in U-city neighborhoods, where volunteers can go from door to door to meet older adults, collect their contact information, and inquire about their needs.

- **January – April – Make appointments for people who want to get AARP tax assistance at U-City Library (and make referrals to other similar free locations after there are no more appointments at Library.)**

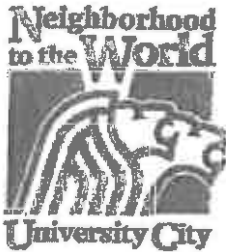
- **Involvement with ITN (Independent Transportation Network)**
 - ❖ Attend monthly ITN Steering Committee Meetings
 - ❖ Schedule informational meetings to inform potential riders and recruit potential drivers for this new service
 - ❖ Compile list of names of people who call to say they'd like to be drivers
 - ❖ Work with Senior Commission members to dispense marketing materials throughout the community to advertise new service

- **Respond to calls asking for free assistance with home repair and lawn maintenance**
 - ❖ Send relevant information sheet for organizations that help with those issues
 - ❖ Serve as a community liaison with Washington University social work students who are doing research to learn about other communities' response to this issue, and to learn about what funding opportunities may be available.
 - ❖ Work with Jodie Lloyd to disburse funds from a new fund that will be funded by block grant money.

- **Schedule occasional educational programs**
 - ❖ **Thursday, May 18, 1:00 – 3:00 p.m. at the U-City Library – “Free From Falls” workshop co-sponsored with OASIS (hopefully to be followed up a month or two later by offering free eight-week OASIS class, “A Matter of Balance.”**
 - ❖ **Have an evaluation meeting with people who have participated in Washington University’s 6-week “Computer Comfort” class; hire tutors, develop and publicize a new computer class that would take place at the U-City Library.**

- **Serve periodically as a representative of University City to discuss senior issues**
 - ❖ **Spoke to University City/Clayton AARP chapter.**
 - ❖ **Met with new manager of Fontainbleu Apartments.**
 - ❖ **Met with new staff person at Jewish Family & Children’s Service whose job is to do outreach into the community to identify isolated older adults who need assistance.**

- **Work with business owners to create a pilot program of “Age-Friendly Businesses.”**
 - ❖ **Get 12-15 business owners on-board to commit to being age-friendly, after sharing guidelines with them.**
 - ❖ **Publish list of those businesses in ROARS and through Chamber of Commerce.**



Becoming an Age-Friendly Business in University City

An Age-Friendly Business Is....

- Committed to creating a welcoming environment and providing service for people of all ages.
- Removes barriers that make it difficult or uncomfortable for older adults to shop there.
- Understands that senior adults will spend their money at businesses where they feel valued as customers and where they have developed trusted relationships, because they tend to be loyal customers.
- Recognizes the value of older adult employees, and fosters a work culture that values an Inter-generational workforce.

Why Becoming An Age-Friendly Business Is Important

- Every day, 10,000 people turn 65 in the United States.
- Currently, people over the age of 65 in University City make up approximately 17% of the total city's population.
- By 2020, people over the age of 65 living in University City will make up 25% of the city's population.
- More and more older adults are choosing to remain in the workforce (some out of necessity and most for enrichment from their jobs).
- People over the age of 60 now control 70% of all disposable income.
- While there certainly are many seniors who are vulnerable and in need of assistance, there are more who are still healthy and vibrant, eager to take part in their communities and to be a part of the world around them.



A Business Is Age-Friendly by Providing:

- Good lighting
- Signage and print materials that are easy to read
- Un-cluttered aisles
- Background music that is quiet
- Senior discounts
- Restrooms that are easily accessible
- Seating or a rest area
- Special events that are scheduled during the day (rather than only in the evening)
- Entrance doors that are easy to open and wide enough to accommodate wheel chairs or walkers
- Welcoming salespeople who offer personal customer service
- Periodic training for staff on how to work with customers who show signs of dementia, are visually impaired or have trouble hearing



For more information on University City's Age-Friendly Business Program, please contact Marcia Mermelstein, Senior Coordinator at (314) 505-8563 or mmermelstein@ucitymo.org.

Background Information on ITN

MEMORANDUM

TO: Mr. Charles Adams
Interim City Manager, City of University City

FROM: Margie Diekemper, Immediate Past Chair, University City Commission on Senior Issues
Mary Hart, Chair, University City Commission on Senior Issues

DATE: April 18, 2017

SUBJECT: Proposed budget request for Senior Transportation Needs

Request for Budget Line Item/s:

The University City Senior Commission recommends that item/s be inserted into the upcoming 2017-18 budget proposal (departmental destination to be determined by the City Manager) totaling \$7500 for transportation specific services for University City residents. This total includes: \$5500 to be allocated for “ride scholarships” for transportation for University City residents age 60+ and visually impaired adults age 21+ through Independent Transportation Network Gateway (ITNGateway); and a one-time allocation of \$2000 from University City for matching start-up funds to support the expansion of ITNGateway’s unique senior transportation service into St. Louis County including University City. The rationale and justification for this follows. Additional documentation will be provided to supplement that shared at the March 28, 2017 meeting with you, Ms. Charumulind, and the Mayor.

Rationale:

- Adults, age 45 and over comprise nearly 30% of the U. City population
- University City does not currently have a municipally-operated transportation service available for citizens of any age or ability level.
- There are currently no city funds budgeted for transportation services for U. City seniors or those with visual impairments.
- Since it was convened in January 2014, the U. City Commission on Senior Issues has investigated and participated in county-wide efforts (Age-Friendly Initiative) to identify, among other resources and gaps, senior transportation options in the mid-county area for U. City seniors and visually impaired adults.
- A comprehensive study of County senior transportation services in the 2015 St. Louis County Age Friendly Community Action Plan identified the lack of coordinated and accessible transportation for senior adults as one of its top priorities. Existing services are fragmented and uncoordinated; and the mid-county corridor has emerged in the data as home to some of the most underserved seniors in terms of transportation services to help maintain independence in activities that contribute to productive quality living for seniors.
- Since August 2015, Senior Commission members have been involved in discussions with an existing transportation affiliate of Independent Transportation Network America (ITN) in St. Charles County. Since January 2016, Senior Commission members have been participating along with individuals and other mid-county municipal representatives on a Steering Committee for a proposed St. Louis County mid-county corridor expansion (ITNGateway) of this unique not-for-profit national senior transportation model.
- The Senior Commission believes this model, and the modest investment being proposed herein, provides the best transportation effort yet to keep the County’s seniors, including those residing in University city, independent, mobile, and actively involved in economic, civic, recreational, and social activities to maintain quality, productive lives. Transportation services for seniors

provided by ITNGateway surpass in quality and quantity those offered by any other transportation service in the metropolitan region. The national not-for-profit, ITNAmerica, of which ITNGateway is an affiliate, has a 20+ year outstanding, nationally recognized record of transporting seniors and visually impaired adults in approximately 18 other U.S. communities including our neighbor to the west, St. Charles County. There, an affiliate, ITNSt. Charles, has been operating successfully since 2010 and is merging with the St. Louis County expansion.

- This is not a “free” model. Though ITN is a not-for-profit entity with services mostly provided by trained, certified volunteer drivers, there are still operating costs for administration, dispatching, accounting, etc. This is a membership and fee-based service; and historically across the country in communities where it exists, is more economical than a taxi.
- Operational funding is derived from memberships, user fees, federal grants, local and municipal funding, foundation grants, and private donors.
- All pertinent additional information on history of this current expansion effort, operations, qualifications for membership, etc., is available in documentation to be provided.

Fiscal Note Justification:

- \$5500 requested would be allocated as “ride scholarships” in the following way to U. City seniors 60+ or visually impaired adults 21+.*
 - Introductory Annual Memberships would be paid - \$55 per individual, \$75 per couple
 - $\$55 \times 30 \text{ individuals} = \1650
 - $\$75 \times 5 \text{ couples} = 375$
 - Total memberships = \$2025
 - Introductory \$100 ride credits/year would be deposited in the accounts of the same participants granted memberships through the scholarship application process.
 - $\$100 \times 35 \text{ accounts} = \3500
- \$2000 requested represents a **one-time** University City allocation that will be used to match start-up/expansion funds awarded through a federal transportation grant to ITNGateway. Other participating municipalities in the targeted mid-county service corridor are also requesting similar one-time allocations. In January, 2017 the University Senior Commission unanimously approved the recommendation for this modest contribution from our community whose seniors will greatly benefit from this unique transportation development.
- Total Expenditures – Memberships \$2025 §
 Account Vouchers \$3500
 Matching Allocation \$2000
 TOTAL \$7525

* This funding formula is suggested by and based on the lived experiences of a current U. City Senior Commission member with a long-time visual impairment who has extensive experience using nearly every available voluntary and/or for-profit transportation service in the Metropolitan area.

§ This projected amount for individual/couple memberships results in exceeding the budget request by \$25. This \$25 shortfall can easily be raised through individual donation credits.

While this budget request is under consideration, the Senior Commission will be determining the eligibility criteria for award of the “Ride Scholarships.” When and if the scholarship funding is allocated and approved, there will be active communication with the community to publicize the existence of the service and the available scholarships so that there is ample opportunity for all interested to apply. It is an expectation that one or more members of the Senior Commission will participate in active oversight of the monies granted through this process including gathering information on the workability of the scholarship process, the amount of the allocations, and an evaluation of the service itself by and for University City users.



Plans for Our Seniors' Transportation Needs

Since fall of 2015 plans have been underway to bring to St. Louis County an affiliate of Independent Transportation Network America (ITN), the largest not-for-profit senior transportation service in the U.S. University City Senior Commissioners and senior advocates from other mid-county corridor municipalities have been meeting for over a year to plan what is now known as **ITN Gateway**. We are pleased to report that this unique door-through door and arm-through-arm, volunteer-assisted transportation option will be coming to St. Louis county communities in Summer 2017.

- ITN St. Charles has successfully been providing rides since 2010 and is still growing. St. Louis County has a much larger senior population, and the ongoing County "Age-Friendly Initiative" has renewed focus on the need for expanded transportation options for seniors – rides *beyond* just doctor visits and grocery trips.
- Borrowing on the theme of "If you build it, they will come....," there is expected to be great interest among St. Louis County's older residents and their families. Riders can arrange to be driven **anywhere, for any purpose within the service area and even to some designated popular destinations outside the immediate service area.**
- The *initial* target area will serve residents living in specific zip codes in St. Louis County's mid-county corridor - roughly U. City on the east, Chesterfield on the west, and communities between Page on the north and Manchester on the south. There are plans to expand to other areas in the not-too-distant future.
- **Rides are available 24/7 for adults 60+ and visually impaired adults 21+.**
- While this is not a free transportation service, rides cost considerably less than a taxi. But keeping ITN affordable for County residents means that rider and driver recruitment, education, and fundraising efforts are essential to its success. To that end, the University City Commission on Senior Issues is hosting two **information sessions open to the public:**
 - Wednesday 5/17/2017 – 6:30 p.m. at the U. City Library
 - Wednesday, 5/24/2017 - 10:00 a.m. at the Heman Park Community Center

Please join us at either session to learn how to become a riding member, a volunteer driver, a contributor. Help the Senior Commission spread the word on this important community asset for our older adults and their families.



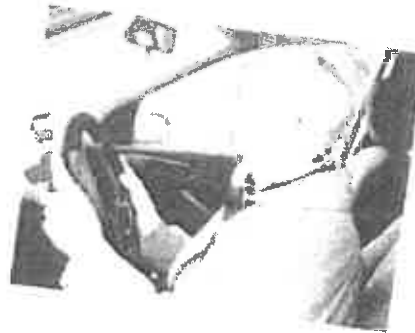
Dignified transportation for seniors

Be a Lifeline!

Are you looking for an opportunity to impact someone's life? As a volunteer driver for Independent Transportation Network Gateway (ITN Gateway), you become a lifeline to the people and places that keep seniors and visually impaired adults active and independent. As a volunteer you provide safety for all of us, freedom for non-driving seniors and peace of mind for their adult children. You will make new friends, learn new things, and know that you have made a difference!

Become a Volunteer Driver

There are older and visually impaired people in your community who need rides right now. One afternoon a week or a few hours on a weekend can make a world of difference for a shut in. You'll receive volunteer training and driving assignments to fit your schedule. It's easy, fun, and rewarding, too!



Sign Up Now!

Become part of the ITN Gateway volunteer family today!

1. Complete an application at www.itngateway.org
2. Attend volunteer training
3. Let us know your schedule
4. Drive!

Spread the Word

If you know others who love to drive and would be enthusiastic, caring volunteers, or non-drivers who could benefit from our services, please have them call ITN Gateway!

Contact us! 314-724-2117

Email: info@itngateway.org

Information on BoardDocs LT and BoardDocs PRO

Executive Overview

Introduction

BoardDocs LT is the ideal entry level, Cloud-based Board Management System. Developed specifically for public governing bodies of smaller organizations, BoardDocs LT provides a means of immediately publishing and revising agenda items, supporting documents, minutes and policies and procedures via the Internet. This service provides organizations with a simple way to eliminate paper-based and less advanced electronic processes while maintaining a searchable legal repository for all documents.



BoardDocs also improves governance by making documents readily available to board members, designated staff and the public in a professional, easy-to-access format. The administration maintains total control over who sees what information and when. Governance stakeholders have immediate and ubiquitous access to their data via most Internet-connected devices. No third-party apps are required because BoardDocs is platform independent and looks, feels and functions the same across all devices.

Unlike email, general-purpose cloud services such as Google Docs, and PDF quick-fixes, BoardDocs is a turn-key, state-of-the-art solution, specifically designed for public governance. For example, the system “knows” not to allow communication between board members, is compliant with open records requirements, provides granular levels of security and contains many other community-defined features. With BoardDocs, there’s no need to incur the cost of purchasing and supporting a thick client infrastructure; the organization need only provide Internet-connected devices to access the service.



Document Submission, Creation and Publishing

Document Submission Options

BoardDocs LT is an easy-to-use solution designed for organizations that have simple document workflow requirements. Simply designate a single person, or as many individuals as needed, as “document publishers” to gather electronic versions of meeting documents and enter them into the system. Document publishers can receive agenda item information and supporting documents via email or network share and create the agenda items using BoardDocs’ document publisher software.

This method often gives the document publishers ultimate control over all facets of the agenda item creation process. With BoardDocs, the people that create the packet are the ones who manage it. And, since BoardDocs services provide centralized storage of data, stakeholders can always be confident that there is only one valid copy of agenda information to be viewed or managed. There is no confusion regarding whether or not the information being viewed is current, because everyone is looking at the same documents.

Organizations that require more comprehensive document workflow options should consider those available in BoardDocs Pro.



BoardDocs Features and Benefits

Ease of Use

BoardDocs is currently being utilized by tens of thousands of users nationwide. This powerful solution provides a single Web app where stakeholders can quickly access current meetings and review archived meetings in an intuitive manner. Once a meeting is selected, agendas are fully expanded in a clear, concise format. Simply click on the agenda item and it will be fully displayed. Stakeholders can display the entire packet and then scroll down to review specific information.

Emerald Data Solutions has conducted a tremendous amount of research and taken recommendations from thousands of stakeholders to assure that every board member can use the service. We provide each of them with on-site training, user-friendly documentation, video tutorials, electronic manuals and online help. Plus, if a board member needs additional assistance, they can count on 24-hour, toll-free technical support at no additional charge.

Meeting Video

Meeting video allows stakeholders go well beyond documents and actually see what happened for each agenda item in a meeting. This feature simplifies the task of associating and managing meeting video by providing easy-to-use tools that automate the process involved with delivering video over the Web. Users can easily associate their video with each meeting and tag individual agenda items to any part of the video, all while displaying them through the organization's existing BoardDocs interface.

Stakeholders can then use BoardDocs' powerful search tools to find any agenda item within a meeting. Once the item is found, the stakeholder is presented with the highest fidelity experience of what actually happened during the meeting, with the agenda item, background information and video from one simple interface.

Advanced Web Application Technology

BoardDocs' advanced Web technology provides an extremely rich user experience by delivering custom interfaces across multiple platforms without the need to install custom software or special end-user configurations. Recognizing the power of the individual to customize their own Web experience, BoardDocs technology moves document management away from the IT department and toward the individual that actually creates and manages the packet.



BoardDocs LT Formal Proposal

In the end, this technology helps governing bodies operate more effectively by eliminating paper and streamlining board packet processes. Organizations save money, time and increase transparency for their stakeholders. With BoardDocs, organizations of all sizes can significantly improve the way they create and manage board packets, access information and conduct meetings.

Client Requirements

BoardDocs LT readers and publishers can access the BoardDocs user interface via most contemporary Web browsers, from virtually anywhere, on just about any Internet-connected device. There are no thick client applications to install, update or maintain. The organization is only responsible for supplying any client hardware and network infrastructure necessary to connect to BoardDocs services via the Internet.

Dedicated Database

BoardDocs uses a dedicated database instance for each client. By using separate databases, access control lists and code for each client, Emerald Data Solutions can assure that no other BoardDocs subscriber will have unauthorized access to your organization's private data. This also prevents data corruption from spreading throughout the system.

Hosting and Technology Partners

Our hosting environment is supported by technology partners who are regarded as the best-in-class providers of their services. Application services are provided by clusters of Sun servers from Oracle, behind four F5 enterprise load-balancers that are connected to redundant, high-speed network connections. These clusters are hosted at two SSAE 16/SOC1 audited (formally SAS 70) dedicated hosting centers; one near Denver, CO and the other in Sterling, VA. Both feature emergency backup environmental systems for continuous, 7 x 24 operation. At each site, data is kept on dual, fully-redundant fiber arrays with redundant connections to all servers and independent copies of the data are kept and stored on dual Raid 5+1 configured arrays at each site, so hardware failure is extremely unlikely. Additionally, each weeknight all production data is copied to a NAS-attached array. This backup is kept for 1 week, except for Friday's backup, which is stored for 3 additional weeks.

Storage

BoardDocs provides document archives and instant access for at least 20 years of information. If after 20 years the amount of information does not exceed 20 GB, additional data will be stored until the limit is reached. Data exceeding the 20-year limit will be archived on optical media and provided to the organization.

Search and MetaSearch

BoardDocs provides the ability to perform searches against the full text of any document in the system – including attachments. The document publisher determines what documents or parts of documents users can access. Through MetaSearch, BoardDocs also provides the capability to perform searches of public agenda items and policies from similar organizations using BoardDocs services. By using this exclusive feature, staff and governing bodies can research policies and procurement on a national basis, incorporate findings into their own efforts, develop best practices, and ultimately save a great deal of time and money.

Custom Interface

BoardDocs supports the branding of public and private interfaces with the subscriber's information. Organization logo support is provided for the site and all printed documents. At any time, the subscriber can further modify their public and private interface with custom verbiage and designated documents. The public areas of BoardDocs are designed to integrate with the organization's Web site, and link back to it.

BoardDocs features several ways for subscribers to access data in the BoardDocs outside of the standard interface, including RSS and XML access to all public data. Using XML and RSS, dynamic information can be integrated into existing Web sites or custom queries can be made from most popular third-party reporting tools. Custom interfaces to BoardDocs data can also be created.

Minutes

BoardDocs LT provides the ability to edit and attach minutes to any meeting. LT subscribers can edit minutes from the Meeting Dashboard by importing the agenda and simply using the editor. Once saved, they can then attach a minutes agenda item to a future meeting.

Ownership of Data, Backups, Object and Source Code

While BoardDocs maintains the data on behalf of each subscriber, we believe that the organization should have an up-to-date, local copy of all data. The customer retains all ownership of content posted to the database and has exclusive control of who can access the data and when. Designated publishers control access to the system.

Technical Support

Emerald Data Solutions provides 7 x 24, US-based, no-charge technical support for all document publishers, authenticated users and even the public for the life of the agreement. The technical support is available via toll-free phone number with a guaranteed response time of two hours with a 24-hour resolution.



BoardDocs LT Formal Proposal

User Accounts

Authenticated users will need an individual user ID and password. Initially, passwords and user names will only be shared with the designated document publisher. After the implementation, changes to user names and passwords can be managed by designated publishers using BoardDocs People Manager.

Maintenance and Updates

Emerald Data Solutions provides ongoing maintenance, including minor fixes and updates to the software for the term of the agreement. Updates and fixes are automatically applied daily, as necessary, without user intervention. Emerald Data Solutions is continually responding to the needs of our subscribers and partners by improving our service and adding new features. This process is on-going and has taken BoardDocs from a simple paperless meeting solution to a comprehensive board management solution.

Emerald Data Solutions will inform the customer and provide version upgrades as they become available at no additional charge. All version upgrades will be scheduled in advance and performed only after approval by the organization. Since BoardDocs is 100% Web-based, there is no need to manage client software or install updates on workstations.

Training and Implementation

We have found that video or Web training is not sufficient to assure complete success. As a result, every implementation of BoardDocs is performed on-site.

Emerald Data Solutions will assign a dedicated Implementation Specialist and Technical Analyst to assist in the implementation of the solution. The Implementation Specialist will conduct on-site training sessions based on our proven curriculum. Each attendee will receive documentation, customized for the subject matter of their training session. Additionally, the organization's IT staff will receive a comprehensive IT Implementation Guide.



BoardDocs LT Formal Proposal

The training sessions will be scheduled on the same day and will consist of the following:

Document Publisher – This session is to be attended by the designated document publisher(s). The instructor will lead a 3 – 4 hour session where the attendee(s) will publish an entire meeting and learn how to load and manage the data and how the data is presented by BoardDocs LT.

Board Members – Each board member will attend a one – two hour instructor-led session where they will learn how to access the information from any Internet-enabled location and how to participate in a meeting using BoardDocs LT.

Other than a \$1,000, one-time start-up to cover travel costs, there is no charge for initial training and implementation. Emerald Data Solutions will provide subsequent visits for training, on-site support or attendance of meetings at the organization's request at no additional charge. For subsequent visits, the Company will submit travel expenses, including airfare, ground transportation and hotel for reimbursement. The BoardDocs Web site also features documentation and video tutorials if any user would like a quick refresher on how to use the system. Emerald Data Solutions maintains support and training staff in six states, so help is never far away.

Still Need Some Paper?

If some of your organization's stakeholders still want to use paper, BoardDocs LT provides an easy way to print individual agenda items, a customized agenda or even the entire packet. Organizations can easily customize all reports by adding logos, headers, footers and formatted text to their printed documents.



BoardDocs Plus

Need a Solution for Multiple Governing Bodies?

BoardDocs Plus is a new service enhancement enables organizations with multiple public governing bodies to provide a separate, distinct and comprehensive suite of BoardDocs services to each group via one subscription.

BoardDocs LT can support unlimited types of meetings for different committees; however, adding Plus, each governing body can have separate confidential meetings, separate document managers and separate administrative access. With BoardDocs Plus, BoardDocs services can provide agenda item-level security so only authenticated users in each group can access meetings, agenda items or even parts of an agenda item.

Upgrade Opportunities

Want Even More? Upgrade to BoardDocs Pro

BoardDocs is the only service that provides a simple and affordable solution, along with an easy upgrade path to the most powerful board management service available, BoardDocs Pro. Your organization can get comfortable with the paperless process by starting with BoardDocs LT, and then upgrade to the full power of BoardDocs Pro at any time, at no additional charge. Training costs are absorbed by BoardDocs and only out-of-pocket travel expenses for the trainer are billed to the subscriber.

About Emerald Data Solutions

Emerald Data Solutions is employee-owned and has been providing technology solutions to public and private organizations since 1989. Emerald Data Solutions is exclusively dedicated to the development and delivery of BoardDocs board management services. BoardDocs was initially developed in 2000, and since the national introduction of BoardDocs Pro in 2002, about 2,000 organizations have chosen BoardDocs for board management services.

Features and Pricing Summary

The BoardDocs LT service includes the following features:

- BoardDocs eAgenda Solution for Unlimited Number of Users
- User-customizable, Cloud-based Publishing Interface
- BoardDocs ePolicy Development and Publication Solution, support for Web-based Policy Solutions
- Newly Refreshed Hardware Infrastructure with Redundant High-speed Internet Access
- Ability to Edit and Attach Minutes to a Meeting
- Access to BoardDocs MetaSearch for procurement on a national basis, policy research and more
- Attach Virtually Any Type of Document to Agenda Items
- Meeting Video simplifies the task of managing and associating videos for private or public meetings
- Integrated Audio Player - Listen to meetings indexed by agenda item
- Search Functionality for Consolidated Searches on Any Content
- Create and Save Draft Meetings
- Create and Publish Administrative and Executive level Content
- Granular Ability to Withhold Sensitive Information from the Public
- User and Security Administration via People Manager
- Social Sharing via Twitter, Facebook and eMail
- XML Capabilities to Dynamically Drive BoardDocs Data Into Your Organization's Web site
- 100% Web-based for access from Windows, Macintosh, Linux and iPad
- 7 x 24, Secure, Power-redundant Hosting with Daily Backups
- Single source, secure Document Database Technology
- No Charge, User-friendly On-site Training
- 7 x 24, Toll-free, US-based End-user Technical Support
- Up to 20 Years of History with DVD Archiving of Data beyond 20 Years
- Customized Printing of Agendas, Agenda Items and Meeting Packets
- Access to All Software Enhancements, Including Version Updates and Fixes for the Term of the Agreement



BoardDocs LT Formal Proposal

Subscriber Pricing

COST SUMMARY	
BoardDocs LT Document Management System – One-time start-up fee	\$1,000
BoardDocs LT Document Management System – Recurring Cost: (Includes maintenance/support, installation, training, implementation, updates, upgrades and customization)	\$3,000 per year
BoardDocs Plus for LT Document Management System – Recurring Cost: (Includes maintenance/support, installation, training, implementation, updates, upgrades and customization)	\$6,000 per year

In some states, BoardDocs LT service fees are invoiced by a designated billing agent. Services are invoiced at the beginning of each annual term. The delivery of BoardDocs services is exclusively defined by the BoardDocs End user Agreement (EUA).

Company Contact Information

Corporate Office, Payment and Legal Notices:

Emerald Data Solutions, Inc.
519 Johnson Ferry Rd. NE
Suite A100
Marietta, GA 30068

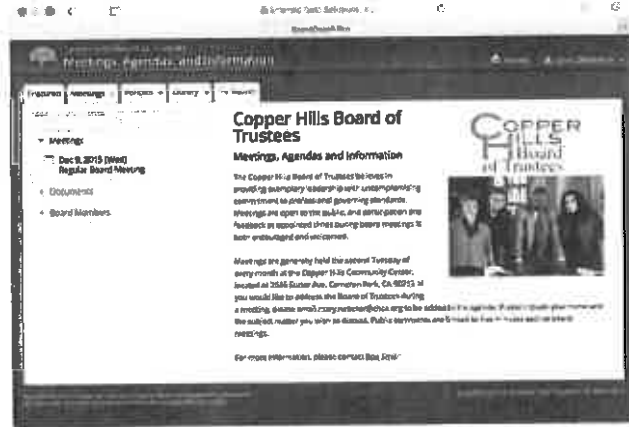
Other Information:

Federal Tax ID: 80-0003127
DUNS: 131937562
(800) 407-0141
email: boarddocs@boarddocs.com
<http://www.BoardDocs.com>

Executive Overview

Introduction

BoardDocs® Pro is a state-of-the-art, cloud-based Board Management Service from Emerald Data Solutions™. Developed specifically for public governing bodies, BoardDocs provides a means of immediately publishing and revising agenda items, supporting documents, and policies and procedures via the Internet. Staff Members can quickly and easily create, approve and track agenda items and other correspondence. BoardDocs services offer governing bodies a simple way to eliminate paper-based and less advanced electronic processes while maintaining a searchable, legal repository for all documents.



BoardDocs improves governance by making documents readily available to governing bodies, designated staff and the public in a professional, easy-to-access format. Staff maintains total control over who sees what information - and when. Governance stakeholders have immediate and ubiquitous access to their data via most Internet-connected devices. No third-party apps are required because BoardDocs is platform-independent and looks, feels and functions the same across both mobile and stationary devices.

BoardDocs goes far beyond email, PDF quick-fixes and general-purpose cloud services like Google Drive. It is a turn-key, state-of-the-art solution that includes all supervision, labor, materials, hosting, hardware, licensing, training, technical support, upgrades and documentation necessary to implement and maintain an effective electronic board document management system. With BoardDocs, there's no need to incur the cost of purchasing and supporting a thick client infrastructure; the organization need only provide Internet-connected devices to access the service.

Benefits Summary

In addition to dramatic improvements in governance processes and board effectiveness, our subscribers consistently report substantial annual cost savings, time-of-staff savings of up to 75%, increased transparency with stakeholders and multiple environmental benefits.

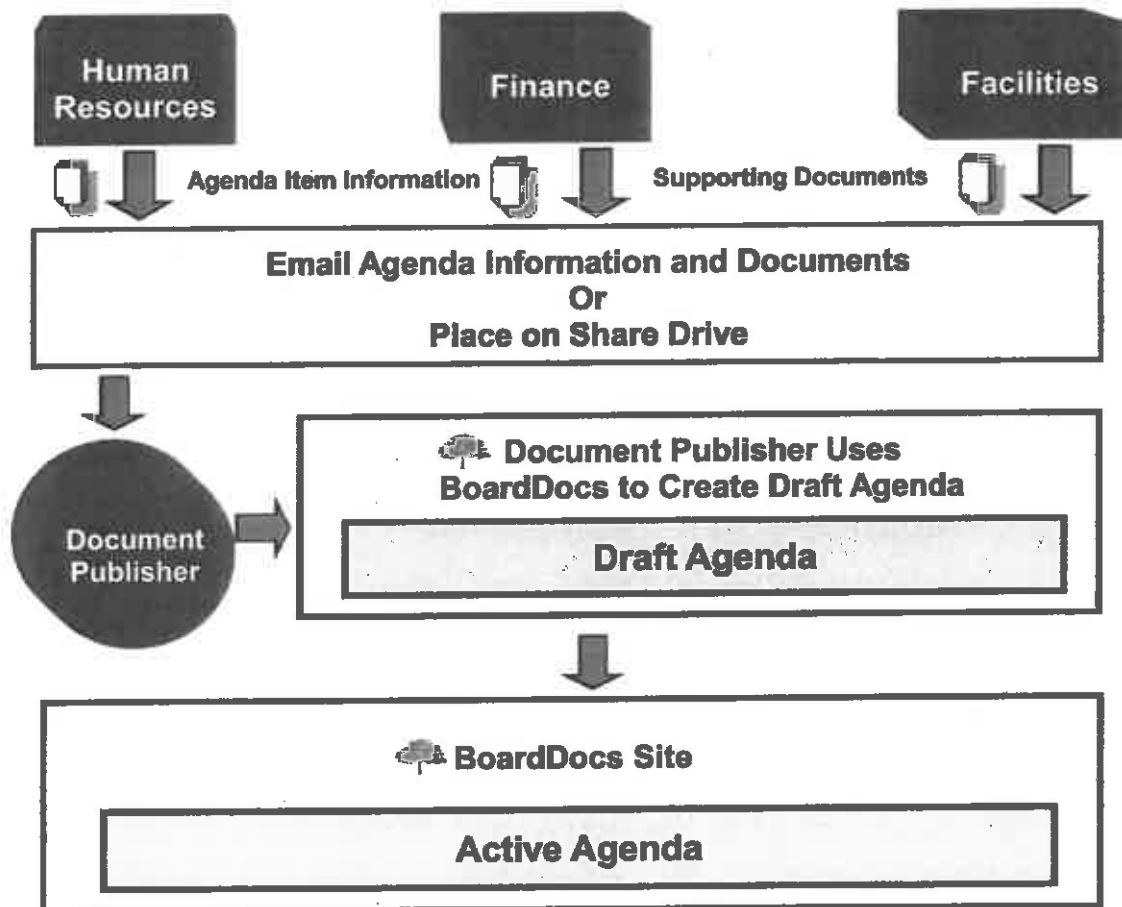
Document Submission, Creation and Publishing

With BoardDocs, the people that create the packet are the ones who manage it. And, since BoardDocs services provide centralized data storage, stakeholders can always be confident that there is only one valid copy of agenda information to be viewed or managed. There is no confusion regarding whether or not the information being viewed is current, because everyone is looking at the same documents.

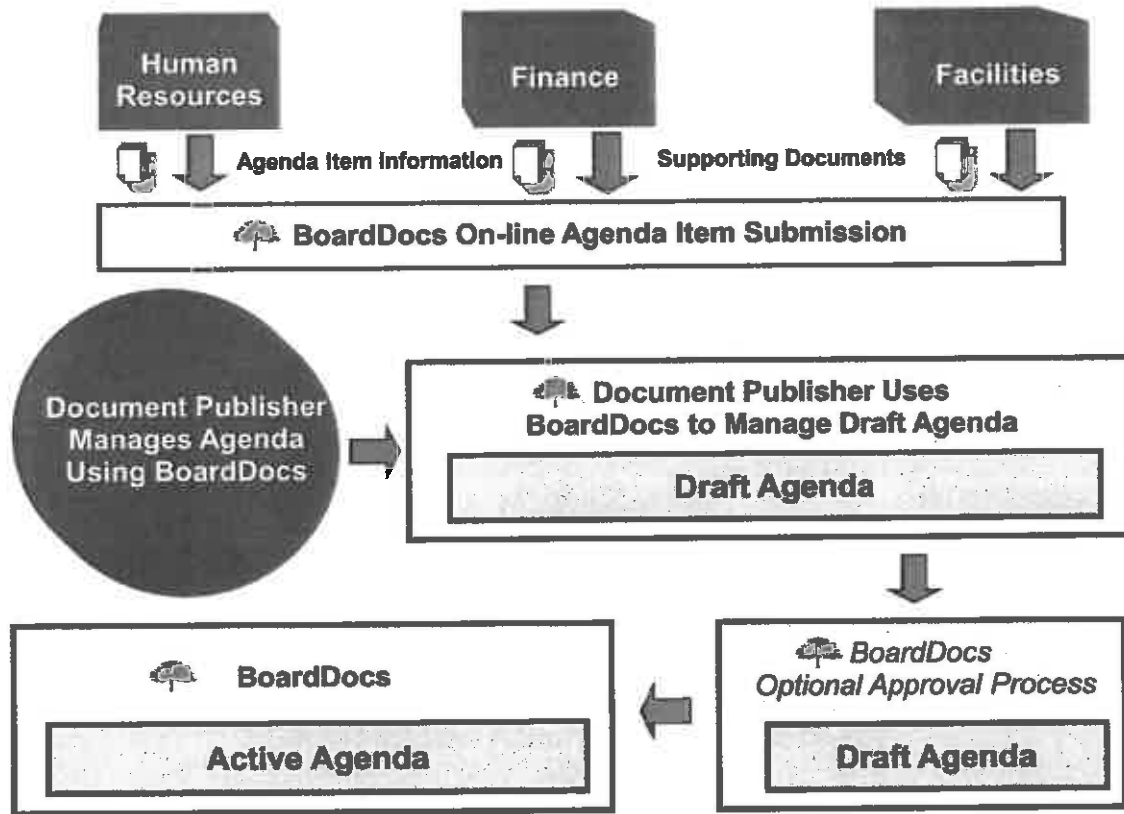
Document Submission Options

BoardDocs Pro is easily customized to meet your organization's document workflow requirements. Data can be collected and entered into the system in three ways:

Smaller organizations may prefer to designate a single person or a small group of people to gather electronic versions of their documents and enter them into the system. Using this simple method, these "document publishers" receive agenda item information and supporting documents via email or network share and create the agenda items using BoardDocs Pro document publisher software. This method often gives the document publisher(s) the ultimate control over all facets of the agenda item creation process.



The second option provides an easy way for designated staff members to create and submit their own agenda items using the BoardDocs Pro advanced user interface. As the items are submitted, the document publisher acts as the gatekeeper by ordering, checking and finalizing the agenda items.



Mid-sized and larger organizations will often choose to use online submission of agenda items due to a geographically dispersed staff or to accommodate the large volume of information that needs to be included in packets. This option also benefits submitters of regular or reoccurring reports as it provides a way for submitters to easily create, duplicate and manage their reports in a private work area.

The third option is similar to option two, but adds the ability for document submitters to select from one of several customizable approval trees that the item must proceed through prior to reaching the document publisher. Any number of approval trees can be set up where serial lists of approvers can be maintained. Once an agenda item is submitted and an approval tree is designated, an email message is sent to the first approver in the tree and the document publisher is notified. The approver then has several options:

- They can review the item and approve it
- They can edit the item and approve it with changes
- They can reject the item and send it to the original submitter
- They can send it back to any previous approver

Once approved, the correct staff member is notified via email and the item can no longer be edited by previous staff members. The next approver will have the same options and the agenda item will continue to move through the approval tree until everyone has approved the item. The document publisher can monitor this process and review the approval queue for each user. At any point, the document publisher can force approval of an item, as well as re-start the approval process.

Each document is securely stamped with the workflow history of the creator and each approver so that members of the governing body will know who signed off on each item prior to it being placed in the packet.

Final Publishing

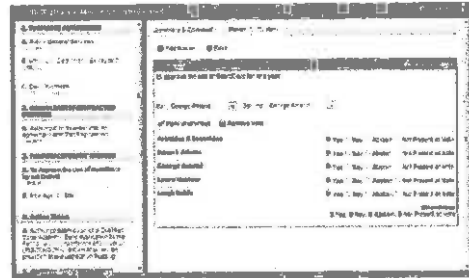
While any designated staff member can submit agenda items to draft meetings using a browser, only document publishers can activate meetings. Access is ultimately managed by the document publisher at the meeting, agenda item and sub-agenda item level. Additional workflow rules are used to release meeting information and documents based on role and by date.

The formatting of the submitted items is up to the submitter and the document publisher. Rich text formatting is available to all users, and when cutting and pasting from standard applications, formatting is preserved. By using attachments, any type of file format is supported to provide backup information. By allowing users to control the formatting and presentation of each agenda item, the organization can define exactly how the information will be presented to the board, staff and/or the public.

Meeting Management

Meeting Control Panel

BoardDocs Pro provides comprehensive tools for meeting management. The core of our meeting management is the Meeting Control Panel (MCP). The organization can designate any staff member or even a member of the governing body to be the meeting moderator. Because the MCP is a Web App, there is no software to install. Using the MCP, designated meeting moderators have the ability to move agenda items in and out of consent, re-order the agenda, record motions, record voting, enable online voting and take notes for inclusion in the minutes.



“Follow Me” Technology

With BoardDocs Pro “Follow Me” technology, it’s easy to be sure that everyone is on the same page. As the meeting moderator moves through the meeting, the governing body members can follow along. They simply click on the blinking agenda item at any time and are immediately taken to the current agenda item.

Voting

BoardDocs Pro is easily customizable and can collect actions in two ways. Organizations can designate a moderator to record the action details during or after the meeting, or the built-in online voting system can be used. Through the Meeting Control Panel, the action information and any additional notes are stored in each agenda item and made available to the public and authenticated users at the appropriate times.

BoardDocs Pro supports multiple motions per agenda item, multiple votes per item, real time modification of motions, automatic vote tally and provides the ability to override the results to meet virtually any voting scenario.

BoardDocs Pro also supports consent agenda items. Using the consent feature, the board can vote on several agenda items at once and BoardDocs Pro populates the resulting vote in each agenda item. Items can be removed from or added to the consent agenda in real time, during the meeting, with a simple click by the meeting moderator.

ScoreBoard

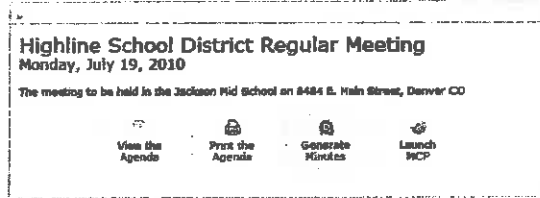
No matter how action information is recorded, BoardDocs Pro can share the results with the public in real time. ScoreBoard is an automated screen that follows the progress of the meeting and keeps the public up-to-date with the actions of the board. It is typically displayed on large screens in the board room during the meeting.



BoardDocs Pro Formal Proposal

Minutes

BoardDocs Pro uses the action information stored in each agenda item to generate draft minutes of the meetings. Once the minutes are generated, the document publisher can format and edit using the BoardDocs Pro integrated editor. When complete, the minutes are placed in the system as an agenda item and attached to a future meeting. Once approved by the board, they are automatically released to the public and associated with the correct meeting.



BoardDocs Pro Features and Benefits

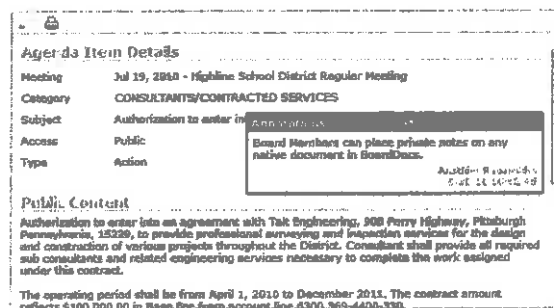
Ease of Use

BoardDocs Pro is currently being used by tens of thousands of users nationwide. This industry-standard solution provides an advanced user interface where stakeholders can access information in an intuitive manner. All information associated with agenda items, policies and library items can be consolidated in a customizable and easy-to-use electronic packet. Using the packet, designated stakeholders get an instant snapshot of all policies under consideration, current meetings, upcoming events, important documents and can even track progress of selected board goals.

Emerald Data Solutions has conducted a tremendous amount of research and taken recommendations from thousands of board members to assure that every governing body can easily navigate the service. We provide on-site training, user-friendly documentation, video tutorials, electronic manuals and online help. Plus, if any BoardDocs user ever needs additional assistance, Emerald Data Solutions provides 24-hour, live, toll-free technical support at no additional charge.

Annotations

BoardDocs Pro provides support for governing body members to enter private notes on any native BoardDocs Pro document. The notes are stored separately from the organization's data in a private notebook on BoardDocs' servers. While most solutions store annotations together with the organization's data, BoardDocs Pro's private annotation solution is unique. By maintaining the information in a separate database, the organization is not required to provide the annotations in response to a FOIA request.



Meeting Video

Meeting video allows stakeholders to go well beyond documents and actually view what happened during each agenda item in a meeting. This feature simplifies the task of associating and managing meeting video by providing easy-to-use tools that automate the process involved with delivering video over the Web. Users can easily associate their video with each meeting and tag individual agenda items to any part of the video, all while displaying them through the organization's existing BoardDocs interface.

Stakeholders can then use BoardDocs' powerful search tools to search for any agenda item within a meeting. Once the item is found, the stakeholder is presented with the highest fidelity experience of what actually happened during the meeting, including the agenda item, background information and video - all from one simple interface.

Advanced Web Application Technology

BoardDocs' advanced Web technology provides an extremely rich user experience by delivering custom interfaces across multiple platforms without the need to install custom software or special end-user configurations. Recognizing the power of the individual to design their own Web experience, BoardDocs technology moves document management away from the IT department and to the individuals that actually create and manage the packet.

In the end, this technology helps governing bodies operate more effectively by eliminating paper, replacing less advanced electronic solutions and streamlining board packet processes. Organizations save money, time and increase transparency for their stakeholders. With BoardDocs, organizations of all sizes can significantly improve the way they create and manage board packets, access information and conduct meetings.

Client Requirements

BoardDocs Pro readers and publishers can access the BoardDocs user interface via most contemporary Web browsers, from virtually anywhere, on just about any Internet-connected device. There are no thick client applications to install, update or maintain. The organization is only responsible for supplying any client hardware and network infrastructure necessary to connect to BoardDocs services via the Internet.

Dedicated Database

BoardDocs uses a dedicated database and code base for each client. By using separate databases, access control lists and code for each client, Emerald Data Solutions can assure that no other BoardDocs subscriber will have unauthorized access to any organization's private data. This also prevents data corruption from spreading throughout the system.

Integrated Solution

BoardDocs is the only solution to provide online meetings, library, goal tracking, events, video and policy solutions in one product. Other solutions require separate products for policies and agenda items. BoardDocs provides for all governance document needs in one simple system. This allows our clients to use one service for the features that boards need the most to support and streamline their governance activities.

Hosting and Technology Partners

Our hosting environment is supported by technology partners who are regarded as the best-in-class providers of their services. Application services are provided by clusters of Oracle/Sun servers, behind four F5 enterprise load-balancers that are connected to redundant, high-speed network connections. These clusters are hosted at three SSAE 16/SOC1 audited (formally SAS 70) dedicated hosting centers located in Denver, Co Sterling, VA and Toronto, Canada. All feature emergency backup environmental systems for continuous, 7 x 24 operation. At each site, data is kept on dual, fully-redundant fiber arrays with redundant connections to all servers and independent copies of the data are kept and stored on dual Raid 5+1 configured arrays at each site, so hardware failure is extremely unlikely. Additionally, each week night, between 11:30 PM and 3:00 AM, production data is copied to a NAS-attached array. This backup is kept for 1 week, except for Friday's backup, which is stored for 3 additional weeks.

Storage

BoardDocs provides document archives and instant access for at least 20 years of information. If, after 20 years the amount of information does not exceed 20 GB, additional data will be stored until the limit is reached. Data exceeding the 20-year limit will be archived on optical media and provided to the organization.

Customization

BoardDocs service includes customization at no additional charge. Through customization, BoardDocs is ideal for both large and small organizations. While each organization has different agenda, formatting and workflow needs, our customization functionality assures that your processes will not be driven by the software. Rather, our technology will work to support your existing meeting format, agenda and workflow.

Search and MetaSearch

BoardDocs provides the ability to perform searches against the full text of any document in the system – including attachments. The document publisher determines what documents or parts of documents users can access. Through MetaSearch, BoardDocs also provides the capability to perform searches of public agenda items and policies from similar organizations using BoardDocs services. By using this exclusive feature, staff and governing bodies can research policies and procurement on a national basis, incorporate findings into their own efforts, develop best practices, and ultimately save a great deal of time and money.

Custom Interface

BoardDocs supports the branding of public and private Web apps with the subscriber's information. Organizational logo support is provided for the apps and all printed documents. At any time, the subscriber can further modify the public and private Web sites with custom verbiage and designated documents. The public areas of BoardDocs are designed to integrate with the organization's Web site, and link back to it.

BoardDocs features several ways for subscribers to access data in the BoardDocs Pro database outside of our standard interface, including RSS and XML access to all public data. Using XML and RSS, dynamic information can be integrated into existing Web sites or custom queries can be made from most popular third-party reporting tools. Custom interfaces to the BoardDocs Pro data can also be created.

Ownership of Data, Backups, Object and Source Code

While BoardDocs maintains the data on behalf of each subscriber, we believe that the organization should have an up-to-date, local copy of all data. Our customers retain all ownership of content posted to their database and have exclusive control of who can access the data and when. Designated staff control access while the system and centralized storage ensure that there is only one valid and current copy of the information.

Technical Support

BoardDocs provides live, 7 x 24, US-based, no-charge technical support for all document publishers and authenticated users for the life of the agreement. The technical support is available via toll-free phone number with a guaranteed response time of two hours and a 24-hour resolution.

User Reports

BoardDocs is able to provide reporting on when users log in and access documents. If this information is provided to the organization, it will then be available to anyone via FOIA and Sunshine regulations. Most public governing bodies do not want this information collected or released to anyone.

User Accounts

Authenticated users will need an individual user ID and password. Initially, passwords and user names will only be shared with designated document publishers. After the implementation, changes to user names and passwords can be managed by designated staff using BoardDocs' People Manager.

Maintenance and Updates

Emerald Data Solutions provides ongoing maintenance, including minor fixes and updates to the software for the term of the agreement. Updates and fixes are automatically applied daily, as necessary, without user intervention. Emerald Data Solutions is continually responding to the needs of our subscribers and partners by improving our service and adding new features. This process is continuous and has taken BoardDocs from a simple paperless meeting solution to a comprehensive, sixth-generation board management solution.

Emerald Data Solutions will inform the customer and provide version upgrades as they become available at no additional charge. All version upgrades will be scheduled in advance and performed only after approval by the organization. Since BoardDocs is 100% Web based, there is no need to manage client software or install updates on workstations.

Training and Implementation

We have found that video or Web training is not sufficient to ensure complete success. As a result, every implementation of BoardDocs is performed on-site.

Emerald Data Solutions will assign a dedicated Implementation Specialist and Technical Analyst to assist in the implementation of the solution. The Implementation Specialist will conduct three on-site training sessions based on our proven curriculum. Each attendee will receive documentation, customized for the subject matter of their training session. Additionally, the organization's IT staff will receive a comprehensive IT Implementation Guide.

The training sessions will be scheduled on two consecutive days and will consist of the following:

Document Publishers – This session is to be attended by the designated document publisher(s). The instructor will lead a six- to eight-hour session where the attendee(s) will publish an entire meeting and learn how to load and manage the data and how the data is presented by BoardDocs Pro.

Senior Staff – This consultative session will explore the processes and workflow in preparing information to be managed using BoardDocs Pro. This two-hour session should be attended by the senior cabinet and their administrative assistants.

Governing Bodies – Each member will attend a one – two hour, instructor-led session where they will learn how to access the information from any Internet-enabled location and how to participate in a meeting using BoardDocs Pro.



BoardDocs Pro Formal Proposal

Other than a \$1,000, one-time start-up fee to cover travel expenses, there is no charge for initial training and implementation. Emerald Data Solutions will provide subsequent visits for training, on-site support or attendance of meetings at the organization's request. For these visits, Emerald Data Solutions will only submit travel expenses, including airfare, ground transportation and hotel, for reimbursement. The BoardDocs Web site also features documentation and video tutorials if any user would like a quick refresher on how to use the system. Emerald Data Solutions maintains support and training staff throughout the country, so help is never far away.

Still Need "Some" Paper?

If some of your organization's stakeholders still want to use paper, BoardDocs Pro provides an easy way to print individual agenda items, a customized agenda or even the entire packet.

Organizations can easily customize any report by adding logos, headers, footers and formatted text to their printed documents.

BoardDocs Plus

Need a Solution for Multiple Governing Bodies?

BoardDocs Plus is a new service enhancement that enables organizations with multiple public governing bodies to provide a separate, distinct and comprehensive suite of BoardDocs services to each group via one subscription.

BoardDocs Pro can support unlimited types of meetings for different committees; however, by adding Plus, each governing body can have separate confidential meetings, separate document managers and separate administrative access. With BoardDocs Plus, BoardDocs services can provide agenda item-level security so only authenticated users in each group can access meetings, agenda items or even parts of an agenda item.

About Emerald Data Solutions

Emerald Data Solutions is employee-owned and has been providing technology solutions to public and private organizations since 1989. Emerald Data Solutions is exclusively dedicated to the development and delivery of BoardDocs board management services. BoardDocs was initially developed in 2000, and since the national introduction of BoardDocs Pro in 2002, about 2,000 organizations have chosen BoardDocs for board management services.

Features and Costs Summary

The BoardDocs Pro service includes the following features:

- BoardDocs eAgenda Solution for Unlimited Users
- BoardDocs ePolicy Development and Publication Solution
- BoardDocs Library with Support for Events, News, Board Goals and Board Member Pages
- Integrated Board Goals Management and Tracking
- Separate, Customizable Packets for the Board, Staff and Public
- Private Document Annotations for Governing Body Members
- Advanced Document Workflow with Support for Unlimited Number of Document Submitters
- Customizable Approval Trees and Collaborative Annotations
- Meeting Control Panel (MCP) to Display and Record all Board Actions During the Meeting
- On-line or Manual Voting with Support for Virtually Any Type of Vote
- Automated Minutes Generation and Release
- "Follow Me" so Governing Body Members Will Never Get Lost
- Automated Public ScoreBoard with Voting Results and Speaker Timers
- Customizable email Notifications
- 100% Web-based for access from Windows, Macintosh, Linux and iPad devices
- Integrated Audio Player - Listen to Meetings Indexed by Agenda Item
- Meeting Video simplifies the task of managing and associating videos for private or public meetings
- Access to BoardDocs MetaSearch
- Search Functionality for Consolidated Searches on Any Content
- 7 x 24, Secure, Power-redundant Hosting with Daily Backups
- Up to 20 Years of History with DVD Archiving of Data beyond 20 Years
- User and Security Administration via People Manager
- XML Capabilities to Dynamically Drive BoardDocs Data Into Your Organization's Web site
- Social Sharing via Twitter, Facebook and eMail
- Development, Publication and Tracking of Strategic Plan
- No Extra Charge On-site Training
- 7 x 24, Toll-free, US-based End-user Technical Support
- No Extra Charge for Customization
- Access to All Software Enhancements, Including Version Updates and Fixes for the Term of the Agreement



BoardDocs Pro Formal Proposal

COST SUMMARY	
BoardDocs Pro Document Management System – One-time start-up fee	\$1,000
BoardDocs Pro Document Management System – Recurring Cost: (Includes maintenance/support, installation, training, updates, upgrades, implementation and customization)	\$12,000 per year
BoardDocs Plus for Pro Document Management System – Recurring Cost: (Includes maintenance/support, installation, training, implementation, updates, upgrades and customization)	\$20,000 per year

In some states, BoardDocs Pro service fees are invoiced by a designated billing agent. Services are invoiced at the beginning of each annual term. The delivery of BoardDocs services is exclusively defined by the BoardDocs End user Agreement (EUA).

Company Contact Information

Corporate Office, Payments and Legal Notices:

Emerald Data Solutions, Inc.
519 Johnson Ferry Rd. NE
Suite A100
Marietta, GA 30068

Other Information:

Federal Tax ID: 80-0003127
DUNS: 131937562
(800) 407-0141 x 3514
email: boarddocs@boarddocs.com
<http://www.BoardDocs.com>

BoardDocs®

BoardDocs Feature Matrix

Trying to decide which solution is best for you - BoardDocs Pro or BoardDocs LT? Simply check out this handy feature matrix to see what features are available in each of our solutions.

General Features	BoardDocs Pro	BoardDocs LT
Agendas	✓	✓
Policies	✓	✓
Events	✓	
Goals with KPI Support	✓	
Board Member Pages	✓	
User-Categorized Library Documents	✓	
Context Sensitive Search	✓	✓
MetaSearch for Best Practices of Public Documents from Similar Organizations	✓	✓
Private Annotations (Sticky Notes)	✓	
No Charge, 7 x 24 Toll-Free, Dedicated, US-based Technical Support for All BoardDocs Users	✓	✓
Comprehensive Technical, Publisher and End-User Guides	✓	✓
On Site Training	✓	✓
100% Web Application. No Software or Apps to load or maintain. (1)	✓	✓
Internet-Connected Tablets Support including Apple iPad, Microsoft Surface and Android devices	✓	✓
XML for all Public Documents (Automatically feeds Dynamic Data to Organization's Web Site)	✓	✓
Social Network Document Sharing via Email, Facebook and Twitter	✓	✓
Low Bandwidth, Reduced Data Technology for Fast Access	✓	✓
Automatic Generation of Public Access Web Interface	✓	✓
Automatic Generation of Intranet Web Interface	✓	✓
Integrates with Existing Web Site	✓	✓
Word Processing Style Formatting for Documents	✓	✓
Imbedded Files and Attachments with Group Security	✓	✓
Spell Checker	✓	✓
Spell Check While you Type	✓	✓
HTML Links	✓	✓
Internal Cross Linking of Documents	✓	✓
256 -Bit SSL Security for Authenticated Users	✓	✓
Integrated Audio Player for MP3 Files	✓	✓
Automatic Date, Time and Access Time Stamp for all Documents	✓	✓
Dynamic, Customizable Packets for Board, Administrators and the Public	✓	✓
Board Member Customization of Individual Packets (2)	✓(2)	
Support for Windows, Macintosh, IOS, PlayBook OS, HP Web OS, Android and Linux Platforms with no Client Configuration or Software Installation (1)	✓	✓
Role-Based Email Notification	✓	
User-Customizable Interface with Support for Organization Logos, Text, Photos, Headers and Banners	✓	✓
User-Customizable Templates for all Printed Documents with Support for Headers, Footers and Organization Logos	✓	✓
People Manager for Easy Management of User Accounts and Group Assignment	✓	✓
Meeting Agenda Features		
Designation of Current Meetings for Quick and Easy Access	✓	✓
Ability to Select Meetings to be Included In Packets (Featured Meetings)	✓	✓
Automatic Dynamic Agenda Creation	✓	✓
Instant Access to Any Agenda Item from Fully Expanded Agenda	✓	✓
Quick Print of any Meeting Agenda, Agenda Item or Entire Packet	✓	✓
Scrollable Full Screen Packet	✓	✓
Unlimited Number and Types of Meetings	✓	✓
Quick Access to and Search of Meeting Minutes	✓	

User Definable Global Agenda Template	√	√
Ability to Add Future Meeting to Calendar (vCal) (2)	√(2)	√(2)
Listen to Any Meeting Agenda Item	√	√
Meeting Video Support with Indexed Playback of Meeting Video from Meeting Dashboard	√	√
Management of Agenda Item Tagging/Linking to Meeting Video with Playback from Agenda Item	√	√
Agenda Item Level Security (Withhold any Agenda Item from the Public)	√	√
Granular Security Within Agenda Items (Withhold entire meeting, agenda item, attachment, or portions of any agenda item from public)	√	√
Support for Three Levels of Security within Agenda Items	√	√
Customizable Agenda Items Workflow Process with Track Changes and Notes	√	
Agenda Item Approval Process with Support for Unlimited Number of User Customizable Approval Trees	√	
Ability for Individual Submitters to Create and Manage Draft Agenda Items and Templates for Reoccurring Agenda Items	√	
Approvers Able to Edit and Annotate Items During the Approval Process with Track Changes	√	
Detailed Tracking of Submittal and Approval Process with Support for Electronic Signatures	√	
Reporting and Tracking of Approval Process by Tree or by Meeting	√	
Ability of Publisher to Override Tree Selection, Restart Approval Process or Force Approval of Any Agenda Item	√	
Selective Control of Access to Draft Meetings by user Role	√	√
Linking and Tracking of Board Goals to Agenda Items	√	
User Customizable Agenda Types	√	√
Drag and Drop Agenda with Auto Numbering (Attachments Automatically Follow Agenda Items)	√	√
User-Selectable Auto Agenda Numbering	√	√
User-Customizable Agenda Categories	√	√
Meeting Management with Separate Screens for Board Members, Board Chair, Meeting Moderator and Public	√	
Comprehensive Meeting Action Management with Support for Multiple Motions, Votes, Action Details, Minutes Notations, Consent Items, Roll Call, Manual and On-Line Voting	√	
Dynamic Speaker Recognition Allows Board Members to Electronically Tag Agenda Item(s) for Discussion (2)	√(2)	
Customizable Speaker Count-Down Timer	√	
Minutes Gathering Screen for Tracking Meeting	√	
Template-Based Minutes Generator with Post Editing Support	√	√
Selection of Public ScoreBoards for Projection in Meeting Room	√	
Cylon Video Overlay of Meeting Progress for Broadcast-Ready Graphics (2)	√(2)	
Automatically Archive Meetings	√	√
Linking of Minutes to Previous Meeting with Auto Public Release once Approved by the Board	√	
Draft Meeting Support with Track Changes	√	√
Policy Management Features		
User Manages and Publishes Policy Book	√	√
Cut and Paste from Word, Excel, Google Docs, WordPerfect, Ami Pro, RTF, HTML or Text Format.	√	√
Links to Legal Basis	√	√
Complete Policy Development with Support for Revisions with Track Changes	√	√
Archiving of Retired Policies	√	√
Instant Availability of Active Policies via Online Policy Book Once Approved	√	√
Ability to Include Policies Under Consideration in Packets	√	√
Unlimited Number of Policy Books (Policies, Procedures, Manuals, Standards, Codes)	√	√
User-Defined Categories and Codification	√	√
Support for Text Markups Including Strike-through, Color and Underline	√	√
Policy Cross-Referencing	√	√
Initial Policy Book Publication Service	√(4)	√(4)
Link to Existing External Web-Based Policy System	√	√
Does Not Require Sending of Policies to 3 rd Party for Publication	√	√
Sample Policies	√(3)	√(3)
On-Line Policy Collaboration with Delegated Policy Services	√	√
Link to or Direct Attachments of On-Line Forms	√	√
Library Features		
Board Goal Development, Tracking and Reporting	√	

Customizable Board Member Profile Pages with Support for Private Executive Information	√	
Calendar Events Facilitates Shared Board or Public Calendar	√	
Ability to Create Public and Private Library Documents with Custom Categories. Allows the management of Friday Packets	√	
Ability for Publishers to Feature any Library Item for Inclusion in Packet(s)	√	
Ability for Authenticated User to Add Library Items to Individual Packet (2)	√(2)	
Support for Unlimited Attached Files with Group Security	√	
Support for Imbedded Graphics	√	
Automatic Date-Driven Publication and Removal	√	
Ability to Direct Selected Items to Staff/Board	√	
Ability to Share Selected Items with Public	√	
Automatic Archiving	√	
User-Defined Library Categories	√	
Technical and Hosting		
Advanced Redundant Cloud Hosting Multi Site Cloud Infrastructure Powered by Oracle/Sun	√	√
Daily Backup Service with 30 Day History to NAS	√	√
Dual SAS 70 Type II and Tier 3-Certified Hosting Environment	√	√
Database Replication to Local Customer Site	√(2)	
Customer Provided Source and Object Code	√	
Automatic Encryption of All Data	√	√
Physically Secure Servers (Bio Card, Code and Key Required for Access to Server Facility, Video Monitored)	√	√

- (1) For best performance, BoardDocs recommends using the latest version of your browser. Supported browsers include IE, Chrome, Firefox and Safari.
- (2) Announced feature to be released
- (3) In select states, additional state-specific sample policies are available; subject to participation by the state association.
- (4) for an additional fee

Last updated 04/15/16

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BoardDocs®

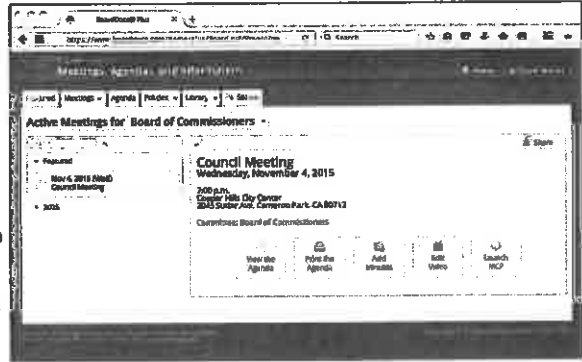
About BoardDocs Plus

One Subscription, Exclusive Services for your Board and all Committees

BoardDocs has always supported unlimited types of meetings for different committees. Now, with BoardDocs Plus, each governing body can have separate confidential meetings, separate document managers and separate administrative access. Through Plus, BoardDocs services provide a granular level of security so that only authenticated users in each group can access their meetings, agenda items or even parts of an agenda item. No other solution offers that level of flexibility or security.

For example, a city with a City Council, Public Safety Commission, Zoning Commission, Board of Ethics and Citizen Review Commission can each have documents submitted by their own staff, have a dedicated document manager and maintain separate meetings that are secure from other committees. Each commission can decide the level of detail to release to stakeholder groups individually.

The BoardDocs Plus code also has a set of usability features that will benefit all subscribers. While large organizations will appreciate the multi-board features, the new editor and enhanced attachment management are just two of the improvements that will benefit all users.



BoardDocs Plus for LT

The ideal solution for smaller organizations with multiple governing bodies that need a separate, secure and comprehensive suite of services for each group. LT Plus provides the power of Pro Plus, without all of the features larger organizations often require. BoardDocs LT Plus extends LT features and benefits to all groups. For a complete listing of LT features, [CLICK HERE](#).

BoardDocs Plus for Pro

Pro Plus includes the most comprehensive suite of board management tools available for organizations with multiple groups that need to operate independently. No other solution provides this level of security, functionality and ease of use. BoardDocs Pro Plus extends Pro features and benefits to all groups. For a complete listing of Pro features, [CLICK HERE](#).

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University City Chamber of Commerce
Detail on marketing proposal for EDRST funds



June 21, 2017

Dear Ms. Riganti,

Attached please find a revised proposal for EDRST Ad/Marketing for FY2018 which combines our two original applications totaling \$69,000 to fit a \$50,000 funding recommendation from the EDRST Board. The Chamber plans to work closely with City staff as we have in all previous years to define a robust, comprehensive and cohesive strategy for Ad/Marketing that will bring about the greatest impact with the resources we are provided. The strategy will build upon the momentum, branding, materials, relationships and successes from current and previous marketing efforts.

Below are expense estimates, including a media buy, based on research conducted for the two original proposals. The total amount of the items below is in excess of the \$50,000 recommended. If this project is approved, we will finalize the marketing plan, and decide which of the following items will be included in the marketing budget as approved. Our goal will be to provide the highest-quality impact for our dollars considering this reduction in funding. The following are preliminary numbers from which we will work as we detail campaigns and purchasing decisions.

- Explore St. Louis Package: \$450 (required for listing in Visitor's Guide)
- Two page full color spread ad: \$26,034
- Olive Link Dining Section: \$1800
- All U City Tourism Map design: \$2200
- Brochure printing (through Specialty Printing): \$1300
- Social Media contracting: \$1850/month
- Print advertising (includes design): \$5,000
- Visual Media advertising: \$5,000
- Postage: \$500
- Printing: \$2000
- Program Development Costs: \$27/hour – estimated 400 hours
- Overhead costs: 15% of non-direct Chamber expenses divided by total revenues

Please forward to interim City Manager Charles Adams, Mayor Welsch and other members of the City Council, and feel free to contact me with any questions.

Best regards,

Mary Adams,
Executive Director

Chamber of Commerce FY18 EDRST PROPOSED PROJECT (REVISED):

CITY-WIDE BUSINESS MARKETING PROJECT

NOTE: This fiscal year, the Chamber of Commerce submitted a request of \$36,000 for City-wide marketing and a separate request of \$33,000 for Regional Branding and Tourism Attraction. The Economic Development Retail Sales Tax Board (EDRSTB) recommended that the two applications be combined into one City-wide business marketing project, and the funding be reduced from \$69,000 to \$50,000.

The Chamber of Commerce is submitting a revised project summary that meets the intent of the EDRSTB recommendation.

1. Program or Project Summary (attach additional sheets if necessary)

Description of the Program or Project. In addition to a detailed description of the project, include a summary of the need for the program or project, goals and objectives, partners, and how the program or project meets any City plans or policies. Describe the number of jobs to be created by the specific request, if any.

The Chamber is requesting funds to develop and implement advertising and marketing initiatives to promote businesses throughout University City. Advertising and marketing are fundamentally important activities needed to enhance business community pride and engagement, as well as attract visitors and additional consumers, and new businesses and residents to our City. Attracting and engaging all of these groups is critical for business retention and growth, the creation of new jobs, the health of our tax base, and the overall economic stability and sustainability of our community.

The Chamber would again like to develop and execute a robust advertising and marketing plan that utilizes multiple print and digital media outlets in the St. Louis region in order to capture the attention of as many consumers as possible. With funding, we plan to research, identify and prioritize additional outlets and target populations to broaden awareness and reach of our marketing. We also plan to more fully utilize additional free or cost-effective calendar listings throughout the region to increase both reach and awareness. The plan will identify print, digital, and social media marketing campaigns to be implemented with the requested funds, such as:

- Print and digital campaigns with the Student Life, West End Word, St. Louis Post-Dispatch/STL Today, and/or other regional publications such as Feast Magazine and Ladue News.
- Social media marketing campaigns that push specific U City content to targeted audiences throughout the region. Continue and expand upon campaign content that showcases the best of U City to the greater St. Louis region through professional photos and videos highlighting U City's great business community. Use social media to promote seminal annual events such as Loop Holiday events and promotions, Ice Carnival, Taste of U City, and North and South Block Party, to name a few.
- Revise, produce, advertise and distribute the Olive Link Ethnic Dining Guide in brochure format for strategic placement throughout the City and postcard format for a direct mail program.
- Advertise city-wide U City businesses in the St. Louis Visitor's Guide and Explore St. Louis Convention Centers. Develop a print ad for the St. Louis Visitors Guide (350,000 copies

University City Chamber of Commerce
FY2018 Applications for EDRST-Recommended Projects



Economic Development Retail Sales Tax Board
6801 Delmar Boulevard · University City, Missouri 63130 · 314-505-8500 · Fax: 314-862-3168

APPLICATION FOR ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS FISCAL YEAR 2018 (JULY 1, 2017 – JUNE 30, 2018)

Please complete all sections of the application. Please refer to "Economic Development Retail Sales Tax Board Funding Priority Guidelines" for guidance. A pre-application meeting with City staff is advised for applicants. Please schedule a meeting with the Department of Community Development before the application deadline by contacting Jodie Lloyd, 314-505-8522. Applications should be submitted by **Friday, February 3, 2017** to Jodie Lloyd, Manager of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or jlloyd@ucitymo.org. Applications submitted after the deadline will not be considered for funding.

Application Date: February 3, 2017

Project Title: City-wide Advertising and Marketing Campaign

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: U City Chamber of Commerce

Contact Person and Title: Mary Adams, Executive Director

Mailing Address: 7700 Olive Blvd. University City, MO 63130

Phone Number: 314-337-2489

E-mail Address: mary@ucitychamber.com

Website: www.ucitychamber.com

Organizational Officers (Provide Name, Address, Phone and e-mail of at least three. Provide Articles of Incorporation and letter or status):

- a. Ken Rice, American Family Insurance, krice@amfam.com
8505 Delmar Blvd., U City, MO 63130
(314) 692-8023
- b. Michael Hobbs, The Melting Pot, meltingpot4u@aol.com
6683 Delmar Blvd., U City, MO 63130
(314) 725-4141
- c. Bill Krenn, Winco Windows, billkrenn@wincowindows.com
6200 Maple Ave., U City, MO 63130
(314) 725-8088

- Sole-Proprietorship
- Corporation/Partnership/Limited Liability Company
- Not for Profit Organization
- Public/Government

501(c) 3:

- Yes No If no, list type of entity: 501(c)6

Minority Business Enterprise (MBE) or Women Business Enterprise (WBE):

- Yes No

2. Applicant/Organization Background

Describe the applicant/organization history and mission:

Entering its sixth year, the U City Chamber of Commerce is an important, robust and active Chamber in the region. The U City Chamber of Commerce is committed to:

- being the voice of the business community
- serving its members through networking, referrals, and promotions
- promoting U City as a great place to do business
- informing its members about critical issues in the community
- providing education and training

We achieve this by:

- serving Chamber members through networking events, referrals and regional promotions
- offering assistance to established firms and entrepreneurs who wish to locate in University City
- providing education and training to the business community
- supporting economic development initiatives that encourage and sustain commercial growth

The U City Chamber of Commerce is a purpose-driven organization. Our goals and activities are aligned with our mission, emphasizing economic development throughout all of University City through advertising, marketing, community outreach and training.

Describe the applicant/organization programs and activities:

The Chamber of Commerce is a non-profit organization that exists to bring the business community together and create programs and campaigns to serve the interests of its members and the economic well-being of U City, including: monthly networking events and meetings, business referrals, regional speakers, education and training, location-specific business groups, free business and community resources and the only online business directory of all U City businesses on the Chamber website, community events that shine a regional spotlight on U City, including Annual Golf Tournament, Casino Night, Lunar New Year Festival, North & South Block Party, Travel Abroad Program, Taste of U City, and marketing for individual businesses and U City overall as a great place to do business, own a business, live, work, play, dine and shop.

If the request is from an organization, please provide proof of organizational support for the application (i.e. letter from organization on official letterhead, meeting minutes, etc.).

SECTION 2: PROGRAM OR PROJECT INFORMATION

3. Program or Project Summary (attach additional sheets if necessary)

Description of the Program or Project. In addition to a detailed description of the project, include a summary of the need for the program or project, goals and objectives, partners, and how the program or project meets any City plans or policies. Describe the number of jobs to be created by the specific request, if any.

The Chamber is requesting funds for advertising and marketing initiatives to promote the entire City of U City as a desirable place to live, work, play and visit. Advertising and marketing are fundamentally important activities needed to enhance community pride and engagement, as well as attract visitors, additional consumers, new businesses and new residents to our City. Attracting and engaging all of these groups is critical for business retention and growth, the creation of new jobs, the health of our tax base, and the overall economic stability and sustainability of our community.

The Chamber would like to orchestrate and execute a robust advertising and marketing plan that utilizes multiple print and digital media outlets in the St. Louis region in order to capture the attention of as many consumers as possible. The print and digital campaign outlets utilized in FY17 include Student Life, West End Word, Webster-Kirkwood Times and STL Today. With funding, we plan to research, identify and prioritize additional outlets and target populations to broaden awareness and reach of our marketing. We also plan to more fully utilize additional free or cost-effective calendar listings throughout the region to increase both reach and awareness.

U City needs to continue attracting followers of social media, which is a vigorous engine for spreading the news of all the great things U City has to offer. Our current social media marketing campaigns allow us to push specific U City content to targeted audiences throughout the region (e.g., families in a 10 mile radius). The campaign content showcases the best of U City to the greater St. Louis region through professional photos and upcoming videos highlighting U City as a great place to live, work, play and visit, as well as promoting our seminal annual events such as U City in Bloom Plant Sale, Loop Holiday events and promotions, Ice Carnival, Taste of U City, and Lunar New Year, to name a few. One campaign is solely dedicated to the Olive Link and includes the Ethnic Dining Guide and links to the theolivelink.com. Campaigns are designed to increase fan and email acquisition, which continue to expand the reach and increase the awareness of our marketing efforts.

The Chamber would also revise, produce, advertise and distribute the Olive Link Ethnic Dining Guide in brochure format for strategic placement throughout the City and postcard format for a direct mail program to key zip codes in the region.

The Chamber will continue to work closely with the City's public relations firm to coordinate press releases of noteworthy events and ad campaigns to further maximize impact of advertising and marketing dollars.

Define the expected outcomes of the project, milestones and how the project success will be measured.

These advertising and marketing campaigns will create a greater awareness of businesses in every corner of U City, while supporting the City's small businesses who can't afford to advertise on a larger scale. Marketing efforts will highlight the variety and diversity of the U City business community overall, and specifically the Olive Link International District, as a premiere dining, entertainment, and shopping

destination for the entire region. This will strengthen the City's primary brand as "Neighborhood to the World."

Define the expected outcomes of the project, milestones and how the project success will be measured.

Increased Facebook and Twitter followers
Branding of U City content
Publicity for ALL U City events

Program or Project Location (Attach photos of location or site, if appropriate):

City-wide

Program or Project Timetable:

One time request

Type of Funding Request (check all that apply):

Project

Program

Other (such as marketing, legal, professional services, grants or loans to companies for job training)

Total Budget:

Amount of funding requested from EDRST: \$36,000

Is this request anticipated to be a one-time request or multi-year? If multi-year, please provide additional details, including anticipated future funding request, project details, and any other helpful information.

One-time request

Complete and attach form EDRST B-1 with budget cost summary.

I CERTIFY THAT ALL INFORMATION IN THIS APPLICATION IS TRUE AND COMPLETE TO THE BEST OF MY KNOWLEDGE AND BELIEF.

U City Chamber of Commerce

Name of Applicant Organization


Authorized Signature


Date

EDRST B-1

**City of University City
Economic Development Retail Sales Tax
FY18 Request for Funds: Budget Cost Summary**

Applicant U City Chamber of Commerce
Amount of Request \$36,000

Provide a listing of each project or program proposed and the associated cost allocation.

	EDRST Funds	Applicant's Cash Funds	Applicant's Non-Cash Contributions	Other Funds	Total
i. Project or Program Direct Costs *					
City-wide Marketing and Advertising Campaign	\$36,000.00	\$0.00	\$12,000.00		\$48,000.00
ii. Indirect Costs **					
BUDGET TOTAL - ALL ACTIVITIES	\$36,000.00		\$12,000.00		\$48,000.00

*Examples of direct costs are project materials, salaries, fringe and benefits, supplies, and equipment that are tied to a particular cost objective such as a project or program. Consultation with City staff is advised to assist in defining direct costs.

**Examples of indirect costs are expenses relating to operations, such as general office and building expenses. These costs must represent a reasonable and proportional rate in relationship to direct costs. Consultation with City staff is advised to assist with defining indirect costs.

SECTION 2: PROGRAM OR PROJECT INFORMATION

3. Program or Project Summary (attach additional sheets if necessary)

Description of the Program or Project. In addition to a detailed description of the project, include a summary of the need for the program or project, goals and objectives, partners, and how the program or project meets any City plans or policies. Describe the number of jobs to be created by the specific request, if any.

The Chamber continues to make great strides with the development of the theolivelink.com website and property database. The website now hosts a continually updated database of all commercial properties for sale or lease along the Olive Link and work is in progress to grow the site into a tool to foster resident, business and visitor involvement along the Link. A new event calendar and vertical-specific business guide of retail and commercial businesses and services extending the length of the Link are in development, as well as plug-ins for social network automation. New visuals and content are also being developed, as are integrated social media and PR campaigns to engage residents, businesses and visitors. The site hosts twenty-nine business profiles featuring the owners and stories of what makes the Olive Link a vibrant, diverse and utterly fascinating business community, with more planned for remainder of FY17. The Olive Link Ethnic Dining Guide is also featured on the website, with ongoing efforts that direct people to that page.

In support of the goals of the property database project to fill vacant space along the Link, we are in the process of planning a realtor tour of the Olive Link scheduled for April of this year.

While the property database and website reconstruction can effectively be handed off to the City for ongoing vendor management at the close of FY17, the Chamber is requesting funds to continue to fulfill its vital role in Olive Link Development for FY18.

Olive Leadership Group, Regional Partnership Relations, Business Profiles and Property Owner's Guide:

Part of the Chamber's work with the property database since 2014 has been establishing and developing relationships with property owners and business owners in all four Olive Link districts. As a non-profit business, and by virtue of our organizational mission, the Chamber is in the unique position to continue identifying, unifying and activating business leadership along the Link. The Chamber hears consistently from Olive business owners who say they want organization and a collective voice for improvement along the corridor. Many successes and improvements along Olive have already occurred under the work of the previous director as a result of meeting with business leaders and communicating their needs: improved lighting is set to be installed along the length of the Link, a new brewery has been approved and is ready to break ground, and trash cans have been added at many Link locations. All of these ideas came out of conversations with the Olive Business Group. If Olive is to become a great street, it is critical to continue to engage the business community and leadership in each district.

The Chamber hears continually from residents and business owners about their concerns for vacant storefronts and their desire for an improved appearance of properties and infrastructure along the Olive Link. In response, the Chamber proposes to research, author and publish an *Olive Property Owners Guide to Becoming a Vibrant Business District*, published in English and Chinese, to more effectively educate property owners on the rewards and benefits of investing and engaging in the development of their respective business districts. In addition, the Chamber conducted an all-business and all-resident survey in January 2017 that was delivered through ROARS to more than 18,000

business and residential addresses to receive, in part, more formal input from the community on economic development initiatives in U City. Summary results will be posted on the Chamber website in February. Regarding the Olive Link, one of the more remarkable survey findings is as follows:

In response to the question, "Where [in U City] would you like to see more businesses and services located?" more than 85% of respondents indicated the Olive Link.

The larger community is clearly interested in what happens on Olive Boulevard, and people continue to report that they find interest and value in the stories relayed in the business profiles the Chamber has produced. Given the resources, the Chamber would like to continue producing an additional profile monthly to continue to drive traffic to theolive.com, as well as conduct a campaign to encourage business owners to share the profiles and website link through their own marketing channels to expand the audience reach of the remarkable people and businesses of the Olive Link.

The U City Chamber has also become an important part of the regional discussion for economic development, and has cultivated relationships with the Mosaic Project and the Regional Economic Development Partnership that have drawn increasing attention to all the Olive Link can contribute and exciting roles it might play in large-scale plans for economic development in the greater St. Louis region. The ongoing development of these relationships has great potential for accessing opportunities for sound economic development on Olive. They also provide opportunities to consistently message the value of the Link in the region, while increasing awareness of the great potential that exists as a home for new businesses, business/entrepreneurial incubators, manufacturing/maker spaces, medical/technological collaboratives, and much more.

Quick Win Visual Improvements:

In addition, the Chamber has two quick-win ideas to inexpensively and quickly install visual markers that help people identify that Olive is alive and to reinforce the idea of the Olive Link as a destination location in the area.

Festive lighting:

While the City continues to work on infrastructure, lighting and facade improvements, the Chamber requests funds to organize and distribute outdoor festive lighting to all restaurants on the Ethnic Dining Guide. Restaurants would be responsible for the installation of the lights and the associated electric bills. This simple visual would immediately communicate to all that they had just arrived someplace important, someplace where something is going on, and that progress is truly being made along Olive. This is a dual purpose initiative that will also serve to fulfill ongoing requests by business owners along the Olive corridor for improved lighting until the City and Ameren LED projects reach completion.

Public Art:

The Chamber requests funds to place at least one large artistic mural on an existing building along the Olive Link by the close of FY18. We propose to establish a partnership with the Regional Arts Commission (RAC) or other local arts organization to hold a public contest for renderings of murals and the execution of this project. The Chamber would work with the RAC to gather a qualified project committee to identify potential locations, develop contest criteria and an RFP, review renderings and select contest winners who would be awarded \$2000 to install the mural(s). The Chamber would act as liaison to coordinate communications with the Olive business owners during the site selection process.

Define the expected outcomes of the project, milestones and how the project success will be measured.

The primary, long-term outcome is to create a vibrant and thriving business community in all four districts of the Olive Link: to drive business to the area, improve business retention, increase traffic, visibility, desirability, and the tax base. This will be achieved by activating business leadership along the corridor and creating a regional identification of the Olive Link as a destination location in the region for dining, services, entertainment and as a desirable location for both existing and new businesses.

Each of the projects proposed in this application will effectively support this long-term outcome. Success will be measured as follows:

- Website and social media metrics for theolivelink.com engagement
- Attendance and outcomes of initiatives identified in quarterly meetings of the Olive Leadership Group
- Festival lights displayed at all participating Olive Link ethnic restaurants
- Property owners guide published, translated and distributed
- Twelve additional business profiles completed and uploaded to the website
- Evidence of increased marketing of theolivelink.com by Olive business owners
- Completion of mural(s)

Program or Project Location (Attach photos of location or site, if appropriate):

The Olive (Blvd) Link from I-170 to Skinker Blvd.

Program or Project Timetable:

One time request

Type of Funding Request (check all that apply)

Project

Program

Other (such as marketing, legal, professional services, grants or loans to companies for job training)

Total Budget:

Amount of funding requested from EDRST: \$11,500

Is this request anticipated to be a one-time request or multi-year? If multi-year, please provide additional details, including anticipated future funding request, project details, and any other helpful information.

One-time request

Complete and attach form EDRST B-1 with budget cost summary.

I CERTIFY THAT ALL INFORMATION IN THIS APPLICATION IS TRUE AND COMPLETE TO THE BEST OF MY KNOWLEDGE AND BELIEF.

U City Chamber of Commerce

Name of Applicant Organization

Mary L. Carlson

Authorized Signature

February 3, 2017

Date

EDRST B-1

**City of University City
Economic Development Retail Sales Tax
FY18 Request for Funds: Budget Cost Summary**

Applicant U City Chamber of Commerce
Amount of Request \$11,500

Provide a listing of each project or program proposed and the associated cost allocation.

	EDRST Funds	Applicant's Cash Funds	Applicant's Non-Cash Contributions	Other Funds	Total
I. Project or Program Direct Costs *					
Olive Link Development and Revitalization	\$11,500.00	\$0.00	\$10,000.00		\$21,500.00
II. Indirect Costs **					
BUDGET TOTAL - ALL ACTIVITIES	\$11,500.00		\$10,000.00		\$21,500.00

*Examples of direct costs are project materials, salaries, fringe and benefits, supplies, and equipment that are tied to a particular cost objective such as a project or program. Consultation with City staff is advised to assist in defining direct costs.

**Examples of indirect costs are expenses relating to operations, such as general office and building expenses. These costs must represent a reasonable and proportional rate in relationship to direct costs. Consultation with City staff is advised to assist with defining indirect costs.

SECTION 2: PROGRAM OR PROJECT INFORMATION

3. Program or Project Summary (attach additional sheets if necessary)

Description of the Program or Project. In addition to a detailed description of the project, include a summary of the need for the program or project, goals and objectives, partners, and how the program or project meets any City plans or policies. Describe the number of jobs to be created by the specific request, if any.

FY2016 saw a tremendously successful family-friendly event to highlight the vibrant business district at North & South and Delmar, a lesser known jewel of our U City business community. We estimate between 1200-1400 people attended for the 4-hour event. Success is measured by attendance numbers, by the ethnic diversity of attendees, percentage of businesses participation (75%), business sponsorship, sales for participating businesses, community responses and post-event surveys of participating businesses. All business participants who responded to the survey and two additional business owners who did not participate at the first event, say they want to do it again.

The event was held on a Sunday afternoon which allowed the Orthodox Jewish community to participate fully. The Chamber worked very closely with the rabbis at the Shul and the Torah Prep School to ensure that cultural norms were respected in every aspect of event planning.

The long term outcomes of community and relationship-building are more difficult to quantify, but here are some of the comments we received that show the scope of the power of this event:

"This is the best event we've had yet in U City. Please say you'll do it again."
"I've been working next door to her for 10 years and never knew her name."
"Next time, have pony rides for the whole event. That was the highlight for my children."
"I've lived around the corner half of my life and have never walked in here before."
"We really need to organize our business community down here."
"I didn't even know I liked vegetarian food."
"[Mom], can we come back tomorrow?"

The Chamber supports businesses in all corners of University City, and we work actively to encourage business owners in different districts to get to know their business neighbors and nearby residents, and to organize around efforts that promote and improve their districts. This event strengthened business relationships and consumer awareness of this important, yet under-served section of the City. At least one business owner in this district is considering leading the development of a Community Interest District (CID) there. Holding this event again will serve to further strengthen business, visitor and community engagement at this intersection.

The Chamber is seeking funds to coordinate this event again in response to business and community requests. This year we'd like to emphasize the health and fitness theme of many of the businesses on this block and ramp up marketing efforts in neighboring Clayton. We are requesting an additional \$2500 to cover the underestimated costs of the 2016 event, including infrastructure challenges, county permits, entertainment, printing, equipment rentals, setup and breakdown.

Define the expected outcomes of the project, milestones and how the project success will be measured.

We expect to attract at least the same, if not increased attendance numbers as the first event, as well as increased percentage of business participation and level of business sponsorship. Success will be measured by attendance, number of business passports collected, and post-event business surveys.

Program or Project Location (Attach photos of location or site, if appropriate):

One block on North & South between Delmar Boulevard and Gannon Avenue

Program or Project Timetable:

A Sunday afternoon in June 2018

Type of Funding Request (check all that apply):

- Project
- Program
- Other (such as marketing, legal, professional services, grants or loans to companies for job training)

Total Budget:

Amount of funding requested from EDRST: \$8,000

Is this request anticipated to be a one-time request or multi-year? If multi-year, please provide additional details, including anticipated future funding request, project details, and any other helpful information.

One-time request

Complete and attach form EDRST B-1 with budget cost summary.

I CERTIFY THAT ALL INFORMATION IN THIS APPLICATION IS TRUE AND COMPLETE TO THE BEST OF MY KNOWLEDGE AND BELIEF.

U City Chamber of Commerce

Name of Applicant Organization

Mary L. Adams

Authorized Signature

February 3, 2017

Date

EDRST B-1

**City of University City
Economic Development Retail Sales Tax
FY18 Request for Funds: Budget Cost Summary**

Applicant U City Chamber of Commerce
Amount of Request \$8,000

Provide a listing of each project or program proposed and the associated cost allocation.

	EDRST Funds	Applicant's Cash Funds	Applicant's Non-Cash Contributions	Other Funds	Total
I. Project or Program Direct Costs *					
North & South Block Party	\$8,000.00	\$0.00	\$6,000.00		\$14,000.00
II. Indirect Costs **					
BUDGET TOTAL - ALL ACTIVITIES	\$8,000.00		\$6,000.00		\$14,000.00

*Examples of direct costs are project materials, salaries, fringe and benefits, supplies, and equipment that are tied to a particular cost objective such as a project or program. Consultation with City staff is advised to assist in defining direct costs.

**Examples of indirect costs are expenses relating to operations, such as general office and building expenses. These costs must represent a reasonable and proportional rate in relationship to direct costs. Consultation with City staff is advised to assist with defining indirect costs.

SECTION 2: PROGRAM OR PROJECT INFORMATION

3. Program or Project Summary (attach additional sheets if necessary)

Description of the Program or Project. In addition to a detailed description of the project, include a summary of the need for the program or project, goals and objectives, partners, and how the program or project meets any City plans or policies. Describe the number of jobs to be created by the specific request, if any.

Taste of U City is the annual showcase of U City's restaurants. This event is designed to promote and highlight the diversity of food offerings available in U City and to call attention to the area's dining options. The Chamber will use EDRST funds to advertise and promote the event regionally. Additionally, the Chamber will promote the event City-wide via street banners and through our partnerships with the University City School District and Operation Food Search. The School District partners with the Chamber providing student servers for the event, whom we coach and train.

We have already secured an in-kind donation (value \$1000) for the use of the Mandarin House Banquet Center. It is a beautiful facility with ample vendor space and parking. Taste of U City grows every year with last year's attendance exceeding 450, and we are able to accommodate even more attendees at this location.

Define the expected outcomes of the project, milestones and how the project success will be measured.

Expected outcome is 30+ participating restaurants and 500+ attendees. Our goal is to help the restaurants utilize the event as a marketing opportunity, as well as a community outreach program.

Program or Project Location (Attach photos of location or site, if appropriate):

Olive Link (Mandarin House Banquet Center, 8008 Olive Blvd.)

Program or Project Timetable:

May 2018

Type of Funding Request (check all that apply):

Project

Program

Other (such as marketing, legal, professional services, grants or loans to companies for job training)

Total Budget:

Amount of funding requested from EDRST: \$7,000

Is this request anticipated to be a one-time request or multi-year? If multi-year, please provide additional details, including anticipated future funding request, project details, and any other helpful information.

One-time request

Complete and attach form EDRST B-1 with budget cost summary.

I CERTIFY THAT ALL INFORMATION IN THIS APPLICATION IS TRUE AND COMPLETE TO THE BEST OF MY KNOWLEDGE AND BELIEF.

U City Chamber of Commerce

Name of Applicant Organization

May S. Adams

Authorized Signature

February 3, 2017

Date

EDRST B-1

**City of University City
Economic Development Retail Sales Tax
FY18 Request for Funds: Budget Cost Summary**

Applicant U City Chamber of Commerce
Amount of Request \$7,000

Provide a listing of each project or program proposed and the associated cost allocation.

	EDRST Funds	Applicant's Cash Funds	Applicant's Non-Cash Contributions	Other Funds	Total
I. Project or Program Direct Costs *					
Taste of U City	\$7,000.00	\$0.00	\$5,000.00		\$12,000.00
II. Indirect Costs **					
BUDGET TOTAL - ALL ACTIVITIES	\$7,000.00		\$5,000.00		\$12,000.00

*Examples of direct costs are project materials, salaries, fringe and benefits, supplies, and equipment that are tied to a particular cost objective such as a project or program. Consultation with City staff is advised to assist in defining direct costs.

**Examples of indirect costs are expenses relating to operations, such as general office and building expenses. These costs must represent a reasonable and proportional rate in relationship to direct costs. Consultation with City staff is advised to assist with defining indirect costs.

SECTION 2: PROGRAM OR PROJECT INFORMATION

3. Program or Project Summary (attach additional sheets if necessary)

Description of the Program or Project. In addition to a detailed description of the project, include a summary of the need for the program or project, goals and objectives, partners, and how the program or project meets any City plans or policies. Describe the number of jobs to be created by the specific request, if any.

University City is a splendid, unique and vibrant area of St. Louis that has much to offer visitors from throughout the region, as well as tourists from across the nation and around the globe. Established as the first suburb west of the city line bordering the Washington University Campus at the time of the 1904 World's Fair, early civic leaders and entrepreneurs erected several architecturally significant structures, and established an Art Academy of the People's University, a large publishing company, resplendent parks and neighborhoods, and several progressive organizations and businesses. U City's rich, dynamic history lives on today in its diverse and innovative business community: the *Neighborhood to the World* is also the *Intersection of Art, Education and Entrepreneurship*. Unfortunately, all that U City has to offer is not commonly known, even by our closest neighbors, let alone the approximately one million tourists, convention attendees and business travelers who visit St. Louis annually.

The Chamber proposes to quite literally put ALL of U City on the map as an attractive destination for visitors of all ages. The Loop continues to experience tangible economic benefits of regional and tourism advertising in the St. Louis Visitor's Guide and Explore St. Louis Convention Centers. The Chamber intends to borrow from the wisdom of that experience and advertise in these publications so visitors and tourists come to realize the whole of what U City has to offer by creating a U City tourism map. The map will feature our multiple business districts, as well as a sampling of parks, entertainment, and public art locations across the entire community. A revised version of the Olive Link Ethnic Dining guide will be printed on the reverse side of the map for the brochure form to attract visitors to this culturally rich, yet under-served, under-utilized, and economically depressed area of our community. Retail shops will see an increase in business as a result.

This proposal includes:

- A 2-page print ad of the U City tourism map in the St. Louis Visitor's Guide (350,000 copies printed annually).
- SLCVC limited memberships to at least 12 Olive restaurants so the Link can be added as a new category to the dining section and placement of each restaurant on the central corridor map of the Visitor's Guide.
- The design and production of 5,000 two-sided brochures of the tourism map and the Ethnic Dining Guide distributed in five visitor centers, patronized by over 175,000 people annually, as well as other strategic locations identified throughout the region. Possibilities include large hotels, museums and other high-traffic tourism locations.
- Project development and management, business communications, SLCVC membership sales and collections.

The time is now to shine a much brighter light on the whole of what U City has to offer visitors and tourists. This includes building even greater awareness of the increasingly popular Loop, and highlighting the proximity of under-utilized and under-represented treasure troves throughout the community. We need to cultivate and promote all U City businesses. Driving awareness, traffic and revenues to all areas is essential to the achievement of every economic development goal.

Define the expected outcomes of the project, milestones and how the project success will be measured.

Long term outcomes can be expected in the following areas:

Positive City-wide branding and imaging
Increased revenues and tax base
Improved business retention, job creation and attraction of new businesses
Attraction of new residents
Increased awareness of U City as a great community to live, work, play and visit

Program or Project Location (Attach photos of location or site, if appropriate):

Regional

Program or Project Timetable:

One time request

Type of Funding Request (check all that apply):

Project

Program

Other (such as marketing, legal, professional services, grants or loans to companies for job training)

Total Budget:

Amount of funding requested from EDRST: \$33,000 (* note: no supplemental funds are available at this time to offset costs)

Is this request anticipated to be a one-time request or multi-year? If multi-year, please provide additional details, including anticipated future funding request, project details, and any other helpful information.

One-time request

Complete and attach form EDRST B-1 with budget cost summary.

I CERTIFY THAT ALL INFORMATION IN THIS APPLICATION IS TRUE AND COMPLETE TO THE BEST OF MY KNOWLEDGE AND BELIEF.

U City Chamber of Commerce

Name of Applicant Organization

May L. Adams

Authorized Signature

February 3, 2017

Date

EDRST B-1

**City of University City
Economic Development Retail Sales Tax
FY18 Request for Funds: Budget Cost Summary**

Applicant U City Chamber of Commerce
Amount of Request \$33,000

Provide a listing of each project or program proposed and the associated cost allocation.

	EDRST Funds	Applicant's Cash Funds	Applicant's Non-Cash Contributions	Other Funds	Total
I. Project or Program Direct Costs *					
Regional Branding and Tourism Attraction	\$33,000.00	\$0.00	\$10,000.00		\$43,000.00
II. Indirect Costs **					
BUDGET TOTAL - ALL ACTIVITIES	\$33,000.00		\$10,000.00		\$43,000.00

*Examples of direct costs are project materials, salaries, fringe and benefits, supplies, and equipment that are tied to a particular cost objective such as a project or program. Consultation with City staff is advised to assist in defining direct costs.

**Examples of indirect costs are expenses relating to operations, such as general office and building expenses. These costs must represent a reasonable and proportional rate in relationship to direct costs. Consultation with City staff is advised to assist with defining indirect costs.

University City Chamber of Commerce
Quarterly reports for FY2017 Projects



Economic Development Retail Sales Tax Board

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

QUARTERLY PERFORMANCE REPORT

Project Number: Lunar New Year 6040	Quarter: 1st Quarter FY17	
Applicant/Sponsor: U City Chamber of Commerce	Submittal Date: October 5, 2016	Name of Person Completing Report: Gail Snider

Project Title: U City Chamber of Commerce

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

No funds were expended this quarter.

The event will be held in Q3.

% Complete: 0 % complete

Budget Performance:

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

Additional Information:



Economic Development Retail Sales Tax Board

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

QUARTERLY PERFORMANCE REPORT

Project Number: Taste of U City 6040	Quarter: 1st Quarter FY17	
Applicant/Sponsor: U City Chamber of Commerce	Submittal Date: October 5, 2016	Name of Person Completing Report: Gail Snider

Project Title: U City Chamber of Commerce

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

No funds were expended this quarter.

The event takes place in Q4.

% Complete: 0% complete

Budget Performance:

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
Taste of U City 6040	\$7,000	\$0	\$0		\$7,000

Additional Information:



Economic Development Retail Sales Tax Board

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

QUARTERLY PERFORMANCE REPORT

Project Number: Advertising/PR 6010	Quarter: 1st Quarter FY17	
Applicant/Sponsor: U City Chamber of Commerce	Submittal Date: October 5, 2016	Name of Person Completing Report: Gail Snider

Project Title: U City Chamber of Commerce

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

In Q1, we paused our social media campaign due the City budget approval delays, but began working on the ad plan for FY2017. We held meetings with multiple media outlets, including Student Life, Alive, Drive Social, St. Louis Post Dispatch, Ladue News, and West End Word to begin crafting a strategic advertising and marketing plan. This plan is due in November. We distributed the ethnic dining guide to the Mosaic Project and the History Museum Board. We have fulfilled 16 requests for the dining guide – many from outside U City.

% Complete: 5% complete

Budget Performance:

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
Advertising/PR 6010	\$30,000	\$1,500	\$0		\$28,500

Additional Information:



Economic Development Retail Sales Tax Board

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

QUARTERLY PERFORMANCE REPORT

Project Number: Olive Link 6010		Quarter: 1st Quarter FY17	
Applicant/Sponsor: U City Chamber of Commerce		Submittal Date: October 5, 2016	Name of Person Completing Report: Gail Snider

Project Title: U City Chamber of Commerce

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

Ongoing progress is being made on rebranding the website to a business and community news, events and Olive promotion vs. just a property database.

Business profiles published on Cintas, Winco Windows, Merhaba and Operation Food Search.

We are working with a third-party vendor to provide property data to measure the effectiveness of having all properties listed.

In addition, we co-presented the Olive Link economic strategy to the Mosaic Project Steering Committee and secured U City as the site for the St. Louis Economic Development Partnership's Business Retention and Expansion Board Meeting. The promotional activities that we conduct on behalf of the Olive Link has extended our reach outside just U City. University City and the Olive Link are becoming a more important part of the regional economic development dialogue.

% Complete: 25% complete

Budget Performance:

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

Additional Information:



Economic Development Retail Sales Tax Board

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

QUARTERLY PERFORMANCE REPORT

Project Number: Training 6040	Quarter: 1st Quarter FY17	
Applicant/Sponsor: U City Chamber of Commerce	Submittal Date: October 5, 2016	Name of Person Completing Report: Gail Snider

Project Title: U City Chamber of Commerce

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

During Q1, we planned for the FY2017 Small Business Workshop Series. We revamped the format and time slot to encourage greater attendance, based on feedback from previous attendees. The workshops for FY17 will be brown bag lunches between 11:30-1:00 every other Wednesday from October through June (with some allowances for holidays and scheduling conflicts). Because planning was delayed due to the City budget, our first workshop was held October 5, 2016. We still plan to meet our goal as submitted in our application.

We are again partnering with the U City Library and reserved dates for 18 workshops in their conference room for FY17.

We scheduled the curricular subject areas critical for business success in accordance with SCORE: Legal, Sales, Marketing, Operations, Insurance, Accounting/Bookkeeping and Finance/Banking. We recruited and vetted speakers from the U City business community and seasoned speakers from the region. We confirmed and advertised the Fall schedule for 2016. The 2017 schedule for winter and spring is in progress.

We advertised five workshops scheduled for the remainder of 2016 online and through print media.

We teamed with Which Which and developed a discounted lunch offer for workshop attendees.

% Complete: 25% 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	\$0		\$7,500

Additional Information:



Economic Development Retail Sales Tax Board

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

QUARTERLY PERFORMANCE REPORT

Project Number: Lunar New Year 6040	Quarter: 2 nd Quarter FY17	
Applicant/Sponsor: U City Chamber of Commerce/Create Space	Submittal Date: October 5, 2016	Name of Person Completing Report: Julia Li

Project Title: U City Chamber of Commerce/Create Space

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

No funds were expended this quarter.

The event will be held in Q3 on February 3rd, 4th, and 10th.

% Complete: 0 % complete

Budget Performance:

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

Additional Information:



Economic Development Retail Sales Tax Board
 6801 Delmar Boulevard * University City, Missouri 63130 * 314-505-8500 * Fax: 314-862-3168

QUARTERLY PERFORMANCE REPORT

Project Number: Taste of U City 6040		Quarter: 2 nd Quarter FY17	
Applicant/Sponsor: U City Chamber of Commerce		Submittal Date: January 30, 2017	Name of Person Completing Report: Mary Adams

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 takes place in Q4.

% 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	\$0	\$0		\$7,000

Additional Information:



Economic Development Retail Sales Tax Board

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

QUARTERLY PERFORMANCE REPORT

Project Number: Advertising/PR 6010	Quarter: 2 nd Quarter FY17	
Applicant/Sponsor: U City Chamber of Commerce	Submittal Date: January 30, 2017	Name of Person Completing Report: Mary Adams

Project Title: U City Chamber of Commerce

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

Completed and submitted advertising plan for FY17. Conducted a regional promotion of Shop Small Saturday featuring businesses from all corners of U City. Print advertising inserts were delivered to more than 31,000 residences across the region, accompanied by coordinated social and digital media messaging. The campaign's press release was picked up by Fox 2 News, and four owners of the featured U City businesses appeared in a morning television spot on Black Friday that promoted the more than 800 small businesses of U City, and included the educational component of the campaign about why it is important to support local businesses.

Ongoing social media campaign development and implementation, and coordination with Loop Marketing and Chamber digital communications. Social Media campaigns are designed to focus on fan and email acquisition, Loop awareness, Olive Link awareness and rotating seasonal events in U City. In November, the seasonal focus was on Shop Small Saturday, Small Business Workshops, and Loop Holiday Events. Other seasonal events for the year will include Lunar New Year, Taste of U City, the Loop Ice Carnival, the opening of Trolley Service, and other U City events of regional interest.

Ongoing research into the possibility of securing segments for a week of television coverage in May, 2017, the week prior to Taste of U City. Segments will feature restaurants and promote U City as an exciting, diverse and "happening" spot in the St. Louis area. Other ongoing research includes cost and impact analysis of regional advertising opportunities to draw more attention to the Olive Link, Ethnic Dining Guide, and all business corridors in U City.

Working with professional videographer to identify themes and site locations for the production of three videos highlighting U City to be rolled out over 4 month period in Spring 2017. Video footage is scheduled for shooting in mid- February.

% 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
Advertising/PR 6010	\$30,000	\$2,500	\$1500		\$20,608.75*

Additional Information:

*Invoices for media buy and ad design totaling \$5,391.25 were paid directly by the City in Q2.



Economic Development Retail Sales Tax Board
 6801 Delmar Boulevard * University City, Missouri 63130 * 314-505-8500 * Fax: 314-862-3168

QUARTERLY PERFORMANCE REPORT

Project Number: Olive Link 6010	Quarter: 2 nd Quarter FY17	
Applicant/Sponsor: U City Chamber of Commerce	Submittal Date: January 30, 2017	Name of Person Completing Report: Mary Adams

Project Title: U City Chamber of Commerce

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

Ongoing development and meetings on rebranding the Olive Link website to a News- Events-Community page. Contracted with Spry Digital to oversee website changes and community engagement. Working with team to define project plan, milestones, and deliverables.

Business profiles published on Wu Hsing Chuan Five Animal Academy and Organizing Magic. The City has utilized the Immigrant-owned business profiles for a print brochure. Additional Olive Link businesses have been identified for profiles- six more interviews are scheduled/in progress.

Secured Xcelligent as the property database vendor – access to all updated commercial properties for sale and lease in U City now available on Olive Link website. Both the City and the new Chamber websites maintain links to theolivelink.com.

Updates for the Olive Ethnic Dining guide are in progress, and planning to revise the guide to include more geographic markers. The guide is available in print at all Chamber events, on the Olive Link Website, and on the new Chamber of Commerce website. Continuing research on most impactful ways to increase regional awareness for the Olive Link and the Ethnic Dining Guide, to identify the Link as a desired destination location, and effectively drive residents and tourists from greater St. Louis to discover Olive.

In addition, we secured a presentation by the St. Louis Economic Development Partnership for a March 23 luncheon – in the process of identifying regional business and civic leaders to invite, and securing a venue.

Held first planning meeting for a realtor tour of Olive Blvd tentatively scheduled for April, 2017 – next planning meeting scheduled for early February.

% 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
Olive Link 6010	\$8,000	\$2,000	\$2,000		\$4,000

Additional Information:



Economic Development Retail Sales Tax Board

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

QUARTERLY PERFORMANCE REPORT

Project Number: Training 6040	Quarter: 2 nd Quarter FY17	
Applicant/Sponsor: U City Chamber of Commerce	Submittal Date: January 30, 2017	Name of Person Completing Report: Mary Adams

Project Title: U City Chamber of Commerce

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

Our Small Business Workshop series launched on October 5, 2016, as soon as funding for FY2017 was released. We conducted five of our 18 scheduled workshops in Q2, and secured presenters for all remaining 13 workshops for FY17.

More than 80% of our presenters represent University City businesses; the remaining are seasoned business speakers from the region. As a result, the workshop series is maximizing value by promoting both the existence and expertise of our business community, and by reaffirming U City's reputation for its enduring commitment to education, while alerting other business leaders, owners and entrepreneurs from the region about the workshops.

Workshop topics include those identified by SCORE as the most critical for business success: legal, insurance, operations, advertising/marketing, accounting and finance. Attendees come largely from U City, but also the City of St. Louis and nearby suburbs. New attendees appear weekly. We're continually increasing awareness and attendance due to consistent scheduling, advertising through a variety of print and digital media, verbal promotions at all area events, and referrals from past attendees. Presentations from past workshops are available on the new Chamber of Commerce website under the business resources tab so people who were unable to attend can access information provided. A plan is in place to advertise the existence of this page through digital media in Q3 and uploading future presentations to the website. Also planning to research the possibility of video-taping workshops for uploading.

Attendees report they are pleased with the relevance and quality of our workshops and speakers. Surveys show average satisfaction ratings of 4.7 out of 5 for Q2.

% 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	\$2500		\$5,000

Additional Information:



Economic Development Retail Sales Tax Board

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

QUARTERLY PERFORMANCE REPORT

Project Number: Advertising/PR 6010	Quarter: 3 rd Quarter FY17	
Applicant/Sponsor: U City Chamber of Commerce	Submittal Date: April 27, 2017	Name of Person Completing Report: Mary Adams

Project Title: U City Chamber of Commerce

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

Designed, developed, scheduled participants and worked with professional videographers on production of three videos featuring the Arts in U City, Olive Dining Options and Living/Working in U City. The videos feature footage from eight U City businesses and interviews with three business owners. They will be housed on the City, Chamber and Olive Link websites, and can be used in perpetuity for promotional purposes and for presentations to multiple stakeholders, including members of existing residential and business communities, and prospective business owners, developers, and residents. Videos will be completed in Q4.

In process of coordinating professional photo shoot of parks, neighborhoods, public art and businesses from all corners of U City. These photos can be used for promotional and advertising purposes. Plans to work with the City in Q4 to determine most accessible photo storage.

Held second planning meeting for a commercial realtor tour of Olive Blvd tentatively scheduled for Thursday, May 18. Secured five locations and identified neighboring restaurants to cater at each stop. In process of confirming hosts, catering and developing informational/directional materials, and compiling invitations list. Registration will go up on the Chamber website in Q4.

Ongoing social media campaign development and implementation. Campaigns are designed to focus on fan and email acquisition, Loop awareness, Olive Link awareness and rotating seasonal events in U City. In the winter, the seasonal focus was on the Arts Scene in U City, Small Business Workshops, Olive Dining, Explore the Loop and Taste of U City. Seasonal events for Q4 will include the U City summer calendar events, International Make Music Day/Loop Arts Fest, and other U City events of regional interest. The anticipated campaign featuring the trolley opening in Q4 will be rescheduled to coincide with the true opening.

Secured five television spots on two different television stations featuring five U City restauranteurs the week prior to Taste of U City to promote U City as an exciting, diverse and "happening" spot in the St. Louis dining scene. Secured print advertising featuring participating restaurants in Go! Magazine, Feast digital, StL Today, West End Word and in regional online calendars.

% 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
Advertising/PR 6010	\$30,000	\$2,500	\$4000		\$18,101.75*

Additional Information:

*Invoices for media buy and ad design totaling \$5,391.25 were paid directly by the City in Q2.



Economic Development Retail Sales Tax Board

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

QUARTERLY PERFORMANCE REPORT

Project Number: Olive Link 6010	Quarter: 3 rd Quarter FY17	
Applicant/Sponsor: U City Chamber of Commerce	Submittal Date: April 27, 2017	Name of Person Completing Report: Mary Adams

Project Title: U City Chamber of Commerce

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

Ongoing web development transforming the Olive Link website to a News- Events-Community site. Worked with Spry Digital to oversee website changes, review information architecture, wireframes and new functionality, develop new content, community engagement and communications strategies, business directory design, calendars, and development of brand language.

Authored content for revised website. Interviewed, authored and published business profiles on the following Olive Link businesses: ESM Marketing, Touch of Tenderness, Brooks Plumbing and Inn From the Storm.

Ongoing engagement with Xcelligent as the property database vendor – access to all updated commercial properties for sale and lease in U City now available on Olive Link website. Both the City and the new Chamber websites maintain links to theolivelink.com.

Updated, printed and distributed 200 copies of the Olive Ethnic Dining guide are in progress, including more geographic markers in preparation for greater regional reach. The guide is available in print at all Chamber events, on the Olive Link Website, and on the Chamber of Commerce website. Distributed 90 guides to Civic Convention taking place in Clayton – Clayton business community is one of the primary targets for attracting consumer activity on the Olive Link.

Hosted a presentation by the St. Louis Economic Development Partnership for a March 23 luncheon at COCA. The presentation focused on multiple programs available to support entrepreneurs, and business and economic development in the region. Materials and resources from the presentation have been delivered to existing and potential U City business owners and are available in the Chamber office and on the Chamber website.

% 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
Olive Link 6010	\$8,000	\$1,500	\$3,500		\$720

Additional Information:



Economic Development Retail Sales Tax Board

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

QUARTERLY PERFORMANCE REPORT

Project Number: Taste of U City 6040		Quarter: 3 rd Quarter FY17	
Applicant/Sponsor: U City Chamber of Commerce		Submittal Date: April 27, 2017	Name of Person Completing Report: Mary Adams

Project Title: U City Chamber of Commerce

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

Planning and design work began in earnest for the 6th annual Taste of U City scheduled for May 11, 2017. Design files were created for promotional advertising, fliers were produced, published and distributed, banners were designed, ordered, and scheduled, vendors were vetted, chosen and engaged, tickets were designed, printed and distributed, and restaurant solicitation began. Communications were crafted and issued, and web registration was set up. Invitational/informational postcards were designed and mailed to every restaurant in U City.

The budget and ad/marketing plan were developed and first round print and digital advertising began. By the end of Q3, 15 restaurants had committed to participation, with follow-ups for other restaurants in progress. The goal is to exceed last year's number of participating restaurants to 40, to increase regional advertising reach and exceed previous years' attendance of approximately 450 by advertising earlier and more broadly and rigorously.

This popular annual event shines a positive spotlight on U City and actively promotes our diverse international restaurant scene that is the most extensive in the region. Our continued partnership with Mandarin House Banquet Center for the venue brings greater regional awareness to the Olive Blvd. corridor and fortifies Olive Link branding initiatives.

% 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	\$3,000	\$0		\$4,000

Additional Information:



Economic Development Retail Sales Tax Board

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

QUARTERLY PERFORMANCE REPORT

Project Number: Lunar New Year 6040	Quarter: 3rd Quarter FY17	
Applicant/Sponsor: U City Chamber of Commerce/Create Space	Submittal Date: April 28, 2017	Name of Person Completing Report: Jodie Lloyd

Project Title: U City Chamber of Commerce/Create Space

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

The Lunar New Year festival took place on February 3rd and 4th, 2017. The two-day festival held at the Mandarin House Banquet Center (8008 Olive Blvd) featured performances, lion dances, and vendors. A parade was also held on Saturday, February 4th. The event also included a 10-course banquet on February 10th at LuLus, Mandarin House, and Wonton King. The banquet was sold-out at all three restaurants.

The EDRST funds were spent on program development, permits, security, entertainment, decorations and supplies. We secured a generous donation from the Mandarin House Banquet Center to use their facility for the weekend.

The goal of the event was to help promote the Chinese culture and Olive Boulevard. The event was successful but may be better as one-day event instead of a two-day event.

% Complete: 100% complete

Budget Performance:

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

Additional Information:

Neither the Chamber nor Create Space applied for funds for a Lunar New Year in FY 18. The event is not likely to occur again unless a private or non-profit creates the event without EDRST funds.



Economic Development Retail Sales Tax Board

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

QUARTERLY PERFORMANCE REPORT

Project Number: Training 6040	Quarter: 3 rd Quarter FY17	
Applicant/Sponsor: U City Chamber of Commerce	Submittal Date: April 27, 2017	Name of Person Completing Report: Mary Adams

Project Title: U City Chamber of Commerce

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

Confirmed, publicized and conducted six of our 18 scheduled workshops for FY17 in Q3 and gathered promotional materials and published print schedules for remaining seven Q4 workshops.

More than 80% of our presenters for the "Learn Over Lunch" series represent University City businesses; the remaining are seasoned, recommended business speakers from the region. As a result, the workshop series is maximizing value by promoting both the existence and expertise of our business community, and by reaffirming U City's reputation for its enduring commitment to education, while alerting other business leaders, owners and entrepreneurs from the region about the workshops.

Workshop topics include those identified by SCORE as the most critical for business success: legal, insurance, operations, advertising/marketing, accounting and finance, as well as free business resources available to support small business retention and success. Attendees come largely from U City, but also the City of St. Louis and nearby suburbs. New attendees appear weekly. We're continually increasing awareness and attendance due to consistent scheduling, and advertising through a variety of print and digital media, verbal promotions at all area Chamber events, and referrals from past attendees. In Q3 we expanded advertising that included a digital media campaign targeting small business owners within a 10-mile range of U City and regular announcements in four additional regional online calendars. Invitations have been extended to neighboring Chambers, and we plan to send printed schedules for Q4 to area libraries and neighboring Chambers. Engagement from our digital media campaign will be analyzed in Q4 and activities and targets will be adapted if necessary based on the data gathered. We continue the process of uploading adaptable workshop presentations to the Chamber website on our Business Resources page so those unavailable to attend the workshops can still benefit from the material presented.

Surveys are collected at each workshop session measuring participant satisfaction with topics and presenters, as well as the impact of our advertising. Attendees report learning from the workshops through every advertising channel we have used to date: direct emails, digital and print media, online event calendars, digital signage, and referrals from past attendees. Participants consistently report high satisfaction with the relevance and quality of our workshops and speakers. Surveys show average satisfaction ratings of 4.6 out of 5 for Q3.

% 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	\$5000		\$2,500

Last Year's (FY17)

Economic Development Retail Sales Tax Budget Details



Department of Community Development

6801 Delmar Boulevard, University City, Missouri 63130, Phone: (314) 862-6767, Fax: (314) 862-3168

M E M O R A N D U M

TO: Lehman Walker, City Manager
FROM: Andrea Riganti, Director of Community Development
CC: Tina Charumilind, Director of Finance
DATE: June 2, 2016
SUBJECT: FY17 Economic Development Retail Sales Tax Budget

The Economic Development Retail Sales Tax Board (EDRSTB) approved a budget recommending the use of economic development retail sales tax (EDRST) funds for FY17. A public hearing on the proposed budget for the EDRST was conducted on March 17, 2016.

The projected revenues for the EDRST are \$650,000. Of that number, \$100,000 is set aside for administrative purposes. The remaining \$550,000 funds were recommended for funding by the EDRSTB as per the attached.

In addition, the EDRSTB recommended allocating \$121,000 in EDRST reserves for projects to be implemented in FY17. Attached is the budget detail and project information.

Please let me know if you have questions.

Economic Development Retail Sales Tax FY17 Recommended Budget - 11-45-78

<u>Project or Program</u>	<u>Project Sponsor</u>	<u>Budget</u>	
Advertising, PR	U City Chamber	\$ 30,000	6010 Professional Services
Loop Marketing	Loop Special Business District	\$ 5,000	6010 Professional Services
Marketing	Community Devel	\$ 10,123	6010 Professional Services
		\$	45,123
Midtown Farmer's Market - events and marketing	Midtown Farmer's Market	\$ 21,000	6040 Events & Receptions
Training Programs	U City Chamber	\$ 10,000	6040 Events & Receptions
Lunar New Year Celebration	U City Chamber	\$ 15,000	6040 Events & Receptions
Taste of U City	U City Chamber	\$ 7,000	6040 Events & Receptions
Loop Events	Loop Special Business District	\$ 60,000	6040 Events & Receptions
		\$	113,000
Loop Planters - existing maintenance	U City in Bloom	\$ 8,008	6050 Maintenance Contract
Olive Gardens - City - owned properties	U City in Bloom	\$ 14,218	6050 Maintenance Contract
Olive Tree Care	U City in Bloom	\$ 8,109	6050 Maintenance Contract
Olive Planters - Midland to Grant	U City in Bloom	\$ 20,140	6050 Maintenance Contract
Olive Planters - existing maintenance	U City in Bloom	\$ 9,997	6050 Maintenance Contract
Olive Ground Cover	U City in Bloom	\$ 7,808	6050 Maintenance Contract
		\$	68,280
Ad in Official Visitor's Guide	Loop Special Business District	\$ 10,500	6130 Advertising
Loop Brochures	Loop Special Business District	\$ 14,000	6150 Printing
Façade Improvement Program - Olive Boulevard	Community Development	\$ 60,000	8100 Misc. Improvement
Create Space - EntrepreneurSHIP	Create Space	\$ 100,000	8100 Misc. Improvement
Delmar Blvd. Pedestrian Lights	Public Works and Parks	\$ 59,097	8100 Misc. Improvement
Olive Boulevard Streetscape	Community Development	\$ 80,000	8100 Misc. Improvement
		\$	299,097
Administration		\$ 100,000	Personnel Services
TOTAL		\$ 650,000	

FY17 EDRSTB RECOMMENDED BUDGET: PROJECT DETAILS

CITYWIDE PROJECTS - \$157,123

Public Relations, Marketing, and Advertising: \$30,000

The Chamber of Commerce has created a robust citywide PR and 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.

Training Program: \$10,000

The Chamber will expand upon the existing Small Business Workshop series by offering additional training classes, seminars, and workshops for University City businesses, residents, and others. Training will be curriculum based offering classes in: banking, accounting, legal, marketing, insurance and basic business planning.

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.

City-Wide Marketing: \$10,123

City-wide marketing efforts by the Department of Community Development include business attraction efforts, partnerships for joint advertising to promote citywide programs, Lion Pages printing, etc.

Create Space: \$100,000

Create Space will use the funds to continue development of the SPACE EntrepreneurSHIP program for artists and makers. Currently the program has 24 participants who take businesses development classes and sell products in the retail space in the Delmar Loop. The City will work to retain and expand the Create Space artists in the incubator program. Funds will also be used to finish the Olive Blvd Make and Kitchen Spaces – a co-working concept for makers, bakers, and food truck operators. The program will offers classes and rental spaces to U City residences at a subsidized rate.

DELMAR BOULEVARD PROJECTS - \$177,605

Marketing: \$5,000

EDRST funds will be used for marketing needs by The 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: \$60,000

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

Official St. Louis Visitors Guide: \$10,500

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

Farmers Market Events and Marketing: \$21,000

The Midtown Farmers Market will use the funds to provide additional music events and chef demonstrations at the Saturday Farmers market located in the Delmar Loop.

Delmar Pedestrian Lighting: \$59,097

Funds will allow U City Department of Public Works and Parks to upgrade existing pedestrian lights in The Loop to LED bulbs which provide increased light coverage, safety, energy efficiency, and savings.

Delmar Planters: \$8,008

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

OLIVE BOULEVARD PROJECTS – \$215,272

Olive Beautification: \$60,272

UCIB will install and maintain hanging baskets on the decorative lampposts between Midland and Grant (\$20,140); Olive Tree Care (\$8,109); care and maintain nine Olive Gardens (\$14,218); install new decorative planters on Olive in the Interchange District (\$9,997); and provide ground cover for the trees on Olive (\$7,808).

Lunar New Year Celebration: \$15,000

The Chamber will organize and market a Lunar New Year celebration on Olive Boulevard. In 2016, the event had record-breaking attendance from the public and wide support.

Olive Streetscape Project: \$80,000

EDRST funds will allow the U City Department of Community Development to install and update 13 high-use frequency bus stops on Olive Blvd. All shelters will receive trash and recycling containers and a decorative art component. Five of the shelters will be completely new.

Façade Improvement Program: \$60,000

The City provides up to \$15,000 to assist a business seeking to restore, replace, or improve, the exterior facade of a property. The existing Façade Improvement Program is out of funds due to the success of the program and interested property owners.

EDRSTB RECOMMENDED BUDGET: USE OF RESERVES

Olive Boulevard Projects: \$118,000

EDRSTB recommends using \$8,000 in Olive Reserves to allow the Chamber to continue to manage and update TheOliveLink.com website. Following an evaluation of performance metrics, an additional \$50,000 will be given to Create Space to allow expand program offerings and management Make and Kitchen Space. The U City Department of Public Works and Parks will utilize \$60,000 to upgrade 120 pedestrian light bulbs on Olive Blvd. to LED which will provide increased light coverage, safety, energy efficiency, and savings.

Delmar Boulevard Projects: \$3,000

EDRSTB recommends allocating an additional \$3,000 from reserves upgrade pedestrian lighting in the Delmar Loop.

Economic Development Retail Sales Tax FY17 Recommended Budget - 11-45-78

<u>Project or Program</u>	<u>Project Sponsor</u>	<u>Budget</u>	
Advertising, PR	U City Chamber	\$ 30,000	6010 Professional Services
Loop Marketing	Loop Special Business District	\$ 5,000	6010 Professional Services
Marketing	Community Devel	\$ 10,123	6010 Professional Services
		\$ 45,123	
Midtown Farmer's Market - events and marketing	Midtown Farmer's Market	\$ 21,000	6040 Events & Receptions
Training Programs	U City Chamber	\$ 10,000	6040 Events & Receptions
Lunar New Year Celebration	U City Chamber	\$ 15,000	6040 Events & Receptions
Taste of U City	U City Chamber	\$ 7,000	6040 Events & Receptions
Loop Events	Loop Special Business District	\$ 60,000	6040 Events & Receptions
		\$ 113,000	
Loop Planters - existing maintenance	U City in Bloom	\$ 8,008	6050 Maintenance Contract
Olive Gardens - City - owned properties	U City in Bloom	\$ 14,218	6050 Maintenance Contract
Olive Tree Care	U City in Bloom	\$ 8,109	6050 Maintenance Contract
Olive Planters - Midland to Grant	U City in Bloom	\$ 20,140	6050 Maintenance Contract
Olive Planters - existing maintenance	U City in Bloom	\$ 9,997	6050 Maintenance Contract
Olive Ground Cover	U City in Bloom	\$ 7,808	6050 Maintenance Contract
		\$ 68,280	
Ad in Official Visitor's Guide	Loop Special Business District	\$ 10,500	6130 Advertising
Loop Brochures	Loop Special Business District	\$ 14,000	6150 Printing
Façade Improvement Program - Olive Boulevard	Community Development	\$ 60,000	8100 Misc. Improvement
Create Space - EntrepreneurSHIP	Create Space	\$ 100,000	8100 Misc. Improvement
Delmar Blvd. Pedestrian Lights	Public Works and Parks	\$ 59,097	8100 Misc. Improvement
Olive Boulevard Streetscape	Community Development	\$ 80,000	8100 Misc. Improvement
		\$ 299,097	
Administration		\$ 100,000	Personnel Services
TOTAL		\$ 650,000	

FY17 EDRSTB RECOMMENDED BUDGET: PROJECT DETAILS

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Economic Development Retail Sales Tax Board
6801 Delmar Boulevard • University City, Missouri 63130 • 314-505-8500 • Fax: 314-862-3168

AGENDA

ECONOMIC DEVELOPMENT RETAIL SALES TAX BOARD

Heman Park Community Center

975 Pennsylvania Ave, University City, MO 63130

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

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

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

**Economic Development Retail Sales Tax Board
Meeting Minutes
February 18, 2016
4:00 p.m.**

The Economic Development Retail Sales Tax Board (EDRSTB) held a meeting at the Heman Park Community Center located at 975 Pennsylvania, University City, Missouri. The meeting commenced at 4:03 p.m.

Voting Members Present

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

Non-Voting Ex-Officio Members Present

Shelley Welsch, Mayor
Joe Edwards
Tim O'Donnell

Staff Present

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

Roll Call

Meeting was called to order, all voting members present

Approval of Minutes

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

Old Business

None

New Business

a. Board Membership and Revised Ordinances

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

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

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

b. FY 16 2nd Quarter Reports (*informational*)

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

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

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

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

- v. Loop Media Hub – David Sandel, Founder of the Loop Media Hub (LMH) provided an overview of the LMH’s request for funding. The LMH is requesting \$50,000 to host a Delmar Boulevard Fall Visioning Workshop and create a playbook of recommendations. Mr. Sandel indicated that the LMH has partnered with Google and the Midwest Internet Exchange on a project for the Delmar Loop. The LMH is hosting a hackathon in the Spring and EDRST funds would be used to continue the project with a workshop and the development of the playbook in the Fall of 2016.

L.O.O.P (Loving Opportunities Out of Poverty) – Darren Jackson, Executive Director of LOOP provided an overview of the organization and its funding request of \$40,000. Mr. Jackson stated that his organization is partnering with the University City High School to provide internship opportunities to students. The program would provide up to 20 at-risk students with a summer program designed to work on STEM programs and a community project in University City. The main objective will be to make the community a more inspiring place to live, learn, and work. LOOP hopes to provide youth an opportunity to develop ownership and the ability to leave a positive legacy in the community.

- vi. Midtown Farmers Market – Deb Henderson, Executive Director of the Midwest Association of Farmers Market (MAFM) provided an overview of the organization and its funding request. The MAFM is requesting \$40,000 in funding for events and marketing of the Farmers Market. Ms. Henderson stated that the Farmers Market plans to draw 60,000 visitors to the Loop on Saturday morning. She also stated that the Market acts as a “visitor center” for the Delmar Loop, by staffing an information booth. Events help attract and keep people at the Market. FY 17 events would include a Market Music Series and a local Chef’s competition. Marketing will consists of posters, flyers, and ads in local publications. Ms. Henderson stated that the Market is in the Delmar Loop because of the existing infrastructure and the support of the property owner.
- vii. University City Department of Public Works and Parks – Sinan Alpaslan, Director of the Department of Public Works and Parks provided an overview of the Department’s request. The Department is seeking \$62,097 in EDRST funds to upgrade the pedestrian lights on Delmar Blvd to LED. Mr. Alpaslan explained the benefits of upgrading to LED from High Pressure Sodium (HPS). The LED lights would provide better light distribution and be energy efficient. Jenny Wendt, Program Manager for the Department of Public Works and Parks provided in-depth information about light distribution and Kelvins for LED lights versus HPS.
- viii. University City Department of Community Development – Jodie Lloyd, Manager of Economic Development for the City of University City provided an overview of Department of Community Development requests. The Department is requesting funds for Citywide Marketing (\$15,000) programs. Marketing funds will be used to help attract new businesses to University City and for business retention by marketing existing businesses. The Department is requesting \$100,000 to continue to Façade Improvement Program. \$50,000 would be dedicated to the existing program in the International District and \$50,000 could be used citywide. The Department’s final request is for Olive Boulevard Streetscape Improvements (\$160,000). Projects include five new bus shelters, upgrading the 102 pedestrian-scale lights to LED, adding planters, public art, and trash/recycle containers to thirteen bus stops, and starting a design phase for a pocket park at Kingsland and Olive Blvd.

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

Other Business

- a. Public Comments

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

Reports

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

Meeting adjourned at 6:35 p.m.

Respectfully submitted

Robert Kuhlman
EDRSTB Secretary

Prepared by: Jodie Lloyd,
Manager of Economic Development

**Economic Development Retail Sales Tax (EDRST)
Public Hearing
Meeting Summary
March 17, 2016
6:00 P.M.**

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

1. Economic Development Retail Sales Tax (EDRST) Overview

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

2. Review of FY 2017 Requests

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

3. Public Comments

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

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

Kevin Taylor, 7022 Canton Ave.

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

Alice Bloch, 7228 Shaftsbury Ave.

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

Morton Hyman, 739 Harvard

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

Quentin Williams, Cintas Corporation

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

Ellen Bern, 7001 Washington

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

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

Ken Rice, 8505 Delmar, Suite A

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

Patti Gealy, 7459 Stratford Ave.

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

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

Prepared by: Jodie Lloyd,
Manager of Economic Development



Department of Community Development
6801 Delmar Boulevard University City, Missouri 63130 314-505-8500 Fax: 314-862-3168

MEMORANDUM

TO: Chair and Members of the Economic Development Retail Sales Tax
FROM: Jodie Lloyd, Manager of Economic Development
DATE: March 31, 2016
SUBJECT: FY 17 EDRST Budget and Staff Analysis

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

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

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

Staff Analysis

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

Create Space – EntrepreneurSHIP

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

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

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

University City Department of Community Development

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

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

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

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

University City Chamber of Commerce

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

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

Loop Special Business District (LSBD)

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

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

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

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

Loop Media Hub (LMH)

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

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

Loving Opportunities out of Poverty (LOOP)

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

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

University City Department of Public Works and Parks

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

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

U City In Bloom (UCIB)

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

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

Midtown Farmers Market

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

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

Economic Development Retail Sales Tax - FY 17 Project List

Applicant	Project Title	Funding Request	Alignment with Comp Plan	Ability to leverage additional financial resources	Ability to be long-lasting and value added	Ability to redevelop vacant properties	Potential to act as catalyst for additional develop.	Potential to provide employment opportunity	Appropriate alignment of business fit in target area	SCORE	Location	FY 17 Recommended Funding
Create Space	SPACE- EntrepreneurSHIP	\$150,000	2	2	2	1	2	2	1.5	1.79	Delmar Loop and Olive Blvd	\$100,000
U City - Community Development	Facade Improvement Program	\$100,000	2	1	2	1	1.5	0.5	2	1.43	Olive Blvd	\$60,000
U City - Community Development	Olive Streetscape Project	\$180,000	2	1	2	1	1.5	0.5	2	1.43	Olive Blvd	\$80,000
U City - Community Development	Marketing	\$15,000	1.5	1	1	1	1.5	0.5	2	1.21	Citywide	\$10,123
University City Chamber of Commerce	oliveink.com management	\$8,000	1.5	1.5	2	1	1.5	0	2	1.36	Olive Blvd	\$8,000
University City Chamber of Commerce	Citywide Marketing and Advertising Campaign	\$50,000	1.5	2	2	0.5	1	0.5	2	1.36	Citywide	\$50,000
University City Chamber of Commerce	Training Program/ Small Business Workshops	\$10,000	2	1	2	0	0.5	2	2	1.36	Citywide	\$10,000
University City Chamber of Commerce	Taste of U City	\$7,000	1.5	2	1	0	0	1	2	1.07	Citywide	\$7,000
University City Chamber of Commerce	Lunar New Year Celebration Event	\$35,000	1	2	2	0.5	2	0	2	1.07	Olive Blvd	\$15,000
University City Chamber of Commerce	Business District Block Party	\$5,500	1.5	1	1	1	0.5	0	2	0.86	TBD	\$0
Loop Special Business District	Marketing	\$30,000	1.5	0	1	0.5	1	0.5	2	0.93	Delmar Loop	\$5,000
Loop Special Business District	Loop Brochures and Directory	\$14,000	1	1.5	1.5	0	0.5	1	2	1.07	Delmar Loop	\$14,000
Loop Special Business District	Loop Events	\$30,000	1.5	2	1	0	0	1	2	1.07	Delmar Loop	\$60,000
Loop Special Business District	Official Visitors Guide	\$10,500	1	2	1	0	0.5	1	2	1.07	Delmar Loop	\$10,500
Loop Special Business District	Loop Ice Carnival	\$30,000	1.5	0	2	0	0.5	0	1.5	0.79	Delmar Loop	\$0
Loop Special Business District	Loop Tree Grants Improvements	\$80,000	1.5	0	2	0	0.5	0	0.5	0.21	Delmar Loop	\$0
Loop Special Business District	Welcome to the Loop sign	\$55,000	0	0	1	0	0	0	0.5	0.21	Delmar Loop	\$0
Loop Media Hub	Visioning Workshop and Playbook	\$50,000	0.5	1	0.5	0.5	0.5	1	0.5	0.64	Delmar Loop	\$0
Levelling Opportunities Out Of Poverty	Youth Internship/Mentoring and Community Project	\$40,000	2	1	1	0	0	0.5	0	0.64	Citywide	\$0
U City - Public Works and Parks	Delmar Pedestrian Lighting	\$62,097	2	1	2	0	0.5	0	2	1.07	Delmar Loop	\$62,097
U City in Bloom	Olive Tree Care	\$9,109	1.5	1	0.5	1	1	0	2	1.00	Olive Blvd	\$6,109
U City in Bloom	Delmar Planters	\$8,008	1.5	1	0.5	1	1	0	2	1.00	Delmar Loop	\$8,008
U City in Bloom	Olive Hanging Baskets - Midland to Grant	\$20,140	1.5	1	0.5	1	1	0	2	1.00	Olive Blvd	\$20,140
U City in Bloom	Maintain 9 Olive Gardens	\$14,218	1.5	1	0.5	1	1	0	2	1.00	Olive Blvd	\$14,218
U City in Bloom	Olive Decorative Planters	\$9,997	1.5	1	0.5	1	1	0	2	1.00	Olive Blvd	\$9,997
U City in Bloom	Olive Ground Cover at Trees	\$7,808	1.5	1	0.5	1	1	0	2	1.00	Olive Blvd	\$7,808
Midtown Farmers Market	Events and Marketing	\$40,000	1.5	2	0.5	0	0	0.5	0.5	0.71	Delmar Loop	\$10,000
TOTAL FUNDS REQUESTED		\$1,090,377										
TOTAL FUNDS AVAILABLE		\$550,000										
OLIVE RESERVES	Create Space (\$50k) and Olive Light Project (60k)											\$550,000

SCORING

- 0 Little or no alignment with criteria
- 1 Moderate alignment with criteria
- 2 Strong alignment with criteria

