



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

6:00 P.M.; Tuesday, June 18, 2019

1. Roll Call
2. Approval of April 16, 2019 Minutes
3. Old Business (none)
4. New Business
 - a. Update on Economic Development Strategic Plan Submittals (info only)
 - b. FY 2020 – Economic Development Retail Sales Tax Fund
 - i. Staff Overview of Fund Account & Applicant Parameters
 - ii. Applicant Presentations (10 min max per applicant)
 1. iNeighborhoods-Smart City/STEAM
 2. LED Craft- Loop Lighting
 3. Loop Special Business Dist.-Illuminated Welcome Sign
 4. Loop Special Business Dist.-Lighting-Kingsland to Limit
 5. Loop Special Business Dist.-Brochures & Illuminated Directories
 6. Loop Special Business Dist.-STL Visitor's Guide ad, membership, promotions
 7. Loop Special Business Dist.-Special Events
 8. Loop Special Business Dist.- Painting of Electric Traffic Boxes
 9. Midwest Assn of Farmer's Markets/U City Farmers Mkt
 10. St. Louis Artworks-Barbara C. Jordan Elementary Mural
 11. School District of University City-EMT Academy
 12. School District of University City-UCAN Career Center & Uniquely U City Retail Store
 13. U City in Bloom-Beautification-Delmar Blvd. & Olive Blvd.
 14. Urban Sprouts Child Development Center-Early Childhood Resource Hub
 15. Yan Chen-Restaurant
 16. City of University City-Façade Improvement Program
 17. City of University City-Delmar Street Trees
5. Public Comments – (Limited to 3 minutes for individual's comments, 5 minutes for representatives of groups or organizations.)
6. Next Meeting Date – July 9, 2019 – 6 p.m.
7. Adjournment

Economic Development Retail Sales Tax Board
Minutes
April 16, 2019
6:00 p.m.

The Economic Development Retail Sales Tax Board (EDRSTB) held a at the Heman Park Community Center (HPCC), located at 975 Pennsylvania Ave, University City, Missouri on April 16, 2019. The meeting commenced at 6:00 pm.

Voting Members Present

Brendan O'Brien
Traci Moore
Matthew Erker
George Lenard
Kathleen Sorkin
Robyn Williams

Voting Members Absent

Bob Kuhlman
Byron Price
Kristine Hendrix

Council Liaison (Absent)

Mayor Terry Crow

Non-Voting Members Present

Joe Edwards, Loop Special Business District

Staff Present

Gregory Rose, City Manager
John Mulligan, City Attorney
Libbey Tucker, Director of Economic Development
Adam Brown, Planner

Approval of Minutes

Mr. Lenard moved to approve minutes from March 19, 2019. Mr. O'Brien seconded. Minutes were approved unanimously.

New Business

Ms. Tucker presented on the Request for Proposal for the Economic Development Strategic Plan. She said she would be sending the RFP out on Monday, April 22. She expected to get proposals back by May 10. A staff committee would be formed with Economic Development and Planning and Development to select top three proposals, which will then be presented to the EDRST Board. A recommendation will be made to City Council at the June 17th meeting, and work on the plan is anticipated to begin on July 1, to be finished in six months, which would include time for community engagement and stakeholder input. The board felt that this timeline was good, and no vote was needed to approve.

Ms. Tucker presented the updated Matrix for rating applications for EDRST funds. She noted that staff had added a column for referencing the part of the state statute that the project complies with and a column for whether the applicant had received funds in the past and how often. Mr. Rose commented that he would like to modify column 8 to be Job Creation and Number of Jobs Created, as well as salary range of those jobs. Ms. Sorkin asked if it could distinguish between temporary and permanent jobs, and Mr. Rose confirmed that it could. Ms. Tucker said she would update it with these changes.

Ms. Tucker presented the timeline for the EDRST application process for 2019. She proposed a spring and fall application window. The spring window would begin immediately and applications would be due by May 31. Staff would bring these to the board on June 18 for applicant presentations and Council would review for final funding awards in July or August. The same process would be repeated in the fall. The board discussed how to publicize the process and timeline. Ms. Tucker said staff would notify past applicants, use social media and the City website, and also aim to use the City newsletter in the future. The Board discussed the need to promote this broadly and as soon as possible, and that social media tools should be used for this. Mr. Rose said the process is subject to final approval by Council, but he does not anticipate any major changes, so advertisement could start concurrently.

Public Comment

Joe Edwards spoke and said he was surprised that no one had called to notify him that he was no longer an ex-officio member of the board. He stated that he had been a member since the board's inception, and that some notification of this change would have been appreciated.

Mr. Rose said there is no ex-officio member in regards to the codes, but that the history of the EDRST Board has allowed for such a member, and there was no recommendation to change that practice. Mr. Rose said Mr. Edwards would be contacted in the future regarding participation meetings.

Setting Future Meetings

The Board discussed future meeting dates. It was noted that in the past two meetings were usually held for applications; at the first meeting applicants would present their application to the Board, and at the second meeting, the board would discuss the applications and vote on recommendations to Council. The Board feels that it would be better to have more applicants, and as long as materials are presented in advance of meetings there should be sufficient time to make informed decisions. The Board also said that reviewing the RFPs for the Economic Development Strategic Plan and having "pitches" from applicants in the same night would be feasible.

The next meeting was set for June 18 at 6pm at the HPCC, and the following meeting was set for July 8 at 6pm at HPCC.

Further Public Comment

Kevin Taylor, 7022 Canton, said that he was concerned with the lack of transparency with regards to the EDRST funds. He said he had received no email notification for this meeting although he is signed up for notifications through the City's website. He said that the EDRST Board has a reputation for being a "slush fund" and that different entities see it as an opportunity to receive funds.

Ms. Tucker said that staff would address how meetings are posted. She said the meeting had been posted on the City's Website and in public locations on Friday afternoon, and that staff would look into updating the City's calendar sooner and seeing if there is a problem with the notifications.

The board commented that it is not a slush fund and that they have worked to develop a rigorous and fair process for evaluating applications.

Mr. Lenard spoke specifically about the School Board's interest in job training high-tech and skilled jobs, and noted that this was an appropriate use of the funds according to the state statutes.

Deb Henderson, U City Farmer's Market, 6124 Victoria Ave, suggested that the new evaluation matrix could be posted on the City's website, as well as the application timeline. This would allow enough time and information for applicants to prepare their applications, which, she said, can take up to twenty hours. Mr. Lenard noted the link between the Farmer's Market products and the value-added farm products referenced as an appropriate use of funds in the state statute.

A motion to adjourn was made by Ms. Moore and seconded by Mr. O'Brien. The meeting was adjourned at 6:33pm.

Prepared by Adam Brown, Planner

EDRST Analysis Matrix

Updated 4-17-19

| Applicant | Project Title | Funding Request | Alignment with Comp Plan | Ability to leverage additional funding | Ability to be long-lasting and value added | Ability to redevelop vacant properties | Potential to act as catalyst for additional develop. | Appropriate alignment of business fit target area | SCORE | # of Jobs Created, # FT or PT, Average Wages | Location | Sub-Category of Spending per statute (Section 120.520 of Municipal Code)* | Applicant has received funds in the past & how many times if Yes? | EDRST Board Proposed Funding | City Manager Recommendation |
|--|--|-----------------------------|--------------------------|--|--|--|--|---|-------|---|------------------------------------|---|---|------------------------------|-----------------------------|
| St. Louis Artworks | Barbara C. Jordan Elementary School Mural | \$11,100 | | | | | | | | Indirect-See App | Barbara Jordan Elementary | C3-Training Programs | No | | |
| School District of University City | EMT Academy | \$68,300 | | | | | | | | Unknown | U City Schools & U City Fire Dept. | C3-Training Programs | No | | |
| School District of University City | U Can Career Center & Uniquely University City, Student-Run Retail Store | \$529,000 | | | | | | | | 1 FT Facilitator \$40,000 2 PT career navigator \$20,000, 20 PT students @min-\$12/hr | Olive Blvd-TBD | C3-Training Programs | No | | |
| Yan Chen | Restaurant | \$50,000 | | | | | | | | 5 FT & 5 PT \$15-20/HR | 8141 Olive | C2-Grants & Loans for Equipment | No | | |
| City of University City | Commercial Façade Improvement Program | \$150,000/year for 3 years. | | | | | | | | contract jobs | City-wide | C2-Grants for site development | Yes, Since 2014 | | |
| City of University City | Delmar Loop Tree Replacements | \$100,000 | | | | | | | | contract jobs | Delmar Loop | B5 Public Facilities/ Infrastructure | Yes, Since 2014 | | |
| Urban Sprouts Child Development Center | Early Childhood Resource Hub | \$280,000 | | | | | | | | 1 FT \$45,000 1 FT \$50,000 | 6757 Olive Blvd. | C2-Grants for site development | NO | | |
| U City in Bloom | Delmar Loop, Olive Blvd Planters & Gardens, Olive Blvd Trees & Groundcover | \$50,573 | | | | | | | | 0 | Delmar & Olive | Section 120.520, B.5 | Yes - since 2014 | | |
| iNeighborhoods | Smart City STEAM Initiative for Delmar Loop & U City | \$199,900 | | | | | | | | 12 PT \$30 - \$290/HR | Delmar Loop | C3-Advanced Technologies & B2-Infrastructure | NO | | |
| Midwest Assn of Farmer's Markets/U City Farmer's Mkt | U City Farmer's Market | \$28,500 | | | | | | | | Various-See App | Delmar Loop | Section 120.520, C. 5 | Yes - since 2016 | | |
| Loop Special Business Dist. | Illuminated Welcome Sign | \$120,000 | | | | | | | | Indirect-See App | Delmar Loop | C1-Marketing | Yes - since 2014 | | |

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May 31, 2019

Libbey Tucker
Director of Economic Development
6800 Delmar Blvd
University City, Missouri 63130

Re: Smart City STEAM and Community Wi-Fi Initiative for the Delmar Loop and University City

Dear Libbey:

We are excited to be considered for EDRST funding for what we believe is an exceptional program for the development of digital education curriculum and economic development impact in our community. Please find attached our application and other supporting documents such as:

- 1) The EDRST application.
- 2) The B-1 Budget Summary.
- 3) Supporting corporate documents including the Articles and Status.
- 4) A Smart City STEAM rundown document. Please feel free to share with the community.
- 5) A Smart City STEAM Expedition document which describes the curriculum and App development.
 - a. Please feel free to share the community.
- 6) A Letter of Interest from UCPS.

As we had discussed previously, community engagement and education are essential components to the success of such an initiative and producing realistic education and economic development impact. To that end, we have decided to start our community engagement and education in June, so that if we are awarded the EDRST grant, we can have the Wi-Fi demonstration portion up and running in September while it is still warm through the fall. This is described in the Smart City STEAM rundown document.

If there are any other questions, please feel free to reach out to me at 314-435-3658 and thanks again for your thoughtful consideration.



David Sandel
Founder iNeighborhoods
6900 Delmar Blvd
Saint Louis, Missouri 63130
davidsandel@ineighborhoods.us

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Economic Development Retail Sales Tax Board

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ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS FISCAL YEAR 2020 (JULY 1, 2019 – JUNE 30, 2020)

GENERAL INFORMATION

In August 2006, the City of University City levied a one-quarter (1/4) percent sales tax on retail sales to be used for economic development purposes. This revenue is based on the amount of sales tax generated through point of sales within the City limits and fluctuates from year to year.

Through the Economic Development Retail Sales Tax (EDRST), funds are being invested in University City programs and projects that encourage the physical and economic redevelopment of major corridors, improve infrastructure, support existing successful business districts, and enhance efforts toward business retention, expansion and attraction. The use of revenues generated by the tax are generally for project administration, land acquisition, infrastructure, water and wastewater treatment capacity, matching state or federal grants related to long-term economic development projects, marketing, training, equipment and infrastructure and other specified uses. Please refer to the “Funding Priority Guidelines” for additional information relating to the use of funds.

A nine-member volunteer Economic Development Retail Sales Tax Board helps to oversee the use of the EDRST and serves in an advisory capacity to City Council. City Council will award funds at the August 12 City Council meeting.

WHO CAN APPLY

The EDRST is generally open to any organization, with priority given to non-profit and City sponsored projects. To be considered for funding, please complete and submit the attached application. Organizations requesting funds for multiple programs or projects must complete a separate “Section 2: Program or Project Information” for each funding request.

FY2020 EDRST APPLICATION CALENDAR

| DATE | ACTION |
|------------------------|---|
| April 22, 2019 | Issue application |
| May 31, 2019 | Application Deadline |
| June 3-14, 2019 | Staff reviews applications & makes recommendations |
| June 14, 2019 | EDRST Board Receives Applications |
| June 18, 2019 - 6 p.m. | Public Hearing & Presentations by Applicants to EDRST Board |
| July 11, 2019 – 6 p.m. | EDRST Board makes final funding recommendations to City Council. |
| August 12 | City Council & EDRST Board meet to discuss funding and City Council makes final funding awards. |

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Economic Development Retail Sales Tax Board
6801 Delmar Boulevard • University City, Missouri 63130 • 314-505-8533

APPLICATION FOR ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS FISCAL YEAR 2020 (JULY 1, 2019 – JUNE 30, 2020)

Directions. Please complete all sections of the application. If a question does not apply to a project, please indicate “n/a” for not applicable. Please refer to “Economic Development Retail Sales Tax Board Funding Priority Guidelines” for guidance. Applications should be submitted by **May 31, 2019** to Libbey Tucker, Director of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or tucker@ucitymo.org. For questions call 314-505-8533. Applications submitted after the deadline will not be considered for funding.

Application Date: May 31, 2019

Project Title: Smart City STEAM Initiative for the Delmar Loop and University City

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. **Applicant/Organizational Information**

Name of Applicant/Organization: iNeighborhoods

Contact Person and Title: David Sandel

Mailing Address: 6900 Delmar Blvd, University City, Missouri 63130

Phone Number: 314-435-3658

E-mail Address: davidsandel@ineighborhoods.us

Website: <http://iNeighborhoods.us>

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

- a. David Sandel - davidsandel@ineighborhoods.us 6910 Washington Ave, St. Louis City, MO. 63130
- b. Jim Highfill - jhighfillstl@gmail.com – 28 Harbor View Drive, Lake St. Louis, MO. 63367
- c. Jessica Bueler - jessicabueler@gmail.com - 836 Forman Rd. Affton, MO 63123

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Type of Entity:

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

501(c) 3:

- Yes No If no, list type of entity:

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

- Yes No

2. **Applicant/Organization Background**

Describe the applicant/organization history and mission:

iNeighborhoods builds Smart Cities for the digital age, one neighborhood at a time.

iNeighborhoods offers a comprehensive community engagement and digital ecosystem planning process that greatly simplifies the development of Smart Cities. Moreover, iNeighborhoods creates inclusive socio-economic opportunity and wealth for participating digital neighborhoods, thereby accelerating economic development for participating neighborhoods, or city-university pairs, sooner.

Beginning with the Kansas City Google Fiber initiative, and continuing over a six-year period with other engagements in the USA and Canada, iNeighborhoods gained meaningful experiences and expertise that has been successfully incorporated into a cost effective, and easy-to-implement digital ecosystem package of the essential elements required to plan for, build, operate and sustain a Smart City on a small organic scale; an [iNeighborhood](#).

Recently, the US and European markets have begun endorsing the iNeighborhoods model. In a recent IEEE Smart Cities webinar, [Burns McDonnell](#) fully endorsed iNeighborhoods' [Innovation Neighborhood](#) model as the most promising and cost effective way to initiate building Smart Cities. Moreover, recommended that the iNeighborhoods model be adopted by cities and the North American Utility Industry.

Furthermore, the City of Newark, New Jersey and the [New Jersey Innovation Institute](#) have prepared an MOU to adopt the iNeighborhoods program including 5G, small cell and public Wi-Fi on a city-wide basis.

Describe the applicant/organization programs and activities:

Our organizations programs and activities fall into three main categories;

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a) Developing and executing community engagement, ecosystem, education and business planning processes which will accelerate the understanding and adoption of Smart City, high-speed data infrastructure and renewable energy systems. We call this [Ecosystem Acceleration](#) and repeat the planning cycle at three-year intervals to continuously improve and measure economic and community impact and other KPI's. This activity is performed primarily by [iNeighborhoods](#).

b) Assessing, designing and building advanced Wi-Fi and fiber optic networks and applications which accelerate community, business, education, economic impact and community revenue flows. We call this process Force Multiplier. This activity is performed primarily by our partner [Elite Fiber](#).

c). Assessing, designing and building advanced block chain and renewable energy data systems which provide access to renewable energy for residents and businesses and improve community, business, economic impact and community revenue flows. This activity is performed primarily by our partner [Blossom](#).

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.).

We made an inquiry about this request to the Director of Economic Development. She advised that this letter was for a NFP or a chamber.

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.

The Program Need; The world is changing. We are rapidly moving from a traditional industrial economy to a digital economy. This will change the way all persons, business and organizations live, work and play. Communities that adapt to this model sooner, will be the greatest benefactors creating high value jobs and capture new public and private sector opportunities. University City is at an economic cross roads, with a decline in population, challenged public schools and an ongoing loss of businesses in the Delmar Loop, University City and the Delmar Loop needs a real vision, plan and economic boost that will create educational opportunities for young people and business opportunities that will create high value jobs, attract start-ups and new companies to our area that will stay, and create new sources of public and private sector opportunity for University City, it's students and it's residents.

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expeditionary learning. EL Schools across the country look to get students outside, outside in the community, and outside of the community as often as possible to connect learning and give it context. This proposal outlines an expedition to learning about the features and realities of Smart City infrastructure and social impact in Saint Louis with a focus on the enhancement from Forest Park through the Delmar Loop.

Overview:

Groups of students from area schools will have an opportunity to complete before, during, and after expedition learning activities to support their Smart City growth and development. These activities will be designed using an Understanding by Design framework that honors the learning standards, cross-curriculum connections, and courses that already play a role in classrooms and schools.

Expedition Outcomes:

Following the expedition, student will be able to:

- Experience a unique and immersive Smart City STEAM expedition.
- Have a greater awareness of the neighborhoods and communities along the Delmar Divide.
- Build a sense of connecting back to historical transportation and innovation efforts looking forward.
- Learn about the Smart City, Internet of Things (IoT) sensor technology and its role in transportation.
- Acquire contextual understanding of math and physics surrounding Smart City and IoT sensors.
- Connect the role of Smart technology to modern equity, socio-economic and business development.
- Envision and understand the impact of Smart City economics on residents, business' and the disadvantaged population.

Expedition Features:

This learning experience will begin with a kickoff at the Missouri History Museum, a trolley ride out to the University City library, activities, and Smart City classroom assignments at the library before returning to the History Museum via trolley while collecting additional IoT data along the trolley route. These activities will include:

- Learning about the history of the Delmar Divide, the Delmar Loop past and present.
- Looking at smart sensor technology and examine its benefits to society and social equity.
- Capturing live IoT neighborhood data along the route in both directions.
- Observations of the businesses and pedestrian activity in the trolley district.
- Completing design thinking activities around technology, data, innovation, equity, placemaking, arts.
- Examining the role and impact of the internet of things – IoT.
- Discussing how public transportation, the Internet and thoughtful community ecosystems build safer and

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stronger communities.

- Discussing how sensor data combined with visual observation can inform equity and social impact.
- Homework related to creating new technology, business models, equity and social impact solutions.
- Compatible with 4G, future 5G or Public Wi-Fi networks.

Expedition Curriculum Development, Marketing and Implementation:

The work to bring this concept to reality will require: the funding and support to develop and test the curriculum and expedition activities, bringing the opportunity to schools in a financial and education way that will encourage schools to embrace this learning opportunity, and the human resources necessary to organize and facilitate the learning as schools embrace this experiential learning opportunity.

Development Deliverables

- Curriculum and lesson plan,
- Expedition student group process,
- Business plan for the Smart City STEAM App,
- Prototype Smart City STEAM App,
- Capture sensor data such as atmospheric, pollution, movement, visualization, arts, energy and more,

The STEAM curriculum will be developed by our K-12 education partner Robert Dillion at [Connected Learning](#).

Economic Development Impact Statement

iNeighborhooDs would analyze and develop economic impact model(s) which recognize and incorporate current development efforts within the Delmar Loop area. The economic impact would take into consideration existing commercial, office and/or industrial real estate options; workforce availability and wages; ongoing economic activity; and planned capital investment. The model(s) would provide a foundation for decision-making on future public revenues and economic development programs tied directly to the Delmar Loops public Wi-Fi network and community engagement activity.

- Analysis of current residential and commercial market including demographics, market potential and development opportunities tied directly to the Delmar Loop's public Wi-Fi network.
- A detailed report including economic impact, community revenue flow, job creation, retention and real-estate impact.
- Power point for master presentation.
- This document will help developers and investors to better understand how the surrounding area will be impacted from an economic development and community revenue perspective.

This report will be developed by our economic development partner [Pat McKeehan](#).

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Entrepreneurial Ecosystem Assessment

An entrepreneurial ecosystem assessment University City, Missouri. September timeframe.

1. Refine deliverable details based upon grant award- 5 days.
2. Review publicly available information on University City area's entrepreneurial activities -1 Day
 - a. Catalog Washington University Activities
 - b. Identify connections to Cortex Innovation District, CIC within CORTEX, TRex and other relevant innovation facilities
 - c. Identify leading Entrepreneurs who are resident within University City footprint
 - d. List University City School District Entrepreneurial Activities and Champions
3. Prepare report summarizing findings and conclusions.

This report will be developed by our entrepreneurial ecosystem partner [Ken Harrington](#). Ken was also the founding director of the Skandalaris Center at Washington University

Internet Business District

An internet business district would be co-developed by local Delmar Loop business owners and students from the surrounding universities through a series of community engagement and Idea Bounce events. The intention is to engage students to create indigenous Delmar Loop mobile apps that attract students, social impact entrepreneurs and data-oriented businesses to the Delmar Loop neighborhood. The results would be presented as part of the overall business plan for the Smart City STEAM initiative in November.

Smart City Management Environment

[blossom](#) and [iNeighborhoods](#) will provide the Delmar Loop with a smart city management environment that will include the following characteristics:

Application Geofencing for Consumers

Upon completion of the proposed Wi-Fi installation, blossom will offer a geofenced access portal to house the custom suite of software applications designed for the Delmar Loop. Consumers will only be able to access the applications while inside of the geofence which will provide an interactive experience for residents and visitors that will be completely unique to the Loop. The geofence can also be expanded outside of the Delmar area. This will allow the application suite the mobility to follow the Loop to other locations if the community chooses to host events in other places around the city such as Forest Park. **The geofence prototype will be demonstrated to the Delmar Loop community in the late September early October timeframe.**

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Application Management Panel for Businesses

In addition to the consumer-facing portion of the platform, blossom will also provide a control panel for businesses to view and manage the neighborhood data that they will be receiving from applications in the suite that are related to their operations. This panel will include, at least, the following functionalities:

- Time-based analytics and metrics
- Inter-business programs and incentives
- Community engagement portal

We will also meet with Loop businesses at the beginning of this project to expand on these capabilities and determine which functions are most important to local business owners.

Renewable Energy Management

blossom will also work with a renewable energy provider to install renewable generation capacity in the region and integrate a separate module into the platform that will provide an overview and statistics regarding community generation and usage.

The community resources on blossom will be managed democratically by the members of the Delmar Loop through a process to be defined during community engagement during the period June 1st through December 1st. In the future, this platform will also be used to trade energy between the Delmar Loop and other communities. At that time a community smart city fund will be proposed.

Describe the number of part-time and full-time jobs to be created by the specific request and average wages for these jobs.

The number of **part-time jobs** created by the EDRST grant and the iNeighborhooDs program would be:

- a) Wi-Fi engineering – two part-time engineers.
- b) Software engineering – three part-time engineers.
- c) Economic Impact – one part-time economic planner.
- d) Community engagement – one part-time manager.
- e) Curriculum developer – one part-time educator.
- f) Program management – one part-time manager.
- g) STEAM App coder – one part-time coder.
- h) Media relations – one part-time social media engineer \$ 30/hr
- i) Legal – one part-time attorney \$ 290/hr

Most of the part-time jobs are paid by lump sum except Media and Legal. Others are by the hour.

Once put into effect on a yearly basis, the number of **full-time jobs** that could be created by the iNeighborhooDs Smart City STEAM program could be substantial over time. To that end, as part of our

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EDRST program we will develop and present an economic development impact statement which will include potential community revenue flows and job creation over time.

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

Project Outcomes Note: The EDRST funds will be used to implement the phase I Wi-Fi network and associated activities. Phase I project success would be the successful installation and operation of the Wi-Fi network combined with successful community engagement and education events. **These parameters will be measured by online forms handed out at each event and reported on the programs Facebook page.**

Expected Longer Term Outcomes: The Delmar Loop will experience a significant economic boost. Trolley ridership will increase significantly from present levels. Businesses, families and students will enjoy the Delmar Loop in ways that would provide new forms of education and business opportunity.

Longer term impact measurement:

Economic, Entrepreneurial and Student Impact

The real economic development impact, **community revenue flows and taxes could be plotted/measured against the use of the Wi-Fi network** and the kinds of applications that are deployed on the Wi-Fi network. Furthermore, entrepreneurial, startup and student activity related to the Smart City STEAM App could be overlaid together or separately on the same graphic. Measurement, conclusions and recommendations could then be developed based upon the correlation between the Wi-Fi network activity, economic, entrepreneurial and startup, student and tax base activity.

Phase I Milestones

- a) Build and demonstrate the Wi-Fi Network – September 2019-2020,
- b) Deliver and present the economic development impact statement – October,
- c) Deliver and present the entrepreneurial ecosystem assessment – October,
- d) Deliver and present business plans for other block segments along Delmar – October,
- e) Build and demonstrate the STEAM App and Smart City curriculum – October,
- f) Deliver and present a Phase II business and renewable energy plan to the community – November,
- g) Engage the community, collect online forms and report engagement data - November,

| Funds Distribution | Deliverable | Date | Amount |
|---------------------------------|---|-------------------------|---------------|
| Initiate all program activities | Initiate activities a) – g) | September 1st | \$ 75,000 |
| Install and test Wi-Fi network | Wi-Fi installation complete and operational | October 1 st | \$ 74,000 |

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| | | | |
|---|--|--------------------------|-----------|
| Develop ED Impact Statement | Economic development impact presentation | October 1 st | \$ 10,000 |
| Develop Entrepreneurial Ecosystem analysis | Entrepreneurial ecosystem presentation | October 1 st | \$ 10,000 |
| Demonstrate STEAM App and geofence and control panel. | Hands on demo of the STEAM App prototype and related sensors | November 1 st | \$ 20,000 |
| Present Business and Renewable Energy Plan to the community | Business plan presentation | November 1 st | \$ 10,900 |

Smart City STEAM Program Alignment with University City Strategic Goals

1. How can the City most strategically enhance the built environment to expand economic development?
 - a. *By building a nationally recognized Smart City STEAM education cluster and internet business district for the Delmar Loop, jobs, public and private sector opportunity will be created. Real-estate investment will be in demand.*

2. Identify ways that University City can revitalize areas in the Delmar Loop, Olive Blvd, Delmar/I-170 and the area of Cunningham Industrial Park.
 - a. *This EDRST grant application clearly shows how this can be done for the Delmar Loop. The same type of infrastructure, application environment and specialized internet business district could then be expanded to the western part of University City and Cunningham Industrial Park. We would be glad to discuss the potential and how to extend our program to those areas under NDA.*

3. Describe ways that University City can foster innovation as a key element of its economic development program and work with other innovation centers in the region such as the Cortex Innovation District, CIC-Cambridge Innovation Center, TRex, and area Universities to capitalize on growth coming out of those centers.
 - a. *This EDRST grant application will produce an entrepreneurial ecosystem assessment which will show how to align the Smart City STEAM initiative and internet business district with the surrounding innovation community.*

4. Identify ways to enhance career-readiness partnerships with the University City School District.
 - a. *The Smart City STEAM initiative will prepare, and advance young people for digital careers in a digital world. This is an incredible opportunity for University City students.*

5. What steps should be implemented to diversify economic development while maintaining the City’s economic base?
 - a. *An inclusive Smart City STEAM initiative and internet business district will welcome persons from all walks for life.*

iNEIGHBORHOODS LLC



6. How can the City enhance—through economic development—quality of life across the whole community?
 - a. *The Smart City STEAM initiative and internet business district will attract new public and private sector opportunities. The initiative will become a source of pride for the City and the envy of other communities.*

7. Identify potential partnerships in development with Washington University.
 - a. *This EDRST grant application will produce an entrepreneurial ecosystem assessment which will show how to align the Smart City STEAM initiative and internet business district with the surrounding innovation community and Washington University.*

8. Identify the feasibility of expanded industrial potential on the east end of the Olive Corridor.
 - a. *Create an **industrial internet business district** for the area on the east end of Olive and extend the same high-speed data infrastructure to that area. We would be glad to discuss the potential and how to extend our program to that area under NDA.*

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Delmar Loop Proof of Concept Wi-Fi Network – Sample Concept Configuration



- Ruckus Enterprise Wifi Access Points
- Mikrotik Point to Point
- Internet BackHaul Location

Our initial proof of concept network will establish an enterprise grade WI-FI network in the heart of the Delmar Loop at the corners of Delmar and Melville. This site was selected for its volume of foot traffic, central placement to established and planned Loop events and proximity to carrier grade Internet access.

We have been in contact with numerous telecommunications vendors with assets in University City and have secured an offer for fiber-based Internet access over a twelve-month period for this project at a speed of 1 Gigabit (1000 Megabits). We will establish a wireless backhaul from the site of the fiber Internet to the intersection. The bandwidth will be distributed on both sides of Delmar using multiple 1 Gigabit wireless links. Finally, strategically mounted Ruckus Enterprise Level access points will connect foot traffic to the Wi-Fi network. The four planned access points are rated in total to allow over 2,000 simultaneous users.

Bandwidth usage will be monitored at a ten-thousand-foot level, not to track individual users, but rather see in totality how these end users are interacting with the system for future expansion, planning and growth.

During the coming months before and after the awarding of the EDRST grants we will reach out to members of the Delmar business community to acquire rights to place equipment where necessary to make this proof of concept POC network the backbone on which we will help build real neighborhood inclusiveness, educational opportunity, business development and growth.

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iNeighborhoods has selected [Elite Fiber](#), Inc. as the implementation partner for the POC network. Elite is a local St. Louis company with a history spanning over 25 years. Considered the leader in gigabit fiber networks in the City of St. Louis, Elite has deployed more millimeter wave radio gear than any ISP in the region. Elite provides Internet access and consulting to governmental entities, privately held and publicly traded companies as well as private citizens.

Program Timetable:

TimeLine: June 3rd, 2019 – September 2020

Phase I – Perform community engagement, education and Wi-Fi network development.

- a) iNeighborhoods – proposal to be submitted by May 31st,
 - a. The project will be announced to the public the week of June 3rd,
 - b. Begin June 3rd so that the Wi-Fi network is available in warm weather,
 - c. [Elite Fiber](#) to be announced as network designer and operator,

- b) Community engagement and education events:
 - a. June – Announce the program, it's goals, objectives, methods and its timeline,
 - i. Invite the entire community and the press,
 - ii. Discuss related work and engineering completed to date 2016-2019,
 - iii. Discuss impact areas which include but not limited to K-12 innovation, entrepreneurship, education, jobs, workforce development and K-12 curriculum development.
 - b. July – Present impact areas including economic impact, job creation, tax base,
 - i. Invite business districts, schools and higher education, UCPS school board, EDRST board members, U City Council members
 - ii. Smart City Expedition presentation
 - iii. Blossom and geofence, control panel and renewable energy presentation
 - c. August – Presentation with all team members present; Q+A,
 - i. Present to the University City Council
 - ii. Present to community leaders, champions and the community at large,

EDRST Award announced the first week of September

- c) Block announced. *Proof of concept Wi-Fi network operational week of Sept 16th.*
- d) Community engagement event – week of Sept 16th.
 - a. Present an overview of [STEAM Expedition curriculum](#),
 - b. Demo Smart City STEAM Expedition App for K-12,
 - a. Discuss different K-12 sensor types
 - b. Collect community feedback for user interface graphics and branding
 - c. Others,

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- e) Idea Bounce – Building the Internet Business District, local business feedback – Sept 23rd
 - a. Delmar Loop community, businesses, residents and students invited
 - b. Demo geofence and control panel

- f) Community engagement event first week of October. Review Idea Bounce results.
 - a. Review [economic development](#) impact numbers,
 - b. Review [entrepreneurial ecosystem](#) assessment and strategy,
 - a. Strategy and stage of development
 - b. Discuss alignment with K-12 schools, Wash U, Cortex, T-Rex, NIST, others
 - c. Review final business models for different block and intersection types,
 - d. Review dark fiber route determination,
 - e. [Blossom](#) presents renewable energy strategy,
 - f. Review geofence architecture and demo geofence prototype,
 - g. Execute Idea Bounce. Engage community and business owners about business model, value and branding proposition going forward. Capture recommendations.

Business model results and presentation

- a) Revenue positive block,
- b) Blocks in decline, blocks that are growing, blocks with no growth (intersections),
- c) Network economics for building owners, functionality,

Phase II Goals: Spring 2020 (TBD – pending results of community engagement and reports)

- a) Implement renewable energy spring 2020, Delmar Loop and other cities,
- b) Implement phase I Geo Fence,
- c) Implement Smart City STEAM Expedition App for K-12,
- d) Buildout additional blocks or intersections per business model type,
- e) Develop Smart City store business plan,

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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: \$ \$343,200

Amount of funding requested from EDRST: \$ 199,900

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. Our funding request is for Phase I. There is some possibility of a funding request for Phase II, but we will not be able to make that determination until after the Phase I community engagement, education, Wi-Fi demo and and business plan.

Complete and attach form EDRST B-1 with budget cost summary. Attached to this email.

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

iNeighborhoods llc

Name of Applicant Organization



May 31st, 2019

Authorized Signature

Date

EDRST B-1

City of University City
Economic Development Retail Sales Tax
FY19 Request for Funds: Budget Cost Summary

Applicant - iNeighborhoods

Project - Smart City STEAM Initiative for the Delmar Loop and University City

Amount of Request >>> \$199,900

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

| Community Integrated Wireless Program for Delmar Loop STEAM Initiative | Total EDRST Funds | Applicant's Cash Funds | Applicant's Non-Cash Contributions - June 2019 Forward | Applicant's Non-Cash Contributions August 2016 - June 2019 | Project Total |
|---|----------------------|---------------------------|---|---|-------------------|
| I. Project or Program Direct Costs* | | | | | |
| Community & K-12 Engagement & Education | \$20,000 | | \$0 | \$10,000 | \$ 30,000 |
| Program Mangement | \$50,000 | | \$0 | \$20,000 | \$ 70,000 |
| Economic Development Impact Statement | \$2,000 | | \$0 | \$1,000 | \$ 3,000 |
| Entrepreneurial Ecosystem Assessment | \$4,000 | | \$0 | \$1,000 | \$ 5,000 |
| Renewable Energy Plan | \$5,000 | | \$0 | \$20,000 | \$ 25,000 |
| Smart City Store Plan | \$0 | | \$20,000 | \$0 | \$ 20,000 |
| K-12 Smart City STEAM Backend App | \$20,000 | | \$0 | \$5,000 | \$ 25,000 |
| K-12 STEAM Sensors | \$10,000 | | \$0 | \$2,000 | \$ 12,000 |
| K-12 Curriculum Development | \$10,000 | | \$0 | \$2,000 | \$ 12,000 |
| Wireless Design, Equipment, POP and Installation | \$24,000 | | \$0 | \$10,000 | \$ 34,000 |
| Geofence Architecture and Prototype | \$10,000 | | \$0 | \$2,000 | \$ 12,000 |
| Control Panel Architecture and Prototype | \$5,000 | | \$0 | \$1,000 | \$ 6,000 |
| Idea Bounce Event | \$2,000 | | \$0 | \$5,000 | \$ 7,000 |
| Symetrical Gigabit Internet Connection - One Year | \$15,000 | | \$0 | \$1,000 | \$ 16,000 |
| Delmar Debaliviere Fiber Duct Planning 2018 -2019 | \$0 | | \$0 | \$20,000 | \$ 20,000 |
| Internet Exchange | \$0 | | \$0 | \$20,000 | \$ 20,000 |
| Legal | \$5,000 | | \$0 | \$0 | \$ 5,000 |
| Total Direct Costs | \$182,000 | | \$0 | \$0 | \$ 182,000 |
| II. Indirect Costs** (12 month operating period) | | | | | |
| Gigabit Wireless Network Operations | \$12,000 | | \$0 | \$0 | \$ 12,000 |
| Geofence Operations | \$2,600 | | \$0 | \$0 | \$ 2,600 |
| Operations and Community Office Space | \$3,300 | | \$3,300 | \$0 | \$ 6,600 |
| | | | \$0 | \$0 | \$ - |
| Total Operations | \$17,900 | | \$0 | \$0 | \$ - |
| BUDGET TOTAL - ALL ACTIVITIES | \$199,900 | | \$23,300 | \$120,000 | \$ 343,200 |

*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.

NOTE: This project has been developing in the background for a number of years now. Non-cash contributions from August 2016 - June 2019 represent development that has taken place to support this specific project. For example, the Internet

Exchange was built in part to support a more efficient connection of the Delmar project to the Internet backbone.
The Internet Exchange has been built and is now operating. See <http://stl-rix.net>

STATE OF MISSOURI



John R. Ashcroft
Secretary of State

CORPORATION DIVISION
CERTIFICATE OF GOOD STANDING

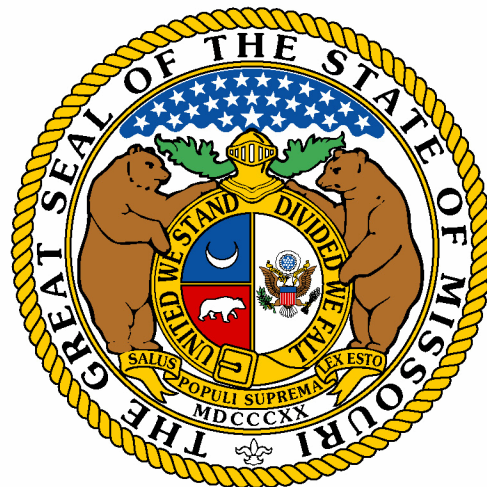
I, JOHN R. ASHCROFT, Secretary of State of the STATE OF MISSOURI, do hereby certify that the records in my office and in my care and custody reveal that

iNeighborhoods, LLC
LC001481899

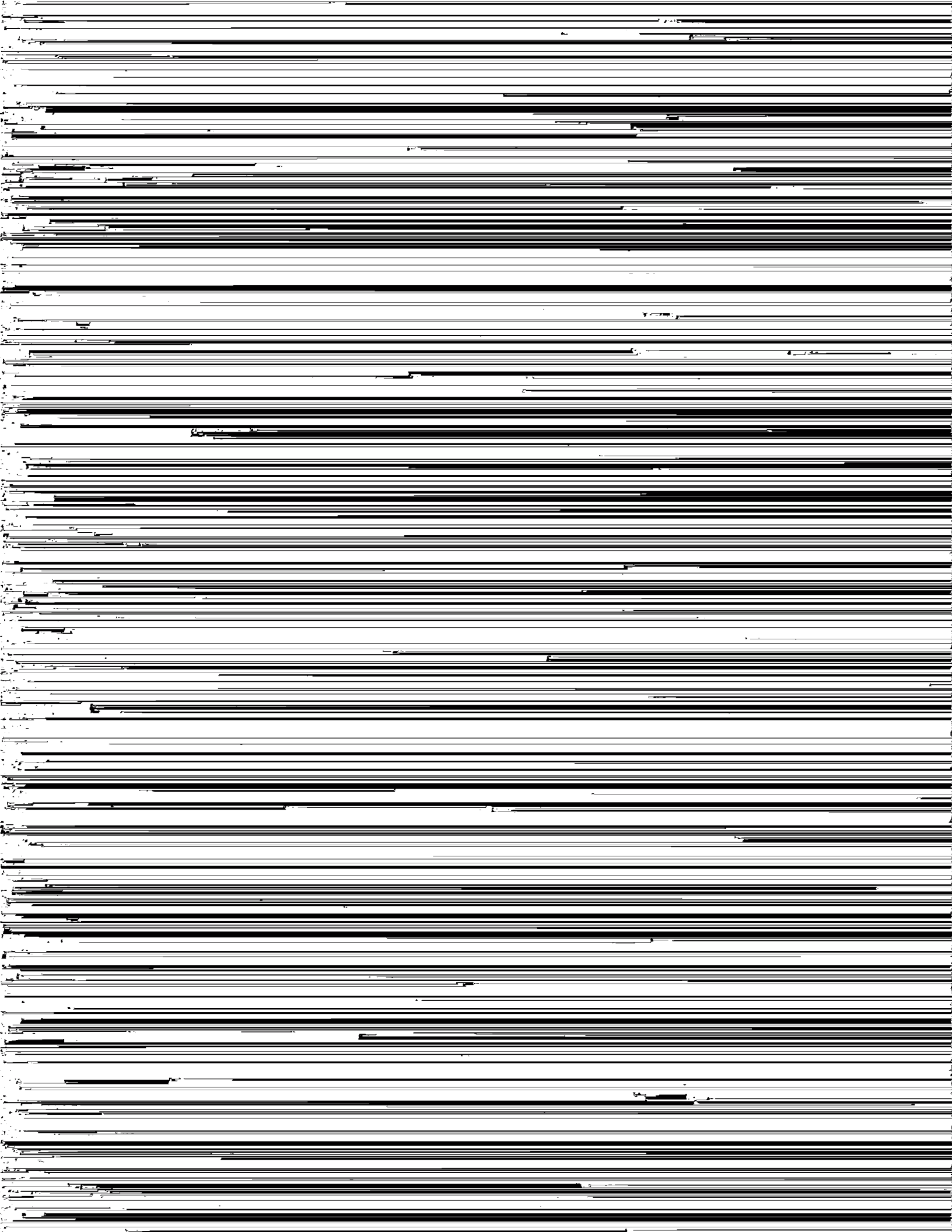
was created under the laws of this State on the 2nd day of March, 2016, and is active, having fully complied with all requirements of this office.

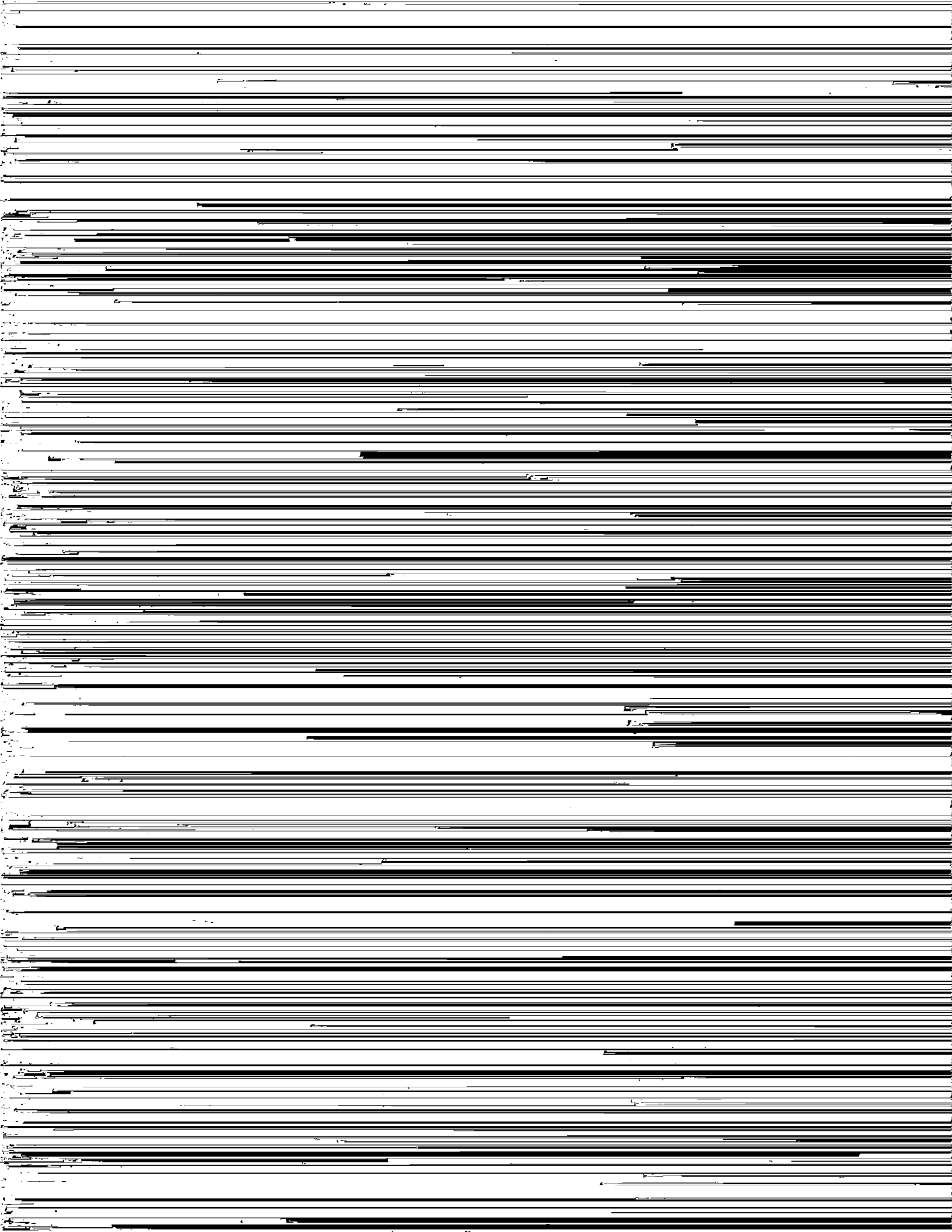
IN TESTIMONY WHEREOF, I hereunto set my hand and cause to be affixed the GREAT SEAL of the State of Missouri. Done at the City of Jefferson, this 28th day of May, 2019.


Secretary of State



Certification Number: CERT-05282019-0037





Smart City STEAM for the Delmar Loop

The Delmar Divide will become the first visual symbol of our growing Smart City and STEAM aspirations for a digital world. It shows that something is different, and this energy of change needs to be introduced to our next generation of young leaders.

Context:

Brain research supports that learning through experiences can be a powerful mechanism for deeper learning. This model has been embedded in a number of learning models over the years, but it is central to the work of expeditionary learning. EL Schools across the country look to get students outside, outside in the community, and outside of the community as often as possible to connect learning and give it context. This proposal outlines an expedition to learning about the features and realities of Smart City infrastructure and social impact in Saint Louis with a focus on the enhancement from Forest Park through the Delmar Loop.

Overview:

Groups of students from area schools will have an opportunity to complete before, during, and after expedition learning activities to support their Smart City growth and development. These activities will be designed using an Understanding by Design framework that honors the learning standards, cross-curriculum connections, and courses that already play a role in classrooms and schools.

Expedition Outcomes:

Following the expedition, student will be able to:

- Experience a unique and immersive Smart City STEAM expedition.
- Have a greater awareness of the neighborhoods and communities along the Delmar Divide.
- Build a sense of connecting back to historical transportation and innovation efforts looking forward.
- Learn about the Smart City, Internet of Things (IoT) sensor technology and its role in transportation.
- Acquire contextual understanding of math and physics surrounding Smart City and IoT sensors.
- Connect the role of Smart technology to modern equity, socio-economic and business development.
- Envision and understand the impact of Smart City economics on residents, business' and the disadvantaged population.

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Expedition Features:

This learning experience will begin with a kickoff at the Missouri History Museum, a trolley ride out to the University City library, activities, and Smart City classroom assignments at the library before returning to the History Museum via trolley while collecting additional IoT data along the trolley route. These activities will include:

- Learning about the history of the Delmar Divide, the Delmar Loop past and present.
- Looking at smart sensor technology and examine its benefits to society and social equity.
- Capturing live IoT neighborhood data along the route in both directions.
- Observations of the businesses and pedestrian activity in the trolley district.
- Completing design thinking activities around technology, data, innovation, equity, placemaking, arts.
- Examining the role and impact of the internet of things – IoT.
- Discussing how public transportation, the Internet and thoughtful community ecosystems build safer and stronger communities.
- Discussing how sensor data combined with visual observation can inform equity and social impact.
- Homework related to creating new technology, business models, equity and social impact solutions.
- Compatible with 4G, future 5G or Public Wi-Fi networks.

Expedition Curriculum Development, Marketing and Implementation:

The work to bring this concept to reality will require: the funding and support to develop and test the curriculum and expedition activities, bringing the opportunity to schools in a financial and education way that will encourage schools to embrace this learning opportunity, and the human resources necessary to organize and facilitate the learning as schools embrace this experiential learning opportunity.

Phase I Deliverables:

- Curriculum and lesson plan,
- Expedition student group process,
- Business plan for the Smart City STEAM App,
- Prototype and demonstration of Smart City STEAM App,
- Capture sensor data such as atmospheric, pollution, movement, visualization, energy and more,

Delmar Loop Smart City STEAM Rundown

Vision:

Brain research supports that learning through experiences can be a powerful mechanism for deeper learning. This model has been embedded in a number of learning models over the years, but it is central to the work of expeditionary learning. [EL Schools](#) across the country look to get students outside, outside in the community, and outside of the community as often as possible to connect learning and give it context.

Purpose: To better prepare University City for a digital world, and to follow in the footsteps of [Edward Gardner Lewis and University City](#), our project proposes to build and manage a Smart City [STEAM education](#) environment and community integrated Wi-Fi network for University City Public Schools and schools around the Delmar Loop area; thereby attracting other regional K-12 school districts and their students, education and social impact data-oriented entrepreneurs and businesses to the Delmar Loop neighborhood.

How: By working with the local education, business and the St. Louis innovation community, and by developing high-speed data applications and business opportunities indigenous to the Delmar Loop ecosystem, we propose to build Wi-Fi networks one block at a time, which make use of data applications and business models that make economic sense for each different type of block or intersection.

Funding: Make use of EDRST funds, private funds and in-kind donations.

TimeLine: June 3rd – September 2020

Phase I – Perform community engagement, education and Wi-Fi network demonstration

- a) iNeighborhoods – proposal to be submitted by May 31st,
 - a. The project will be announced to the public the week of June 3rd,
 - b. [Elite Fiber](#) to be announced as network designer and operator,
 - c. Engage community now so Wi-Fi network will be ready by mid-September

- b) Community engagement and education events:
 - a. June – Announce the program, it's goals, objectives, methods and timeline,
 - i. Invite the entire community and the press,
 - ii. Discuss related work and engineering completed to date 2016-2019,
 - iii. Discuss impact areas which include but not limited to K-12 innovation, entrepreneurship, education, jobs, workforce development and K-12 curriculum development.
 - b. July – Present impact areas including economic impact, job creation, tax base,
 - i. Invite business districts, schools and higher education, UCPS school board, EDRST board members, U City Council members

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- c. August – Presentation with all team members present; Q+A,
 - i. Present to the University City Council
 - ii. Present to community leaders, champions and the community at large,

EDRST Award announced the first week of September

- c) Block announced. **Proof of concept Wi-Fi network operational mid-September.**
- d) Community engagement event – week of Sept 16th.
 - a. Present an overview of [STEAM Expedition curriculum](#),
 - b. Demo Smart City STEAM Expedition App for K-12,
 - a. Discuss different K-12 sensor types
 - b. Collect community feedback for user interface graphics and branding
 - c. Others,
- e) Idea Bounce – Building the Internet Business District, local business feedback – Sept 23rd
 - a. Delmar Loop community, businesses, residents and students invited
 - b. Demo geofence and control panel
- f) Community engagement event first week of October. Review Idea Bounce results.
 - a. Review [economic development](#) impact numbers,
 - b. Review [entrepreneurial ecosystem](#) assessment and strategy,
 - a. Strategy and stage of development
 - b. Discuss alignment with K-12 schools, Wash U, Cortex, T-Rex, NIST, others
 - c. Review final business models for different block and intersection types,
 - d. Review dark fiber route determination,
 - e. [Blossom](#) presents renewable energy strategy,
 - f. Review geofence architecture, prototype and services,
 - g. Review Idea Bounce results,
 - h. Engage community and business owners about business model, value and branding proposition going forward. Collection recommendations.

Business model results and presentation

- a) Revenue positive block,
- b) Blocks in decline, blocks that are growing, blocks with no growth (intersections),
- c) Network economics for building owners, functionality,

Phase II Goals: Spring 2020 (TBD – pending results of community engagement and reports)

- a) Implement renewable energy spring 2020, Delmar Loop and other cities,

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- b) Implement phase 1 Geo Fence,
- c) Implement Smart City STEAM Expedition App for K-12,
- d) Buildout additional blocks or intersections per business model type,
- e) Implement Smart City store,



Economic Development Retail Sales Tax Board

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

**ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS
FISCAL YEAR 2020 (JULY 1, 2019 – JUNE 30, 2020)**

GENERAL INFORMATION

In August 2006, the City of University City levied a one-quarter (1/4) percent sales tax on retail sales to be used for economic development purposes. This revenue is based on the amount of sales tax generated through point of sales within the City limits and fluctuates from year to year.

Through the Economic Development Retail Sales Tax (EDRST), funds are being invested in University City programs and projects that encourage the physical and economic redevelopment of major corridors, improve infrastructure, support existing successful business districts, and enhance efforts toward business retention, expansion and attraction. The use of revenues generated by the tax are generally for project administration, land acquisition, infrastructure, water and wastewater treatment capacity, matching state or federal grants related to long-term economic development projects, marketing, training, equipment and infrastructure and other specified uses. Please refer to the “Funding Priority Guidelines” for additional information relating to the use of funds.

A nine-member volunteer Economic Development Retail Sales Tax Board helps to oversee the use of the EDRST and serves in an advisory capacity to City Council. City Council will award funds at the August 12 City Council meeting.

WHO CAN APPLY

The EDRST is generally open to any organization, with priority given to non-profit and City sponsored projects. To be considered for funding, please complete and submit the attached application. Organizations requesting funds for multiple programs or projects must complete a separate “Section 2: Program or Project Information” for each funding request.

FY2020 EDRST APPLICATION CALENDAR

| DATE | ACTION |
|------------------------|--|
| April 22, 2019 | Issue application |
| May 31, 2019 | Application Deadline |
| June 3-14, 2019 | Staff reviews applications & makes recommendations |
| June 14, 2019 | EDRST Board Receives Applications |
| June 18, 2019 - 6 p.m. | Public Hearing & Presentations by Applicants to EDRST Board |
| July 11, 2019 – 6 p.m. | EDRST Board makes final funding recommendations to City Council. |

August 12

City Council & EDRST Board meet to discuss funding and City Council makes final funding awards.



Economic Development Retail Sales Tax Board

6801 Delmar Boulevard • University City, Missouri 63130 • 314-505-8533

**APPLICATION FOR ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS
FISCAL YEAR 2020 (JULY 1, 2019 – JUNE 30, 2020)**

Directions. Please complete all sections of the application. If a question does not apply to a project, please indicate “n/a” for not applicable. Please refer to “Economic Development Retail Sales Tax Board Funding Priority Guidelines” for guidance. Applications should be submitted by ***May 31, 2019*** to Libbey Tucker, Director of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or ltucker@ucitymo.org. For questions call 314-505-8533. Applications submitted after the deadline will not be considered for funding.

Application Date:

Project Title:

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization:

LED CRAFT INC.

Contact Person and Title:

ALINE REMINGTON

Mailing Address:

422 INDUSTRIAL DR., MARYLAND HEIGHTS MO 63043

Phone Number:

314-942-7315

E-mail Address:

AREMINGTON@LEDCRAFTINC.COM

Website:

WWW.LEDCRAFTINC.COM

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

a.HYEONCHEOL (MIKE) CHANG
422 INDUSTRIAL DR.
MARYLAND HEIGHTS MO 63043
314-766-7887
MIKE@LEDCRAFTINC.COM

b.ALINE REMINGTON
422 INDUSTRIAL DR.
MARYLAND HEIGHTS MO 63043
314-942-7315
AREMINGTON@LEDCRAFTINC.COM

c.TISSA SENEVIRATNE
422 INDUSTRIAL DR.
MARYLAND HEIGHTS MO 63043
314-776-2909
AJ@LEDCRAFTINC.CO

Type of Entity:

Sole-Proprietorship

Corporation/Partnership/Limited Liability Company

Not for Profit Organization

Public/Government

501(c) 3:

Yes No If no, list type of entity:

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

Yes No

2. **Applicant/Organization Background**

Describe the applicant/organization history and mission:

TO HELP BEAUTIFICATION FOR UNIVERSITY CITY, ALSO ENHANCING SAFETY WHILE
INNOVATIVELY LIGHTING THE HEART OF UNIVERSITY CITY, SAVE MONEY & CREATE JOBS

Describe the applicant/organization programs and activities:

PROJECT NAME: WE ARE GOING GREEN

PROVIDE & SUPPLY LED STREET LIGHTS
DECORATIVE STRIPS LIGHTS
LED SIGNAGE
HOLIDAY DECORATIVE ORNAMENTS LED LIGHTS

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.).

- *SEE ATTACHED*

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.

- *SEE ATTACHED*

Describe the number of part-time and full-time jobs to be created by the specific request and average wages for these jobs.

- *SEE ATTACHED*
- *Will defined once the project get approve and will hire accordingly*

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

- *SEE ATTACHED*

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

- *SEE ATTACHED*

Program or Project Timetable:

- *SEE ATTACHED*

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: *SEE ATTACHED*

Amount of funding requested from EDRST: *SEE ATTACHED*

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.

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.

Name of Applicant Organization

Authorized Signature

Date



State of Missouri
Office of Administration
Office of Equal Opportunity

Doug Nelson
Commissioner

Walter J. Pearson
Interim Director

*This is to certify **LED Craft Inc.** qualifies as a **Minority-Owned Business Enterprise** that has met the eligibility criteria established by the State of Missouri, Office of Administration.*

Walter J. Pearson, Interim Director, Office of Equal Opportunity

Certification Number 10459 Date of Issue 11/3/2016 Date of Expiration 11/3/2019

Overview

About LED Craft Inc.

LED Craft is a locally headquartered, international company that has specialized for over twenty years in engineering custom LED solutions for a broad range of clients (ex. from national retailers to the U.S. Air Force). The company was founded by Hyeoncheol (Mike) Chang in Seoul, South Korea in 1993 with the help of his brother to develop and manufacture LED display signs and LED lighting. In 2006 LED Craft expanded its operations in China and moved its World Headquarters to St. Louis. The company employs over 125 full time staff and more than 40 independent contractors in four countries. The company has manufacturing in the US, Korea, China, Sri Lanka and now expanding to Mexico and Philippines. It is the only LED Digital Billboard Manufacturer in the State of Missouri.

Goals

Project Timeline

- July 2019-Desired Lighting System
- August 2019-Interested Vendor Identified
- September 2019-Finding Funding underway
- October 2019-Interested Vendors Install Free Sample Lighting System in University City
- November 2019-Vendor Identified, Due Diligence & Negotiations underway
- December 2019-Finalize, develop a memorandum of understanding with city and installation
- January 2020- Installation complete

Specifications & Project Description

#We Are Going Green StL

Beautification for University City

Introduction of Smart LED Street Lights with "Eyebrow" shaped LED Decorative arm capable of changing colors wirelessly. With a web-based software program.

Decorative LED Lights can be managed individually or as a group. A single color or multiple colors. The lights can display colors based on a special event or season. For example, when the Cardinals plays they can be programmed to display RED, Blue on the days when the Blues a have home game.

The Streetlight itself will a Multifunction smart "Cobra Head" Light Fixture. Outfitted with energy-saving LED Modules.

BUDGET ESTIMATES(as of May 2019)

>Single Arm Curve Fixtures-50

Fixture Head \$449

Decorative Strip \$336

Installation \$205

Total \$990

990 single arm curve fixtures x 50 =\$49,500.00

>Double Arm Curve Fixtures-100

Fixtures Heads \$749

Decorative Strips \$536

Installation \$357

Total \$1,642.00

1,642.00 double arm curve fixtures x100 = \$164,200.00

>Other Expense

Software & Control \$150

50 software & control = \$7,500.00

Total Project Cost: **\$221,200.00**

Milestones

Background & Process To Date

May 2019-Idea was first proposed in January 2015 at a Downtown security meeting sponsored by Downtown STL and hosted by SLU Law School

- August 2019-Interested Vendor Identified
- September 2019-Finding Funding underway
- October 2019-Interested Vendors Install Free Sample Lighting System in University City
- November 2019-Vendor Identified, Due Diligence & Negotiations underway
- December 2019-Finalize, develop a memorandum of understanding with city and installation
- January 2020- Installation complete



Economic Development Retail Sales Tax Board
6801 Delmar Boulevard • University City, Missouri 63130 • 314-505-8533

APPLICATION FOR ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS FISCAL YEAR 2020 (JULY 1, 2019 – JUNE 30, 2020)

Directions. Please complete all sections of the application. If a question does not apply to a project, please indicate "n/a" for not applicable. Please refer to "Economic Development Retail Sales Tax Board Funding Priority Guidelines" for guidance. Applications should be submitted by **May 31, 2019** to Libbey Tucker, Director of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or ltucker@ucitymo.org. For questions call 314-505-8533. Applications submitted after the deadline will not be considered for funding.

Application Date: **MAY 28, 2019**

Project Title: "Welcome to The Loop" illuminated sign with four electronic message boards.

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: University City Loop Special Business District

Contact Person and Title: Joe Edwards, Chair

Mailing Address: 6504 Delmar, University City, MO 63130

Phone Number: 314-727-0110

E-mail Address: loopbizonly@gmail.com

Website: VisitTheLoop.com

Organizational Officers (Provide Name, Address, Phone and e-mail of at least three. Provide Articles of incorporation and letter or status): Already on file at U. City Hall

- a. Joe Edwards, 6504 Delmar, 63130, 314-727-0110, loopbizonly@gmail.com
- b. Michael Alter, Fitz's, 6605 Delmar, 726-9555, Michael1@FitzsRootBeer.com
- c. Tom Schmidt, Salt + Smoke, 6525 Delmar, 727-0100, Tom@SaltandSmokeSTL.com

Type of Entity:

Sole-Proprietorship

- Corporation/Partnership/Limited Liability Company
- Not for Profit Organization
- Public/Government
- Political subdivision of the State of Missouri - sales tax exempt

501(c) 3:

- Yes No If no, list type of entity: sales tax exempt - political subdivision of State of Missouri

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

- Yes No Although many members ARE.

2. Applicant/Organization Background

Describe the applicant/organization history and mission:

This political subdivision of the State of Missouri was formed Oct. 20, 1980 to improve the environment and promote business in the area.

We strive to expand the remarkable revitalization of this exciting restaurant, shopping and arts & entertainment district by encouraging unique businesses to locate in The Loop by emphasizing diversity, by implementing infrastructure improvements, and by planning special events for the enjoyment of residents and visitors. The Loop was designated "One of the 10 Great Streets in America" by the American Planning Association.

Describe the applicant/organization programs and activities:

Business promotion/recruitment/retention, economic development/planning/marketing, promotion of tourism, special events/decorations, advertising, capital improvements, cleaning/trash collection on weekends, streetscape amenities including bicycle racks, beautification, monthly meetings, newsletters for good communication, website, social media, co-promotions.

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.).

Requests and suggestions were made at monthly meetings open to all property owners, merchants and other interested parties at the April and May 2019 general meetings and board meetings. Chair Joe Edwards agreed to submit the applications.=

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.

“Welcome to The Loop” illuminated sign (with four electronic “message boards” to highlight special Loop events) across Delmar near Kingsland. The enclosed design is the result of input at numerous public marketing meetings and monthly Loop SBD meetings.

Loop merchants need something very positive to help offset lingering perception about safety following the past protests and broken windows. This friendly, welcoming, informative project can help improve that perception for decades to come. The design incorporates the Loop logo, trolley imagery, stars alluding to the well-visited St. Louis Walk of Fame, the phrase “One of the 10 Great Streets in America” and it begins with the wonderful, inviting word “Welcome.”

Describe the number of part-time and full-time jobs to be created by the specific request and average wages for these jobs.

About 22,000 cars (probably 35,000 passengers) per day will see this positive “Welcome” and messages about events – day after day, month after month, year after year. It will encourage new retail stores to come to The Loop and potentially reintroduce 50 to 80+ jobs in some of the larger available spaces on Delmar. If similar merchants move in about half of the above jobs would be full-time and about half part-time. Wages would range from \$10 to \$15 per hour for most employees and \$45,000 to \$50,000 per year for managers.

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

This project will add a bit of street art to the area – colorful, cheerful and informative. As you can see from the attached photos of signs in other areas, particularly the ones that show what a street looks like with and without their “Welcome” signs, it increases exponentially the chance that media outlets around the country (and world) will feature a Delmar street photo in their articles. Also, the message boards should increase attendance at all Loop events. The impact should be significant for this one-time investment in infrastructure.

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

Across Delmar near Kingsland. Design enclosed.

This was the highest-rated of all projects by City Staff last year. However, reserve funds were not allocated for projects at that time.

Program or Project Timetable:

Fall/early winter 2019

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) graphic, engineering

Total Budget: \$137,000

Amount of funding requested from EDRST: \$120,000

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

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.

University City Loop Special Business District

Name of Applicant Organization

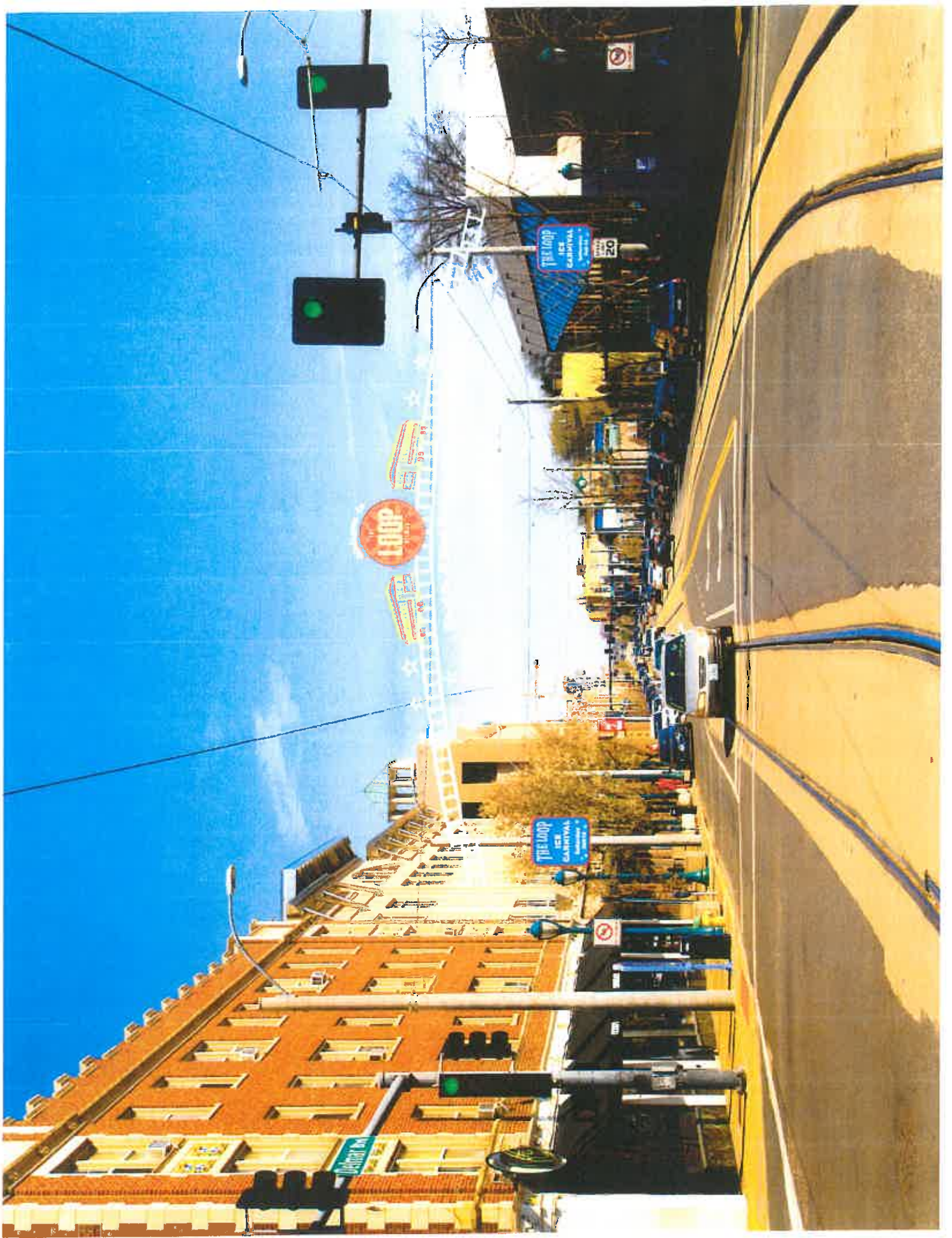
Joe Edwards

5-28-19

Authorized Signature

Joe Edwards, Chair

Date





This photograph of The Grove entrance sign is used in print media year after year.

It's even on page 34 of the 2018 Official St. Louis Visitors Guide.

It's featured on TV during Grove festivals.

Without the sign, Manchester Road looks plain. The photograph below would not be used by travel magazines or local media.

Please let this be the year for the "Welcome to The Loop" entrance sign with electronic message boards both ways.

It's different and more exciting/informative.

The Loop SBD strongly supports this as did City Hall Staff last year.

Let's put the reserve funds to good use!
(one-time request)





PHOTO BY TURNER STUDIO, 1954

NORTH GRAND AVENUE IN 1954

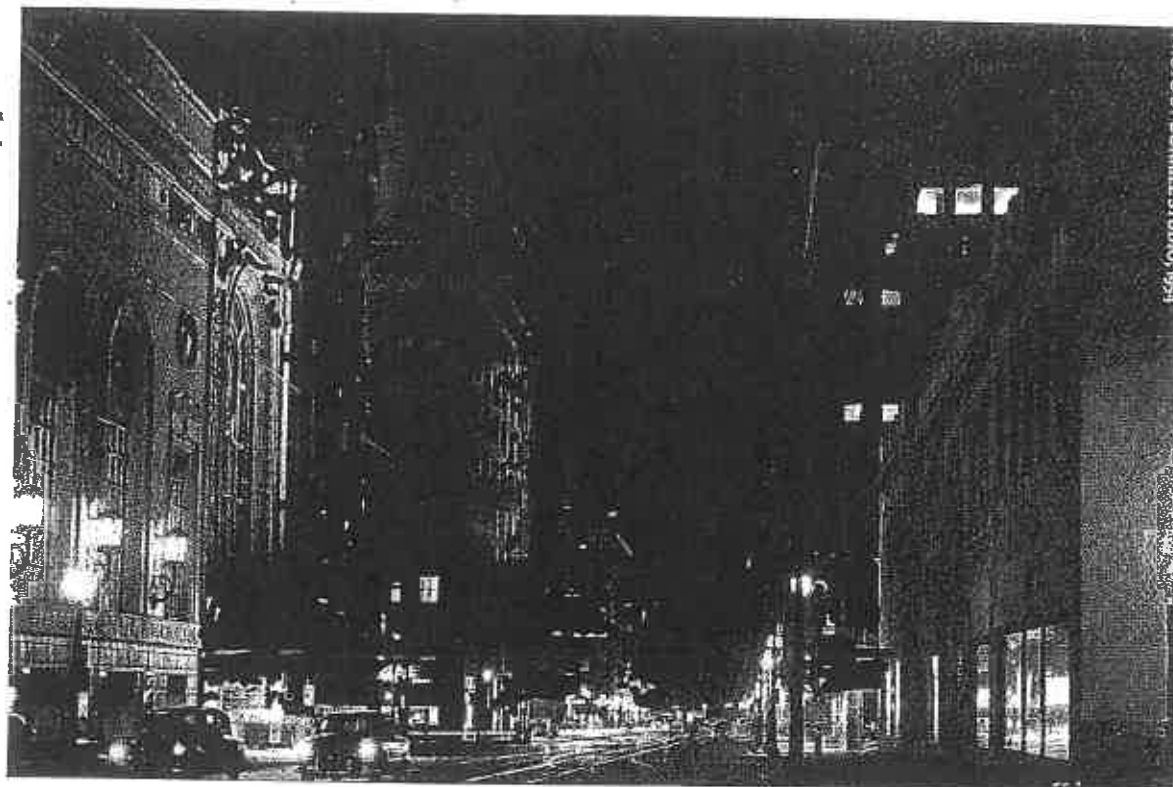
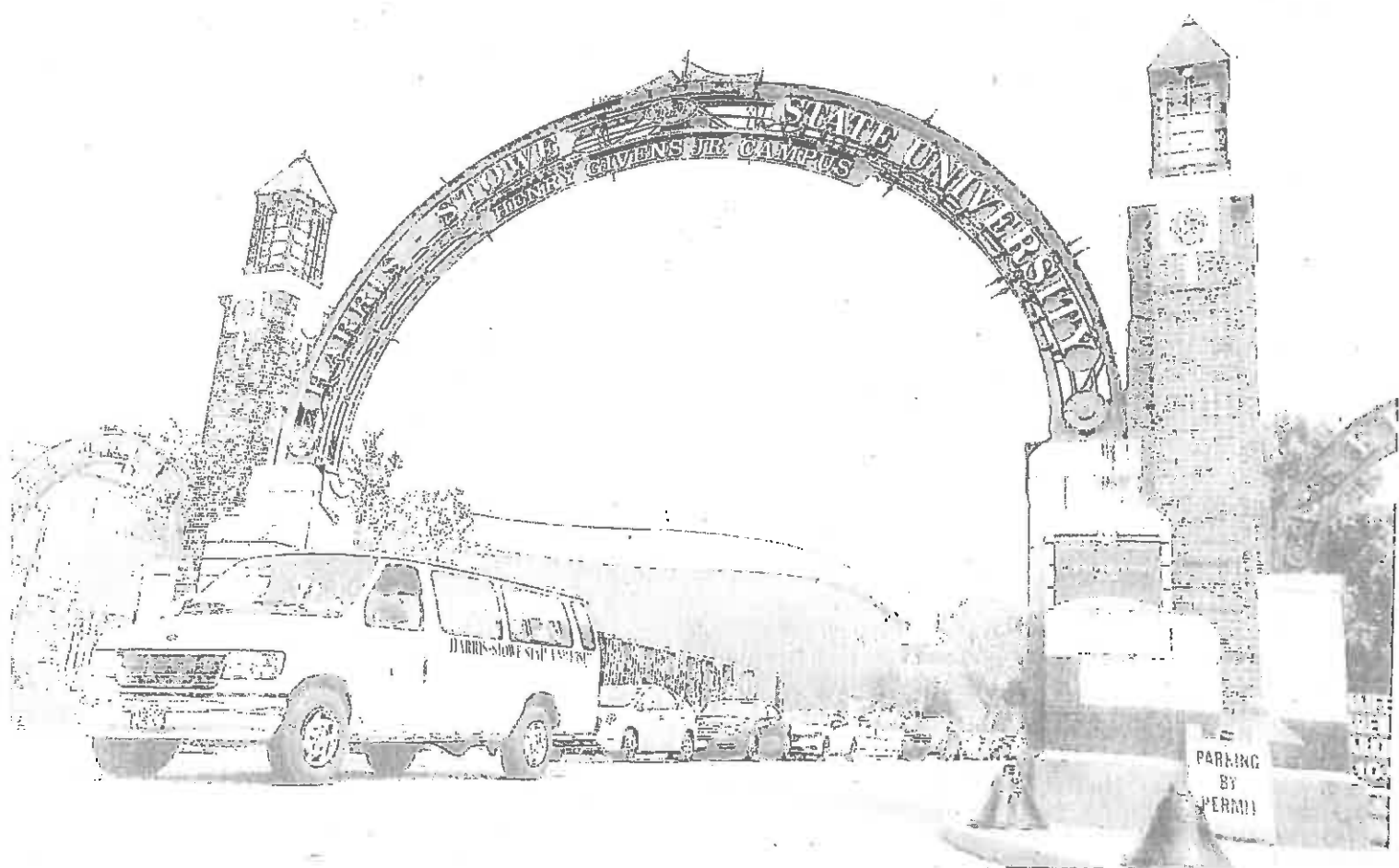


PHOTO BY TURNER STUDIO, 1954

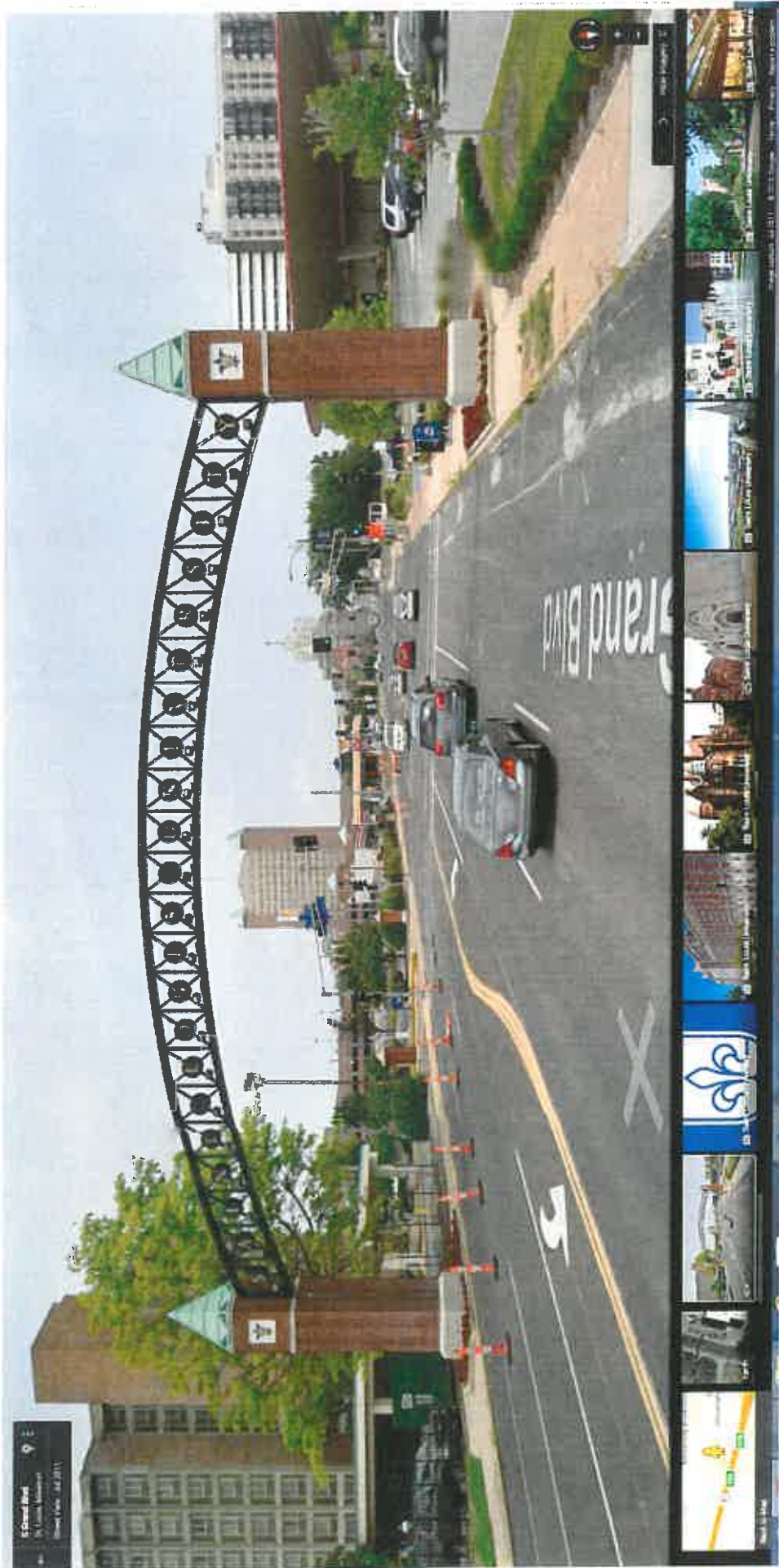




CHRISTIAN GOODEN • cgooden@post-dispatch

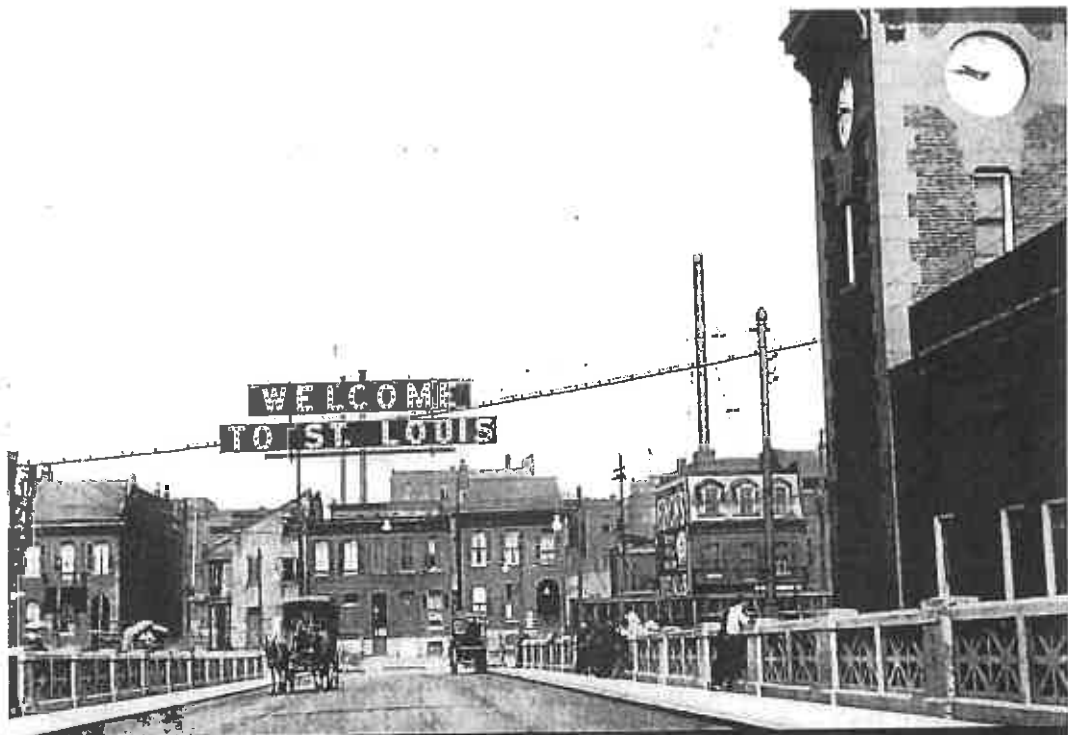
The entrance to Harris-Stowe State University on Compton Avenue last month. The school has been given permission to offer master's programs.



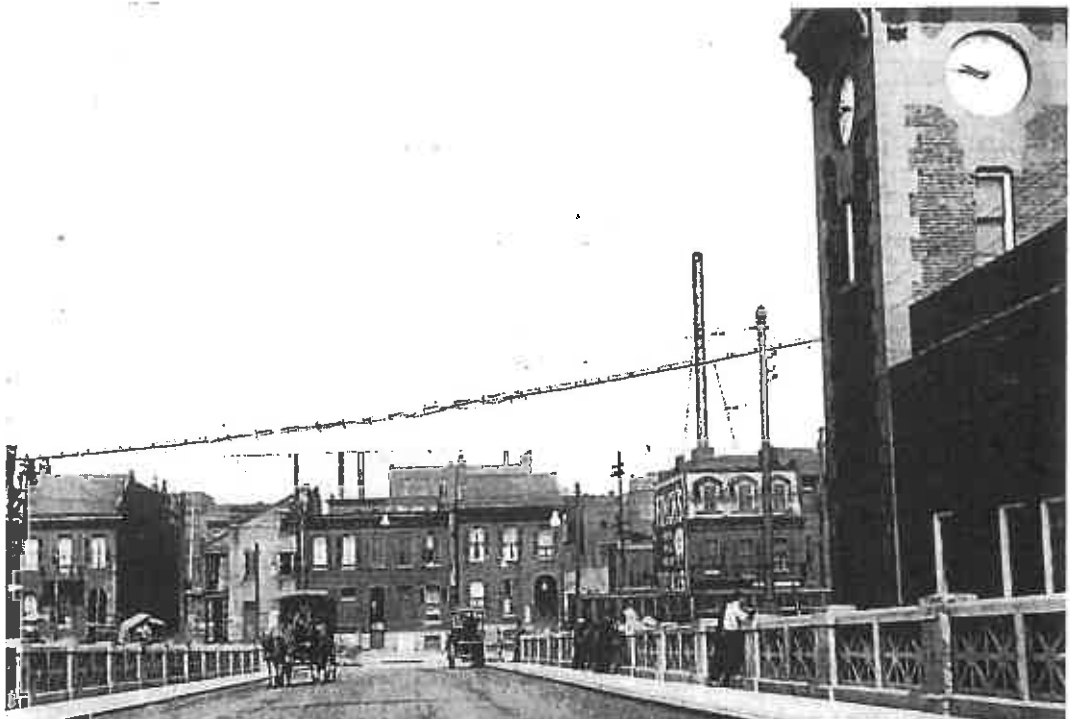


Grand Blvd
St. Louis, MO
Grand Blvd - St. Louis, MO

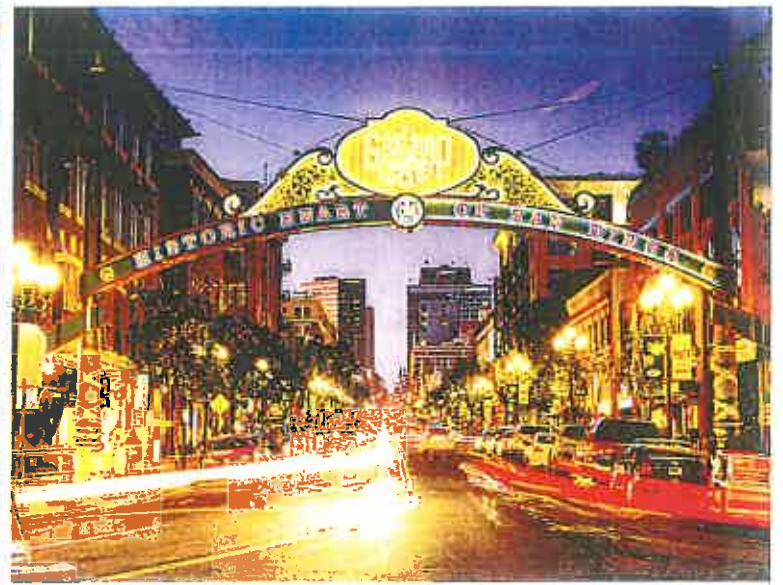




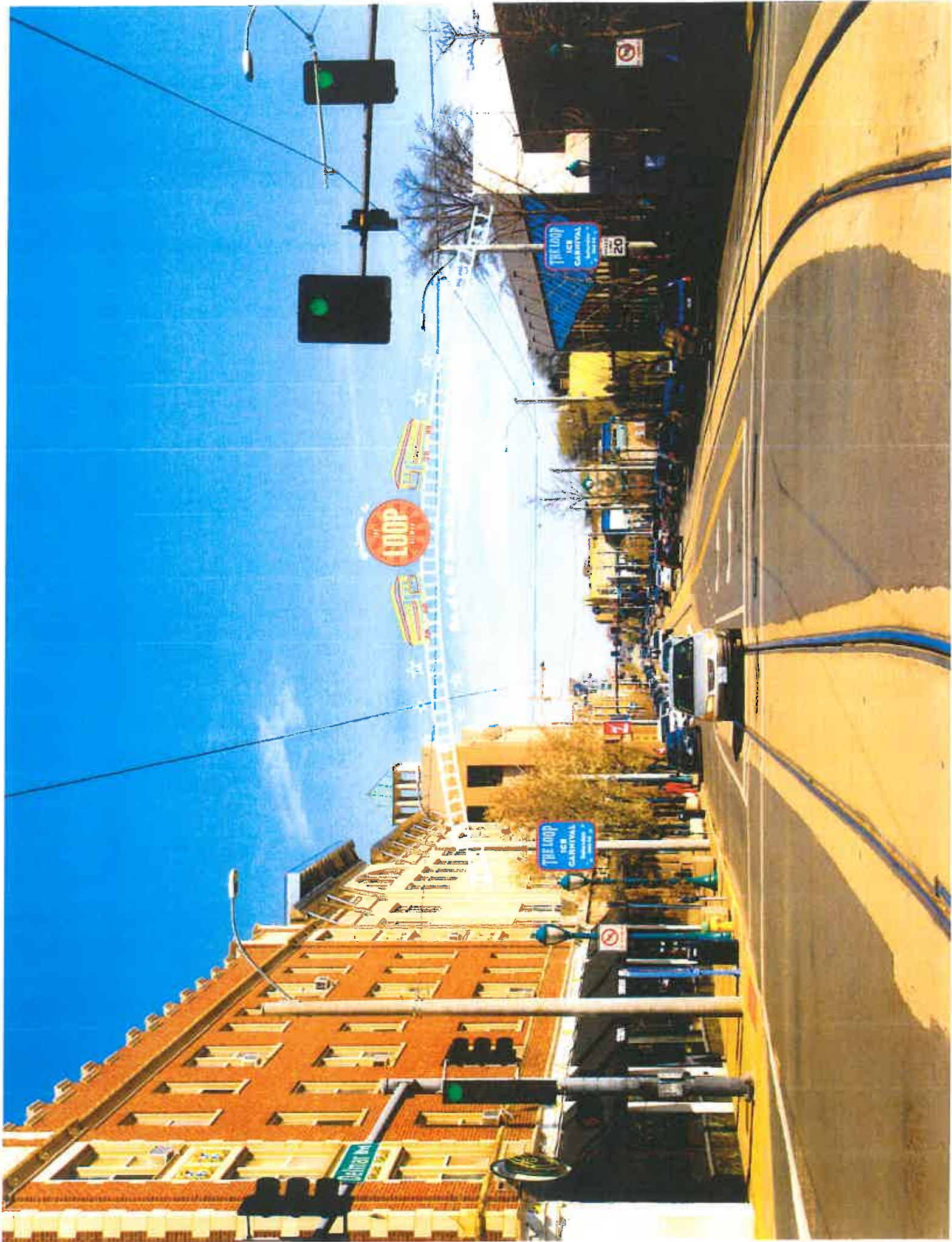
THE WESTERN END OF THE MUNICIPAL BRIDGE AND THE SIGN WELCOMING TRAVELERS TO ST. LOUIS IS SHOWN HERE ABOUT 1915. (LANDMARKS ASSOCIATION PHOTO)



THE WESTERN END OF THE MUNICIPAL BRIDGE AND THE SIGN WELCOMING TRAVELERS TO ST. LOUIS IS SHOWN HERE ABOUT 1915. (LANDMARKS ASSOCIATION PHOTO)









Economic Development Retail Sales Tax Board
6801 Delmar Boulevard · University City, Missouri 63130 · 314-505-8533

APPLICATION FOR ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS FISCAL YEAR 2020 (JULY 1, 2019 – JUNE 30, 2020)

Directions. Please complete all sections of the application. If a question does not apply to a project, please indicate "n/a" for not applicable. Please refer to "Economic Development Retail Sales Tax Board Funding Priority Guidelines" for guidance. Applications should be submitted by **May 31, 2019** to Libbey Tucker, Director of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or ltucker@ucitymo.org. For questions call 314-505-8533. Applications submitted after the deadline will not be considered for funding.

Application Date: **MAY 28, 2019**

Project Title: New Loop lighting for ambience and impact from Kingsland to Limit.
(study underway)

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: University City Loop Special Business District

Contact Person and Title: Joe Edwards, Chair

Mailing Address: 6504 Delmar, University City, MO 63130

Phone Number: 314-727-0110

E-mail Address: loopbizonly@gmail.com

Website: VisitTheLoop.com

Organizational Officers (Provide Name, Address, Phone and e-mail of at least three. Provide Articles of incorporation and letter or status): Already on file at U. City Hall

- a. Joe Edwards, 6504 Delmar, 63130, 314-727-0110, loopbizonly@gmail.com
- b. Michael Alter, Fitz's, 6605 Delmar, 726-9555, Michael1@FitzsRootBeer.com
- c. Tom Schmidt, Salt + Smoke, 6525 Delmar, 727-0100, Tom@SaltandSmokeSTL.com

Type of Entity:

Sole-Proprietorship

- Corporation/Partnership/Limited Liability Company
- Not for Profit Organization
- Public/Government
- Political subdivision of the State of Missouri - sales tax exempt

501(c) 3:

- Yes No If no, list type of entity: sales tax exempt - political subdivision of State of Missouri

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

- Yes No Although many members ARE.

2. **Applicant/Organization Background**

Describe the applicant/organization history and mission:

This political subdivision of the State of Missouri was formed Oct. 20, 1980 to improve the environment and promote business in the area.

We strive to expand the remarkable revitalization of this exciting restaurant, shopping and arts & entertainment district by encouraging unique businesses to locate in The Loop by emphasizing diversity, by implementing infrastructure improvements, and by planning special events for the enjoyment of residents and visitors. The Loop was designated "One of the 10 Great Streets in America" by the American Planning Association.

Describe the applicant/organization programs and activities:

Business promotion/recruitment/retention, economic development/planning/marketing, promotion of tourism, special events/decorations, advertising, capital improvements/cleaning/trash collection on weekends, streetscape amenities including bicycle racks, beautification, monthly meetings, newsletters for good communication, website, social media, co-promotions.

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.).

Requests and suggestions were made at monthly meetings open to all property owners, merchants and other interested parties at the April and May 2019 general meetings and board meetings. Chair Joe Edwards agreed to submit the applications.

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.

Loop Lighting for ambience and impact from Kingsland to Limit (study already underway).

A study has already been funded by the Loop SBD. Randy Burkett (internationally known – he is the one who “lit” the Arch in St. Louis) is close to delivering his recommendations to the Board.

It is very important that The Loop implement better lighting, both for safety and for ambience. This project will have a positive effect on visitors and residents/merchants alike. It can help change the perception of the area by making it lighter, more cheerful and more inviting.

Describe the number of part-time and full-time jobs to be created by the specific request and average wages for these jobs.

The number of jobs is hard to quantify. There will be design and contractor jobs on a short-term basis, of course. Long-term, with high-quality merchants and office businesses perceiving The Loop to be an attractive option as they expand or move or innovate, this project meets the City's plans.

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

The project's success will be determined by the response of visitors, residents, merchants and media alike. This is for the long-term good of Delmar and University City. Image is important.

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

Along Delmar from Kingsland to Limit Ave.

Program or Project Timetable:

Fall and early winter 2019.

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) lighting experts

Total Budget: \$82,500

Amount of funding requested from EDRST: \$80,000

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.

Fall and early winter 2019 for the first \$80,000 phase.

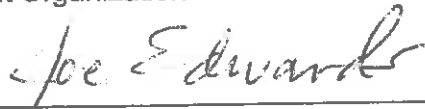
In 2020, we hope to implement the remainder of the recommendations upon Council approval.

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.

University City Loop Special Business District

Name of Applicant Organization



Authorized Signature Joe Edwards, Chair

Date 5-28-19



Economic Development Retail Sales Tax Board
6801 Delmar Boulevard • University City, Missouri 63130 • 314-505-8533

APPLICATION FOR ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS FISCAL YEAR 2020 (JULY 1, 2019 – JUNE 30, 2020)

Directions. Please complete all sections of the application. If a question does not apply to a project, please indicate "n/a" for not applicable. Please refer to "Economic Development Retail Sales Tax Board Funding Priority Guidelines" for guidance. Applications should be submitted by **May 31, 2019** to Libbey Tucker, Director of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or ltucker@ucitymo.org. For questions call 314-505-8533. Applications submitted after the deadline will not be considered for funding.

Application Date: **MAY 28, 2019**

Project Title: 50,000 full-color Loop Brochures/Directories and Illuminated Directories

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: University City Loop Special Business District

Contact Person and Title: Joe Edwards, Chair

Mailing Address: 6504 Delmar, University City, MO 63130

Phone Number: 314-727-0110

E-mail Address: loopbizonly@gmail.com

Website: visitTheLoop.com

Organizational Officers (Provide Name, Address, Phone and e-mail of at least three. Provide Articles of incorporation and letter or status): Already on file at U. City Hall

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- c. Tom Schmidt, Salt + Smoke, 6525 Delmar, 727-0100, Tom@SaltandSmokeSTL.com

Type of Entity:

Sole-Proprietorship

- Corporation/Partnership/Limited Liability Company
- Not for Profit Organization
- Public/Government
- Political subdivision of the State of Missouri - sales tax exempt

501(c) 3:

- Yes No If no, list type of entity: sales tax exempt - political subdivision of State of Missouri

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

- Yes No Although many members ARE.

2. Applicant/Organization Background

Describe the applicant/organization history and mission:

This political subdivision of the State of Missouri was formed Oct. 20, 1980 to improve the environment and promote business in the area.

We strive to expand the remarkable revitalization of this exciting restaurant, shopping and arts & entertainment district by encouraging unique businesses to locate in The Loop by emphasizing diversity, by implementing infrastructure improvements, and by planning special events for the enjoyment of residents and visitors. The Loop was designated "One of the 10 Great Streets in America" by the American Planning Association.

Describe the applicant/organization programs and activities:

Business promotion/recruitment/retention, economic development/planning/marketing, promotion of tourism, special events/decorations, advertising, capital improvements/cleaning/trash collection on weekends, streetscape amenities including bicycle racks, beautification, monthly meetings, newsletters for good communication, website, social media, co-promotions.

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.).

Requests and suggestions were made at monthly meetings open to all property owners, merchants and other interested parties at the April and May 2019 general meetings and board meetings. Chair Joe Edwards agreed to submit the applications.=

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.

Print and distribute 50,000 full-color Loop brochures/directories and update listings/maps on the illuminated, free-standing info kiosks.

This is The Loop's most important print piece that we distribute ourselves. All info is replicated on our website. The brochures are available at Loop businesses, six visitors' centers downtown, the convention center and via mail. They are in "Welcome" packets at U. City Hall when families move to U. City.

Describe the number of part-time and full-time jobs to be created by the specific request and average wages for these jobs.

As The Loop competes with other districts in the area, it's important that we attract new people moving to St. Louis as well as those already here.

When new businesses are drawn to The Loop and more media coverage occurs because of these brochures, new jobs will be created as storefronts are filled. Just as important are the jobs retained and the businesses that succeed. This time-intensive project is worth the effort.

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

The fact that Explore St. Louis (Convention & Visitors Commission) docents call us when they run low on Loop brochures is a wonderful sign. Visitors who have read about The Loop in national publications or airline magazines actually ask for these brochures.

Because of the well-organized wealth of information contained in the brochures media producers and writers keep them as a reference tool. Info about businesses includes name, address, website, description and year opened. All Walk of Fame honorees with location address and facts about The Loop are included for reference.

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

The Loop (brochure included with application)

Program or Project Timetable:

All-year distribution. New printings/updates each year.

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) graphic design

Total Budget: \$23,000

Amount of funding requested from EDRST: \$14,000

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.

This is an important annual project.

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.

University City Loop Special Business District

Name of Applicant Organization

Joe Edwards

Authorized Signature

Joe Edwards, Chair

5-28-19

Date

**PLEASE SEE THE
DELMAR LOOP BROCHURE**



Economic Development Retail Sales Tax Board
6801 Delmar Boulevard · University City, Missouri 63130 · 314-505-8533

APPLICATION FOR ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS FISCAL YEAR 2020 (JULY 1, 2019 – JUNE 30, 2020)

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Application Date: **MAY 28, 2019**

Project Title: **Official St. Louis Visitors Guide ad/memberships/promotions**

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: **University City Loop Special Business District**

Contact Person and Title: **Joe Edwards, Chair**

Mailing Address: **6504 Delmar, University City, MO 63130**

Phone Number: **314-727-0110**

E-mail Address: **loopbizonly@gmail.com**

Website: **VisitTheLoop.com**

Organizational Officers (Provide Name, Address, Phone and e-mail of at least three. Provide Articles of incorporation and letter or status): **Already on file at U. City Hall**

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Type of Entity:

Sole-Proprietorship

- Corporation/Partnership/Limited Liability Company
- Not for Profit Organization
- Public/Government
- Political subdivision of the State of Missouri - sales tax exempt

501(c) 3:

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

- Yes No Although many members ARE.

2. Applicant/Organization Background

Describe the applicant/organization history and mission:

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We strive to expand the remarkable revitalization of this exciting restaurant, shopping and arts & entertainment district by encouraging unique businesses to locate in The Loop by emphasizing diversity, by implementing infrastructure improvements, and by planning special events for the enjoyment of residents and visitors. The Loop was designated "One of the 10 Great Streets in America" by the American Planning Association.

Describe the applicant/organization programs and activities:

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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.

The Official St. Louis Visitors Guide – 350,000 printed/distributed year-round in St. Louis hotels, visitors centers state-wide, the St. Louis Convention Center, Loop businesses and the Explore St. Louis website (one of the most-visited websites in the Midwest).

Sent to students, families, visitors who request them – the only guide people receive before they move to St. Louis. It enhances the odds they'll look at University City for housing, etc.

The Loop is featured on 29 out of 96 pages! (See attached list.) Plus a lot of well-deserved editorial.

Also, The Loop is prominently represented (*the best of any neighborhood*) in the Official Visitors Map of St. Louis (quick reference pocket guide). Please review attached statistics sheet.

Describe the number of part-time and full-time jobs to be created by the specific request and average wages for these jobs.

Job creation predictions are always difficult. What is very meaningful follows:

It's important that The Loop remains one of the top three or four St. Louis districts featured in travel and business publications around the United States and St. Louis.

When visitors and decision makers are drawn to The Loop because of these two guides, new jobs will be created as storefronts are filled. Equally important are the jobs and businesses that are retained and gain midwestern and nationwide reputations. This time-intensive project is worth the effort.

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

Success has been shown year after year, especially in the spring and summer when things used to slow down on Delmar.

Travel writers and local media now urge visitors and locals to check out the independent shops and restaurants in The Loop. Attached are the two guides – please take a look.

One excellent example of the impact comes from Componere Gallery (a Loop stalwart for 33 years). Owner Eleanor Ruder tracks sales (not just visitors, but visitors who actually purchase art) and confirms that 50% of her summer sales come from visitors who read about her gallery in the Visitors Guide at the Moonrise Hotel or hotels in Clayton or downtown.

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

See above.

Program or Project Timetable:

Annual

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) graphic/layout

Total Budget: \$38,000

Amount of funding requested from EDRST: 14,000

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.

Annual

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.

University City Loop Special Business District

Name of Applicant Organization

Joe Edwards

5-28-19

Authorized Signature Joe Edwards

Date

Official St. Louis Visitors Guide 2019

Loop listings/photos on 29 out of 96 pages!

350,000 copies are printed/distributed year-round in St. Louis hotels, visitors centers state-wide, the convention center, Loop businesses, City Hall and the Explore St. Louis website (one of the most-visited websites in the Midwest)

- Page 10 Tivoli Theatre – St. Louis International Film Festival.
- Page 14 Neighborhoods of St. Louis: The Loop/U. City on graphic map, Moonrise Hotel, Loop Trolley, Vintage Vinyl, Tivoli Theatre, music.
- Page 16 The Loop/ U. City with Moonrise Hotel rooftop photo.
- Pages 32,33,34 Loop triple page spread.
- Page 37 LGBTQIA three-page feature with Tivoli Theatre photograph. Description of The Loop featuring Tivoli Theatre, The Pageant and Delmar Hall.
- Page 50 Attractions, Arts & Culture – Chuck Berry Statue.
- Page 52 Attractions, Arts & Culture – Blueberry Hill with photo of exterior and sidewalk seating and a second listing of the Chuck Berry Statue.
- Page 54 Attractions, Arts & Culture – Delmar Loop Planet Walk.
- Page 55 Attractions, Arts & Culture – Fitz’s with photo of a float.
- Page 58 Attractions, Arts & Culture – The Loop with four photos: Blueberry Hill, Loop Trolley, Moonrise Hotel and The Pageant.
- Page 59 Attractions, Arts & Culture – Peacock Loop Diner with photo of Peacock sign, Pin-Up Bowl with photo of exterior and sign, Red Herring Escape Rooms.
- Page 60 Attractions, Arts & Culture – St. Louis Walk of Fame with photo of star and informational plaque.
- Page 64 Shopping – Coffee Shops: Blueprint Coffee, Galleries: Componere and Craft Alliance.
- Page 66 Shopping – The Loop has 22 listings!
- Page 67 Music, Dance, Theatre – Tivoli Theatre.
- Page 69 Nightlife – Pin-Up Bowl with photo, Moonrise Hotel’s Rooftop Twilight Room and photo.
- Page 70 Nightlife: Live Music – Blueberry Hill with three photos, Delmar Hall, The Loop with three photos, The Pageant.
- Page 70 Nightlife: Nightclubs – The Pageant.
- Page 73 Dining: Tempt the Tastebuds – Blueberry Hill and photo, Moonrise Hotel’s Eclipse Restaurant with photo, Fitz’s Bottling Co. and photo, Peacock Diner with photo, Pin-Up Bowl and photo.
- Pages 78,79,80 Dining: Tempt the Tastebuds – The Loop has 34 listings!
- Page 85 Hotels – Moonrise ½ page with two photos.
- Page 87 Hotels – Moonrise listing.
- Pages 90, 91 Attractions Map and Listings – Blueberry Hill, Chuck Berry Statue, Delmar Loop Planet Walk, Fitz’s, The Loop, The Pageant, Peacock Diner, Pin-Up Bowl, Red Herring Escape Rooms, Regional Arts Commission, Saint Louis Story Stitchers Artists Collective, St. Louis Walk of Fame, Tivoli Theatre.

2019 Official Visitors Map St. Louis

Quick Reference Pocket Guide

Loop listings/photos

200,000 copies are printed/distributed year-round in St. Louis hotels, visitors centers state-wide, the convention center, St. Louis City Hall and the Explore St. Louis website (one of the most-visited websites in the Midwest)

Central Corridor Attractions & Map: 15 Loop listings! (the Central West End has 7)

Accommodations: Moonrise Hotel.

Wayfinding Signage: example includes The Loop.

Shopping Guide: The Loop has 22 listings!

For reference:

- Downtown St. Louis 6
- Cherokee Antique Row 9
- Central West End 4
- Maplewood 9
- South Grand 4
- Webster Groves 9
- Eureka 6

Dining & Drink: The Loop has 34 listings!

For reference:

- Laclede's Landing 7
- Grand Center 3
- Soulard 17
- Lafayette Square 5
- Midtown 13
- The Hill 10
- Central West End 9
- South Grand 7
- Clayton 13
- Maplewood 7
- Webster Groves 13

PLEASE SEE THE
2019 OFFICIAL VISITORS MAP ST. LOUIS
AND
2019 OFFICIAL VISITORS GUIDE ST. LOUIS



Economic Development Retail Sales Tax Board
6801 Delmar Boulevard • University City, Missouri 63130 • 314-505-8533

APPLICATION FOR ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS FISCAL YEAR 2020 (JULY 1, 2019 – JUNE 30, 2020)

Directions. Please complete all sections of the application. If a question does not apply to a project, please indicate "n/a" for not applicable. Please refer to "Economic Development Retail Sales Tax Board Funding Priority Guidelines" for guidance. Applications should be submitted by **May 31, 2019** to Libbey Tucker, Director of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or ltucker@ucitymo.org. For questions call 314-505-8533. Applications submitted after the deadline will not be considered for funding.

Application Date: **MAY 28, 2019**

Project Title: Special Events (including Loop Ice Carnival, Delmar Loop Week, Shop Local)

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: University City Loop Special Business District

Contact Person and Title: Joe Edwards, Chair

Mailing Address: 6504 Delmar, University City, MO 63130

Phone Number: 314-727-0110

E-mail Address: loopbizonly@gmail.com

Website: VisitTheLoop.com

Organizational Officers (Provide Name, Address, Phone and e-mail of at least three. Provide Articles of incorporation and letter or status): Already on file at U. City Hall

- a. Joe Edwards, 6504 Delmar, 63130, 314-727-0110, loopbizonly@gmail.com
- b. Michael Alter, Fitz's, 6605 Delmar, 726-9555, Michael1@FitzsRootBeer.com
- c. Tom Schmidt, Salt + Smoke, 6525 Delmar, 727-0100, Tom@SaltandSmokeSTL.com

Type of Entity:

Sole-Proprietorship

Corporation/Partnership/Limited Liability Company

Not for Profit Organization

Public/Government

Political subdivision of the State of Missouri - sales tax exempt

501(c) 3:

Yes No If no, list type of entity: sales tax exempt - political subdivision of State of Missouri

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

Yes No Although many members ARE.

2. Applicant/Organization Background

Describe the applicant/organization history and mission:

This political subdivision of the State of Missouri was formed Oct. 20, 1980 to improve the environment and promote business in the area.

We strive to expand the remarkable revitalization of this exciting restaurant, shopping and arts & entertainment district by encouraging unique businesses to locate in The Loop by emphasizing diversity, by implementing infrastructure improvements, and by planning special events for the enjoyment of residents and visitors. The Loop was designated "One of the 10 Great Streets in America" by the American Planning Association.

Describe the applicant/organization programs and activities:

Business promotion/recruitment/retention, economic development/planning/marketing, promotion of tourism, special events/decorations, advertising, capital improvements, cleaning/trash collection on weekends, streetscape amenities including bicycle racks, beautification, monthly meetings, newsletters for good communication, website, social media, co-promotions.

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.).

Requests and suggestions were made at monthly meetings open to all property owners, merchants and other interested parties at the April and May 2019 general meetings and board meetings. Chair Joe Edwards agreed to submit the applications.=

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.

Special Events (Loop Ice Carnival in January, Back-To-School in the fall, Delmar Loop Week in June, Shop Local in November, Holiday Celebrations and Sales Promotions throughout the year) encourage people from all over the region to visit The Loop. These “happenings” bring much-needed positive media coverage. They also attract business owners to look seriously at opening a new store in this exciting area (always exciting during events). Example: The Loop Ice Carnival is a family-friendly phenomenon that has evolved into a signature event for The Loop and the entire St. Louis region. It is projected that 14,000+ people will enjoy it and the area in 2020. As you will see below, the positive media coverage is extensive and lets everyone know this area is safe and welcoming. Additional development/tenants will follow.

Describe the number of part-time and full-time jobs to be created by the specific request and average wages for these jobs.

It is estimated that eight part-time jobs that range from \$15 to \$25 per hour will be created during the various special events. Promotion specialists also are hired short-term for specific events. Their fees might be several thousand dollars, but they also bring in substantial sponsorship funds from suppliers of Loop businesses. They're supplemented by board volunteers and shop owners who volunteer their time. Most importantly, these events help retain jobs and keep businesses in the area.

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

Great media coverage, great people-in-the-area exposure, great day-of sales.

Great sharing of pictures on social media platforms by thousands of visitors and residents.

Using the Loop Ice Carnival as an example: In January 2019, there were 41 TV/radio news features that garnered a 1,373,760 Nielsen audience and \$112,410 in publicity value. In addition, there were excellent print media articles as well as pre-event coverage in December. These are documented results.

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

The Loop

Program or Project Timetable: Loop Ice Carnival: January 17,18,19, 2020
Delmar Loop Week: June 2020
Back-To-School: August 2019
Shop Local: November 2019
Holiday Events: (Tree Lighting, Menorah Lighting, Kwanzaa Celebration) December 2019
Plus other events such as Style In The Loop, Chalk The Loop and more.

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: \$145,000

Amount of funding requested from EDRST: \$85,000

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.

Request is for upcoming year, but we want to continue for years to come.

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.

University City Loop Special Business District

Name of Applicant Organization

Joe Edwards

Authorized Signature Joe Edwards, Chair

Date 5-28-19

DELMAR LOOP WEEK

Celebrate the
Kick-off to Summer
in St. Louis

Saturday,
June 15
to Saturday,
June 22

and enjoy a week of events and happenings!

Saturday, June 15
Juneteenth
Celebration

Sunday, June 16
Sweet Loop Tour

Monday, June 17
Game Night
in the Loop

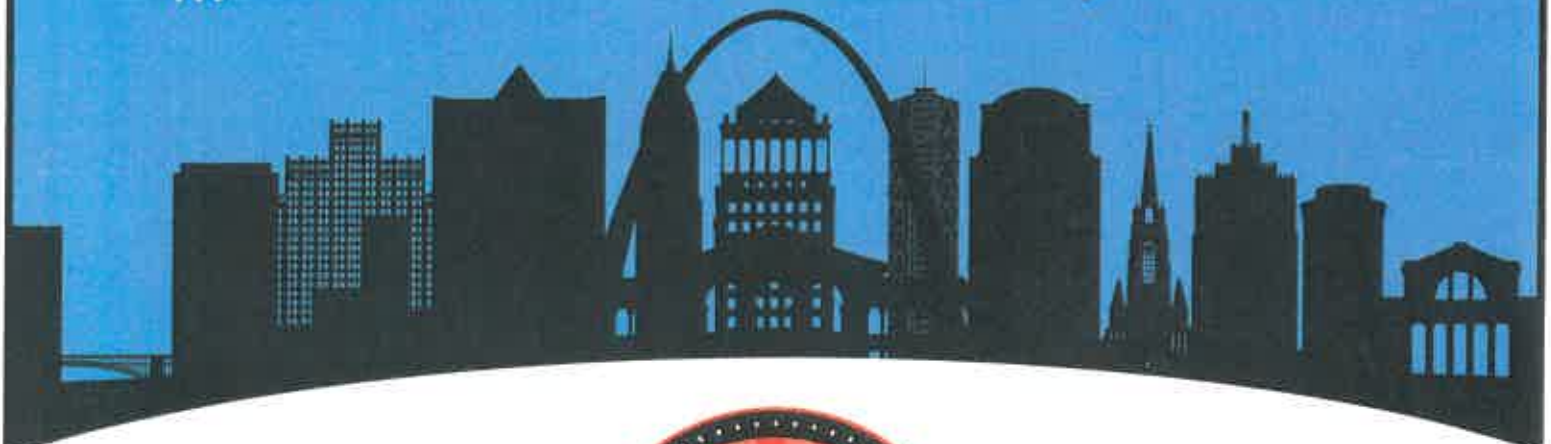
Tuesday, June 18
Taco Tuesday

Wednesday, June 19
Yappy Hour

Thursday, June 20
PRIDE Day

Friday, June 21
Make Music Day

Saturday, June 22
Loop Arts Fest



Food, fun and
entertainment along
the Delmar Loop



Information and
Details at
VisitTheLoop.com

DELMAR LOOP WEEK

June 15 – June 22

Kick-off Delmar Loop Week with Juneteenth

SAT JUNE 15
12PM - 5PM
DELMAR LOOP
HAMILTON & DELMAR

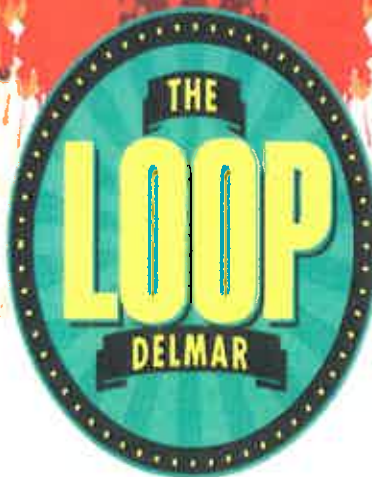


JUNETEENTH

Celebrate every day to the Loop Arts Fest grand finale

Make Music Day

Friday, June 21



Loop Arts Fest

Saturday, June 22

VisitTheLoop.com

THE LOOP ICE CARNIVAL

2019

Fri. Jan. 18 **Snow Ball**
Jan. 19-20 **Ice Carnival**

MOONRISE
Hotel

Ice Carving Demos



Snow Ball at Moonrise



Carnival Games



Ice Slides

Ice Sculptures



Zipline



Photo Opps



Skateboarding Demos



Insta Photo Hunt

Visit TheLoop.com



MOONRISE
Hotel



Friday, January 18

Snow Ball Party with DJ

at Moonrise Hotel 8pm-midnight
A truly unique party to benefit our friends at Operation Food Search. Featuring DJs, signature cocktails and more. We ask that each patron bring a canned good or \$5 donation, good for one free cocktail.

Sat. & Sun. Jan. 19-20

Wacky Trike Races Take on your friends in this one-of-a-kind race.

5K+10K Frozen Buns Run Sat. 10am
Races start and awards given out at Blueberry Hill. Registration: stlouistrclub.com/get-active/frozen-buns-run/

Ice Slides from 11am
Great family fun next to Blueberry Hill

Frozen Turkey Bowling
Vegetarian turkeys. Delmar at Limit Ave.

Carnival Rides 10am-4:30pm
Rides \$3 • Free for kids under 5

Event Key

- I** Ice Sculptures From 11am
- \$** \$1,000 in Ice Cubes Give Away From 11am. Collect ice cubes from 7 stores throughout The Loop. 1,000 different cubes will have a dollar coin inside and 9,000+ cubes will have chocolate coins.
- TT** Temporary Tattoo Scavenger Hunt From 11am. Collect 13 free tattoos at stores, then pick up your prize at Suite 100 at The Pageant.
- PP** Putt-Putt Pub Crawl Noon-4pm 5pm winners announced. 8 wild & crazy holes of golf. Golf attire optional. Get scorecards and start at any of the 8 locations.
- UE** Unique Event Check out various unique events taking place inside and outside Loop businesses

Trolley Stop

University City Library

North

Which Wich Superior Sandwiches
Craft Alliance Center of Art + Design
Commerce Bank

The Melting Pot
Seoul Taco
Market in The Loop
W Karaoke
Enigma Tattoos
Corner 17

Street Performers Noon-6pm
Walking the Carnival Streets

Zip Flyte Rides \$10 • 10am-4:30pm
The longest, tallest mobile zipline in the world! 350 feet long x 32 feet tall

Ice Carving Demonstrations by Ice Visions noon-4pm Fitz's parking lot

Information Igloo Directions, fliers, and step-in snow globe for photos

Melville

Blueberry Hill

Westgate

Blue Box Pizza
Avalon Exchange

Wizard's Wagon
Rocket Fizz

Baked T's

The Silver Lady

Flamenco Flowers & Sweets

WASH U

COCA Pop Up

Blick Art Materials

Delmar

Fitz's
Chuck Berry Statue
Centennial Greenway

Westgate

Blue Ocean
Three Dog Bakery

OSO: A Style Lab

HopCat

Iron Age

Three Kings Public House

Sunshine Daydream

Subterranean Books

Trolley Stop

Peacock Diner

Mews

Eastgate

Mission Taco Joint

Skinker

Skinker

Skinker

Skinker

Piccione Pastry

Pin-Up Bowl

Savvi Formalwear

Moonrise Hotel

Halo Bar at The Pageant

Suite 100 at The Pageant

Trolley Stop

Pi Pizzeria

Baked Bear

Gorilla Street Food

Rosedale

Des Peres

Trolley Stop

Metro

STL Grills

Krab Kingz

ICE VISIONS



Whimsical Photo Opp Cut-Outs, Stiltwalkers & Characters
Throughout The Loop for photo opps

Crown Royal

Skateboards in The Sky with DJ
Noon-4pm. Unique ramp on Moonrise Rooftop by No Coast Skateboarders. Live demos by regional talent. Open to all with a waiver

Cosmonauts on Ice 1pm-4pm
Smirnoff vodka cocktail sampling stations on the Moonrise Hotel Rooftop. Ice luge

Ice Breaker from noon
Test your strength - two swings with sledge hammer at ice block

Crown Royal Bar Games: Hop from Bar to Bar taking on carnival games. Play against your friends for the lowest score and redeem your score card for prizes.
Schlafly Scavenger Hunt: Find the clues on our Insta Stories; track down the targets. Post to your Instagram with #LoopIceCarnival and win up to \$250





Economic Development Retail Sales Tax Board
6801 Delmar Boulevard · University City, Missouri 63130 · 314-505-8533

APPLICATION FOR ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS FISCAL YEAR 2020 (JULY 1, 2019 – JUNE 30, 2020)

Directions. Please complete all sections of the application. If a question does not apply to a project, please indicate "n/a" for not applicable. Please refer to "Economic Development Retail Sales Tax Board Funding Priority Guidelines" for guidance. Applications should be submitted by **May 31, 2019** to Libbey Tucker, Director of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or ltucker@ucitymo.org. For questions call 314-505-8533. Applications submitted after the deadline will not be considered for funding.

Application Date: **MAY 28, 2019**

Project Title: **Paint electric/traffic boxes with artistic designs**

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: **University City Loop Special Business District**

Contact Person and Title: **Joe Edwards, Chair**

Mailing Address: **6504 Delmar, University City, MO 63130**

Phone Number: **314-727-0110**

E-mail Address: **loopbizonly@gmail.com**

Website: **VisitTheLoop.com**

Organizational Officers (Provide Name, Address, Phone and e-mail of at least three. Provide Articles of incorporation and letter or status): **Already on file at U. City Hall**

- a. **Joe Edwards, 6504 Delmar, 63130, 314-727-0110, loopbizonly@gmail.com**
- b. **Michael Alter, Fitz's, 6605 Delmar, 726-9555, Michael1@FitzsRootBeer.com**
- c. **Tom Schmidt, Salt + Smoke, 6525 Delmar, 727-0100, Tom@SaltandSmokeSTL.com**

Type of Entity:

Sole-Proprietorship

- Corporation/Partnership/Limited Liability Company
- Not for Profit Organization
- Public/Government
- Political subdivision of the State of Missouri - sales tax exempt

501(c) 3:

- Yes No If no, list type of entity: sales tax exempt - political subdivision of State of Missouri

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

- Yes No Although many members ARE.

2. Applicant/Organization Background

Describe the applicant/organization history and mission:

This political subdivision of the State of Missouri was formed Oct. 20, 1980 to improve the environment and promote business in the area.

We strive to expand the remarkable revitalization of this exciting restaurant, shopping and arts & entertainment district by encouraging unique businesses to locate in The Loop by emphasizing diversity, by implementing infrastructure improvements, and by planning special events for the enjoyment of residents and visitors. The Loop was designated "One of the 10 Great Streets in America" by the American Planning Association.

Describe the applicant/organization programs and activities:

Business promotion/recruitment/retention, economic development/planning/marketing, promotion of tourism, special events/decorations, advertising, capital improvements, cleaning/trash collection on weekends, streetscape amenities including bicycle racks, beautification, monthly meetings, newsletters for good communication, website, social media, co-promotions.

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.).

Requests and suggestions were made at monthly meetings open to all property owners, merchants and other interested parties at the April and May 2019 general meetings and board meetings. Chair Joe Edwards agreed to submit the applications.=

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.

Commission local artists to submit designs and then paint them on electric/traffic light boxes. A Loop sub-committee will work with the U. City Arts & Letters Commission.

Describe the number of part-time and full-time jobs to be created by the specific request and average wages for these jobs.

Artists' fees would probably be in the \$300 to \$500 range per stainless traffic box.

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

Similar to the ones on Olive Blvd., it will add another art element to The Loop and make Delmar more desirable to visitors, residents and potential future businesses.

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

The Loop

Program or Project Timetable:

Fall 2019 or Spring 2020

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: \$4,000

Amount of funding requested from EDRST: \$3,000

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.

Possibly a one-time request. Last year's \$1,000 was less than needed.

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.

University City Loop Special Business District

Name of Applicant Organization



Authorized Signature Joe Edwards, Chair

Date 5-28-19

City of University City
 Economic Development Retail Sales Tax
 FY19 Request for Funds: Budget Cost Summary

Applicant University City Loop Special Business District
 Amount of Request \$3,000

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 * | 3,000 | 1,000 | | | 4,000 |
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| II. Indirect Costs ** | | | | | |
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| | | | | | |
| BUDGET TOTAL - ALL ACTIVITIES | 3,000 | 1,000 | | | 4,000 |

*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.



Economic Development Retail Sales Tax Board

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

ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS FISCAL YEAR 2020 (JULY 1, 2019 – JUNE 30, 2020)

GENERAL INFORMATION

In August 2006, the City of University City levied a one-quarter (1/4) percent sales tax on retail sales to be used for economic development purposes. This revenue is based on the amount of sales tax generated through point of sales within the City limits and fluctuates from year to year.

Through the Economic Development Retail Sales Tax (EDRST), funds are being invested in University City programs and projects that encourage the physical and economic redevelopment of major corridors, improve infrastructure, support existing successful business districts, and enhance efforts toward business retention, expansion and attraction. The use of revenues generated by the tax are generally for project administration, land acquisition, infrastructure, water and wastewater treatment capacity, matching state or federal grants related to long-term economic development projects, marketing, training, equipment and infrastructure and other specified uses. Please refer to the “Funding Priority Guidelines” for additional information relating to the use of funds.

A nine-member volunteer Economic Development Retail Sales Tax Board helps to oversee the use of the EDRST and serves in an advisory capacity to City Council. City Council will award funds at the August 12 City Council meeting.

WHO CAN APPLY

The EDRST is generally open to any organization, with priority given to non-profit and City sponsored projects. To be considered for funding, please complete and submit the attached application. Organizations requesting funds for multiple programs or projects must complete a separate “Section 2: Program or Project Information” for each funding request.

FY2020 EDRST APPLICATION CALENDAR

| DATE | ACTION |
|------------------------|---|
| April 22, 2019 | Issue application |
| May 31, 2019 | Application Deadline |
| June 3-14, 2019 | Staff reviews applications & makes recommendations |
| June 14, 2019 | EDRST Board Receives Applications |
| June 18, 2019 - 6 p.m. | Public Hearing & Presentations by Applicants to EDRST Board |
| July 11, 2019 – 6 p.m. | EDRST Board makes final funding recommendations to City Council. |
| August 12 | City Council & EDRST Board meet to discuss funding and City Council makes final funding awards. |



APPLICATION FOR ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS FISCAL YEAR 2020 (JULY 1, 2019 – JUNE 30, 2020)

Directions. Please complete all sections of the application. If a question does not apply to a project, please indicate “n/a” for not applicable. Please refer to “Economic Development Retail Sales Tax Board Funding Priority Guidelines” for guidance. Applications should be submitted by **May 31, 2019** to Libbey Tucker, Director of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or tucker@ucitymo.org. For questions call 314-505-8533. Applications submitted after the deadline will not be considered for funding.

Application Date: May 30, 2019

Project Title: U City Farmers Market

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. APPLICANT/ORGANIZATIONAL INFORMATION

Name of Applicant/Organization: Midwest Association of Farmers Markets
Contact Person and Title: Deborah Henderson; President and Executive Director
Mailing Address: PO Box 440340, St. Louis, MO 63144
Phone Number: 314-913-6632
E-mail Address: midwestmarkets1@gmail.com
Website: www.midwestfarmersmarkets.org

Organizational Officers: (Provide Name, Address, Phone and e-mail of at least three. Provide Articles of incorporation and letter or status): **Please see attached documents**

Katherine G Knapp; Thompson Coburn LLP, One US Bank Plaza, St. Louis, MO 63101; 314-552-6357; kknapp@thompsoncoburn.com

Daniel Roth; 5395 CR 158, Brixey, MO 65618; 501-607-2394; daniel@elixirfarm.com

Angela Foley; 537 Lake Ave, St. Louis, MO 63119; 314-479-1572; stlfoleys@att.net

Dr. Sarah Buila, PHD; 5525 Water Valley Rd, Cobden, IL 62920; 618-893-4558; builafamilyfarm1@gmail.com

Type of Entity:

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

501(c) 3:

Yes No If no, list type of entity:

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

Yes No

2. APPLICANT/ORGANIZATION BACKGROUND

Describe the applicant/organization history and mission:

It's our Mission at the Midwest Association of Farmers Markets (MAFM) to provide, through our farmers markets and programs, the following to our communities: public education about regionally sourced food, nutrition and health, and sustainable agriculture; direct access to farm fresh products and other locally produced foods; support for local businesses and community organizations; and vital economic opportunities for small family farms, small food entrepreneurs and other artisan producers.

In 2014 we organized and began operating the U City Farmers Market (Midtown) in University City, when the core group of farmers and vendors, who made up one of the oldest producer-only farmers market in this region, was suddenly displaced. The owners of that market decided to discontinue its operation and some farmers were at risk of losing up to half of their annual income.

Our objective was to create a successful Saturday morning Farmers Market which benefits the community by providing a dynamic, vital and inclusive gathering place; becoming a food hub with direct access to fresh produce and products; promoting local small business incubation; and by implementing public education and charitable community outreach programs about regionally sourced food, nutrition and sustainable agriculture.

Small Business incubation and economic viability are key components of our Mission and we accomplish this through on-going public, educational and charitable forums at farmers markets. These in turn build collaborative partnerships with other local businesses and community organizations; which help facilitate the creation of community interaction and cohesiveness.

The U City Farmers Market has been in operation since 2014. The MAFM has created numerous community benefit programs and services. We also host a many weekly events and several special events throughout the year.

Our Accomplishments:

- Led efforts for successful DOH ordinance in STL County on behalf of local farmers markets (2012)
- Organized a new market for displaced farmers and community stakeholders (2014)
- Refurbished and revived purpose of Historic Market Site that was originally built in 1975 (2014)
- Regularly host free community events and children's activities every season at the market
- Implemented "Chef at the Farmers Market" and "Chefs Cook Real" programs & events (2016)
- Implemented SNAP/EBT (Supplemental Nutrition Assistance Program/ Electronic Benefits Transfer) and DUFEB (Double Up Food Bucks) Programs (2017-2019)
- Began collaboration with Missouri University Extension Service to offer Health Eating & Nutrition demos/tastings (2017-2019)
- Began partnership with Health Education Services (HPES) to offer free fresh produce to Diabetes Health Program clients (2017-2019)
- Used part of a MO Dept of Agriculture Grant to make improvements to the Market Facility; logging in over 300 volunteer hours of work between October 2016 and May 2017.
- Recognized by and awarded grants from the following: MO Department of Agriculture (2014, 2015, 2017 & 2019); Earth Day St Louis (2015 & 2016); Farmers Market Coalition (2017 & 2019); United States Dept of Agriculture (2017); Fair Food Network (2017-2019); City of University City (2015-2019); Health Protection Education Services (2017-2019); Commerce Bank (2016); Great Rivers Greenway (2015); Snapple, Inc (2016)

Describe the applicant/organization programs and activities:

We engage and attract patrons from University City and the surrounding municipalities to visit the U City Farmers Market on Saturday mornings. We do this with offerings of local farm and food products directly from Missouri and Illinois Farmers, as well as through Educational Programs and fun, festival style Weekly Activities and Special Events

Market Assistant Training Program or MAT-Pro MAT-Pro, short for Market Assistant Training Program is an introductory experiential training program for high school students. Through a well designed curriculum and actual work at the farmers market, high school students learn about and become skilled in all aspects of farmers market work.

From market operations, marketing & signage, customer service, food safety to actually staffing a market food booth, MAT-Pro offers an experiential learning opportunity that prepares students for future employment or entrepreneurial endeavors. Students have opportunities to work for farmers, vendors and at other markets. We also supply references for crew members who need them for other job applications.

In 2016 we employed 3 students from UCHS to work on Saturdays at the farmers market. In 2017 we employed 4-5 students and in 4 in 2018. Two students each year were enrolled in the UCHS Youth Two other students returned and continued to work as Crew Leaders after they graduated from High School.

The curriculum includes field trips, weekly “stand-up meetings”, and a MAT-Pro Handbook for each crew member. We also operate the MAT-Pro Coffee Booth where students staff the booth. They set it up, brew coffee and make sales. Last year we made enough to pay for one student’s salary after expenses.

MAT-Pro Project Partners include:

MAFM: We provide student training and mentoring and program implementation and management.

Park Avenue Coffee: As one of the programs sponsors, they donated equipment and coffee beans for our MAT-Pro Coffee Booth along with training and mentoring.

St Louis County Department of Health: Our regional Health Inspector provides on-site training in Food Safety and Sanitation to the MAT-Pro Crew during her monthly visits.

University City High School: Provides additional training and partial salary reimbursement for two students who are simultaneously enrolled in the school’s Summer Job Program.

Chefs Cook Real Challenge Grand Finale: We hosted this event originally on October 8, 2016 and then again last year on September 23, 2017. The first was the culmination of a fun, engaging series of friendly “Iron Chef” style cook-offs at 5 farmers markets in the greater St. Louis Region.

The “Chef at the Farmers Market” Series: Last year we hosted monthly Chef Demonstrations at our market in U City leading up to the Cook-Off. The purpose of the series was to celebrate and bring awareness to the relationship between our regional farms; fresh foods and local products; and talented chefs. The kick-off to the Series was the “Culinary Arts in the Loop” on June 24.

In 2016 we estimate that the Cook-Off Finale attracted about 2500 people to University City. The visitor count was much lower than that in 2017 due to the protests and violence afterwards. Still we had visitors from as far away as St. Peters, MO and Edwardsville, Ill. At our 3rd Annual Cook-Off in 2018 about 2000 visitors attended the event.

“Chefs Cook Real” and “Chef at the Farmers Market” Project Partners include:

Cooking School Directors: From Dierbergs Cooking School and of Companion Bakery’s Teaching Kitchen

Chefs From These Restaurants: Ritz-Carlton; Three King’s Pub; Guerrilla Street Food; Winslow’s Home; Nudo House STL; Park Avenue Coffee; Mission Taco; Balkan Treat Box; Taqueria Z ; Parker’s Table; Schlafly Bottleworks; Bulrush; Vito’s in the Valley; Olive & Oak. We expect more to participate this year.

Local Culinary Colleges: College culinary students to assist with the Chefs food preparation

Feast Magazine-Midwest: Print and Digital Marketing

Mo Dept of Agriculture and MU Extension Service: Market and program support

MO & Ill Farmers: Fresh produce and other farm products

Various Businesses for Chef Prizes & Equipment: Moonrise Hotel; The Cheshire Inn; Bertarelli Cutlery; NHB Knifeworks; Knife and Flag; Ford Hotel Supply; Missouri Wines; Urban Chestnut Brewery; Schlafly Brewery, and Kakao Chocolate; Missouri Wine Board; Lowe’s; and Lucky’s Market.

U City Public Works and the LSB

SNAP-DUBF: The Supplemental Nutrition Assistance Program (SNAP) and the Double-Up Food Bucks (DUBF) are two programs we implemented in mid 2017. Both of these provide incentives for lower income families to purchase food and farm-fresh products at farmers markets.

Electronic Benefit Transfer (EBT) is a system that allows customers to use SNAP benefits from a government-issued debit card at farmers markets. Markets must be licensed by the Food and Nutrition Service (FNS) to accept EBT/SNAP benefits. We are now licensed by the USDA.

The Impacts Are Real! Farmers' markets are making real strides in increasing fresh food access for low income SNAP participants. \$19.4 million in SNAP benefits were redeemed at farmers markets across the US in 2015, a fourfold increase since 2009. This dramatic increase can be attributed to markets investing in innovative outreach, education, and incentive programs, and support from federal, state, and local government

The Double-Up Food Bucks Program enables SNAP users to increase the buying power of their SNAP benefits. SNAP participants get a \$1 match in free produce, up to \$25 per visit.

SNAP/EBT and DUBF Project Partners:

United States Department of Agriculture (USDA): Grant for free processing equipment by FNS

Farmers Market Coalition (FMC): Grant for free processing equipment

Fair Food Network and Missouri Foundation for Health: Three year grant for program implementation

MU Extension Service: Nutritionists visit every other week for Cooking Demos and SNAP sign-up

Diabetes Health and Nutrition Program: Health Protection Education Services is a local non-profit foundation head-quartered in University City that provides free health and diabetes screenings and nutrition classes at the U City Library. We're a project partner with them on a grant through the Missouri Foundation for Health to provide farm fresh fruits and vegetables to the Health Program participants.

Program participants are given a gift voucher to purchase \$10 in fruits and vegetables at our farmers market when they sign up for the free health screenings and classes. When participants visit the market they exchange their vouchers for "market bucks" then shop at the market. In 2018 an extra \$4000 was spent on fresh fruits and vegetables at no cost to U City residents.

Health Program Project Partners: Health Protection Education Services and Missouri Foundation for Health

Children's Programs: In 2017 we were not able to offer the POP Club (Power of Produce) and the Children's Cooking Tour due in part to a decrease in EDRST funding. Also, the grant and sponsorships for these were no longer offered by their presenting organizations. We are currently seeking other funding for these programs. All of these programs engage families through educational activities to meet their farmers, know where their food comes from and to eat more vegetables!

Why these programs are considered economic development: In 2016 eighty-four (84) children signed up for the POP Club and visited the market with their parents throughout the month of August. At least half of these were new families who came to the market. The program was an economic incentive for families with children. With the assistance of the 2020 EDRST grant we hope to bring these programs back

Cultural Markets and Fundraisers: We co-hosted the Philippine Night Market in 2017 and 2018 as well as the Middle Eastern Cultural Festival in 2018. The first was a fund-raising event for the Ahon Foundation whose mission is to build a public school library and provide books for children in the Philippines.

The first event replicated the ambiance of an actual Philippine Night Market--cultural information, Celebrity Chef cooking demos and tastings, GAT Martial Arts demos, Music and more was available. The event was well attended by friends and families in the greater St Louis Philippine community.

The second event featured Middle Eastern foods, dance demonstrations, community information, non-profit organizations and vendors with various crafts.

We estimate between 6000-8000 people came to these events in University City. They were so successful that we are looking into offering these types of cultural market events again this year.

Other Special Events: The following special events have become very popular and are scheduled annually: Recycling Truck Visit with University City Public Works Department; Halloween Happening; and the Holiday Farmers Market and Bazaar.

Morning Yoga Sessions in the Plaza: We're excited to bring this back again this year. We had to stop the Yoga Sessions during the trolley construction. Two University City residents lead the sessions.

The Market Music Series: This program has also been very popular and we found that when we offer regular live music, patrons not only stay longer, they shop more! Market Music has a proven track record as a marketing tool to increase customer participation—not only at the U City Farmers Market but also in the immediate Delmar Loop Business District on Saturday mornings.

Previous market studies showed that when live music was provided, market-goers stayed longer. These created opportunities for them, to not only make more purchases at the market, but to stay in University City longer. Vendors reported that when there was music their sales increased.

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

Other Community Partners:

- **Municipal Partner:** University City Community Development and Public Works Departments
- **Location Partner:** Rodan Management, owner of the facility at 6655 Delmar Blvd.
- **State Support:** Mo Dept of Agriculture's Urban and MO Farmers Market Association
- **Local Sponsor Support:** Various foundations and grantors
- **Marketing Support:** Loop Special Business District for Marketing & Special Events Collaboration

*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.). **Please see attachment.***

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.

- A. We are requesting EDRST Funds to support the U City Farmers Market's economic development in three categories: Comprehensive Marketing Plan, Program Support and Special Events Implementation. Detailed descriptions can be found above under Organization's Programs and Activities.

Comprehensive Marketing Plan will include the following:

- Print Ads and/or paid sponsorships in West End Word and other magazines
- Graphics and printing for flyers, banners and other promotional material
- Social Media and E-mail Marketing
- Administration of marketing plan
- Student Market Assistants for Promotions and the Tally Project

Program and Activity Support

- POP Club---Power of Produce Club
- Kid's Cooking Tour & Meet the Farmer Day
- Chef at the Farmers Market series
- Market Music Series

Special Events Implementation

- Chefs Cook Real Cook-Off
- Zucchini Car Races
- Farm and Food Story-time
- Recycling Truck Visit
- Halloween Happening
- Holiday Farmers Markets

B. *Summary of the need*

1. We need EDRST Funds to continue to re-building the market's vendor base which was adversely affected by two years of trolley construction and then civil protests in the fall of 2017. At the beginning of the 2017 season we lost several vendors and farmers. They did not return to market this year, citing lower sales from the Trolley Construction the previous 2 seasons as the reason. We had been working with a couple of these farmers for 7 years. It was a big loss.

To counter this we lowered vendor fees and offered special deals to attract new ones to market. We also emphasized the benefits of the educated customer base our market provides by being in the densely populated urban environment of University City; our ability to service the whole Mid-St Louis County region; as well as our diverse demographics and closeness to Washington University.

Even though we were successful in recruiting 10 new vendors in 2017 and continuing to bring in new ones in 2018, the downturn in business affected the market's positive performance reputation among the region's farmers and vendors. We're confident that with the continued EDRST Funds we can improve this perception

2. We need EDRST Funds to help us retain our current customer base. According to the Taylor Community Program Market Research Project we conducted in the spring of 2015 our current customers come the municipalities of Clayton, Brentwood, Richmond Heights, Creve Coeur, Ladue, Maplewood, Webster Groves, Warson Woods, the Central West End, Skinker-Debalivier, Olivette and of course from University City.

We have worked very hard to create a welcoming, attractive and safe space that everyone no matter their age or demographic feels comfortable visiting again and again. We have worked with the market facility's property owner to make improvements and we come to the site a couple times a week to pick up trash, water plants, pull weeds, maintain landscaping and generally clean up.

With the help of our volunteer staff and farmers, we have implemented protocols to insure that everyone not only feels safe—but is safe. And we work closely with University City Police Officers patrolling the area on Saturday mornings as needed to further create an inviting atmosphere.

We offer the rare outdoor space in The Loop, except for outdoor dining, where everyone from families with young children to older retirees can simply "hang-out" on Saturday mornings. We provide a comfortable place where they can sit and relax, visit with friends, listen to music, shop for farm products or simply pass through and enjoy the ambience for a few minutes.

3. We need on-going support to attract more customers and patrons which in turn attracts more vendors—which in turn brings in more customers. Increases in the following are causing reduced "market shares" for farmers markets: brokerage firms distributing regionally sourced foods; home delivery services like Green Bean Delivery; broker owned CCSA's (Combined Community Supported Agriculture); very large grocery

chains promoting their own “in-house” farmers markets; and municipalities or other organizations using the farmer’ market concept as a gimmick for other purposes.

4. We need EDRST funds to help us compete for farmers and vendors. For the same reasons listed in #1, more and more farmers and vendors in our region are selling their products at other places instead of at farmers markets in the St. Louis region. The only way to insure that we retain a good and varied selection of farm and food products is to increase patronage at our market; which thereby increases sales.

5. Small Community-Benefit Farmers Markets which feature actual farmers are not economically self-sustainable. All farmers market need additional funding to pay for operating costs which are not covered with income from vendor fees. Most markets get these funds from grants, municipal and business sponsors and/ or fundraising events.

Very small to small markets (under 50 vendors) are especially vulnerable to failure within the first five years due to lack of funding and not enough income to have paid managers. Markets with paid full-time managers typically have 50% more sales than those run exclusively by volunteers. (We are the exception to this statistic because, simply put, we put in the time and have the connections to make it work and we understand the needs of both farmers and markets.)

The best example of a local municipality that has understood this economic reality about farmers markets and has developed the means to support their market annually is the City of Ferguson. Since the Ferguson Farmers Market opened in 2003, their City has given up to \$35,000 annually; with \$19,000 to \$25,000 earmarked for market management. The City of Ferguson is an excellent example of a great farmers’ market municipal partner.

6. We need EDRST Grant to provide Matching Funds for our Programs and Special Events. We have garnered very positive financial and in-kind support at the local, state, and national levels. In order to keep both financial support of and interest in the market itself (including the programs and special events we offer to the community), we need to show that we have matching funds. The EDRST Economic Development Grant does this.

GOALS AND OBJECTIVES:

With the addition of EDRST Funds, we plan to meet our goals of creating a successful 2018 market season for the U City Farmers Market. We will also be able to get off to an early start in 2019 with much needed marketing.

It’s our objective to implement our programs and special events as previously described. While they offer many benefits to the community on their own, they also serve the purpose of marketing the Farmers Market, University City and the Delmar Loop on Saturday mornings. In this way they continue to help us bring more patrons and visitors to the area.

MEETING CITY PLANS AND POLICIES:

Our Comprehensive Marketing Program meets the City Plans in the following ways:

- **Redevelop Underutilized Commercial Property:** In collaboration with the owner, we continue to refurbish and revitalize the historic farmers market facility originally built in 1975. With the 2017 \$7500 Grant from the MO Ag Department we continued to make facility improvements and created a Market Coffee Booth.

When we organized the market in 2014, the east market shed was completely boarded up. It’s now updated and in use. In 2016 when the produce stand vacated the west shed, we immediately cleaned it and made improvements. Within 3 weeks it we had a new occupancy permit and brought in a Christmas Tree Farm for the holiday season.

- **Enhance the City’s efforts of business attraction and expansion:** Farmers markets are small business incubators and many go on to build permanent brick and mortar businesses.
- **Provide Additional Employment Opportunities:** See List below

- **Support the Success of the Loop Special Business District:** Saturday mornings are very slow and the Delmar Loop area is virtually empty on Saturday mornings. We bring in customers and patrons from other communities who would not normally visit this part of University City.
- **We expect to increase patronage of The Loop and surrounding areas by at least 40,000-60,000 visitors** throughout the market season. That's approximately 2,000 visitors every Saturday for 30 market days. It's estimated that for every \$1 spent at a successful farmers market \$3-\$7 is spent in the surrounding region.
- **We attract local retail sales customers**, who are different than patrons visiting The Loop for evening entertainment.
- **Provide Unmet Needs:** The City did not have a producer-only Farmers Market before. We continue to bring in farm fresh produce and other value-added products which are actually grown and made by Missouri and Illinois farmers. These were not previously available in University City.
- **Provide Unmet Needs:** By providing SNAP and DUFEB programs to the market, we're providing economic incentives to lower or fixed income families to purchase farm-fresh produce directly from MO and IL farmers.
- **Provide Long-Lasting Value and Value Added Investment:** The Loop is well-known as a hip, urban, entertainment destination for tourists and younger crowds. We also attract an older, culturally diverse demographic on Saturday mornings. We are looking for ways to expand and build upon this.
- **Leverage Additional Financial Support:** In 2017 we leveraged an additional \$33,000 in financial support. In 2018 the amount was \$43,620. This does not include the valuations of in-kind donations and contributions.

C. Describe the number of part-time and full-time jobs to be created by the specific request and average wages for these jobs.

JOB CREATION:

We expect to create or contribute to the following jobs

- **MAT-Pro Market Assistants;** local high-school students work at the Farmers Markets
- **Special Event Work:** we hire people part-time as needed to work at special events
- **Farmers:** a successful market contributes to the on-going success of local farmers
- **Small Food Entrepreneurs:** a successful market incubates small businesses
- **Arts and Crafts Makers:** they are welcome to showcase and sell their work
- **Musicians:** live music performances provide a source of income for them
- **Full time work** for graphic design, management and administration
- **Indirect positive impact** on surrounding local businesses which create need for more workers

EXPECTED OUTCOMES: *Define the expected outcomes and milestones of the project; and how the project success will be measured*

- **Successful market season** with more vendor and market-goer participation
- **Implementation of Educational and Charitable Programs and Special Events**
- **Increased visitors** to University City on Saturday mornings
- **Increased pedestrian and bicycling** in the area
- **Successful incubation** of small start-up businesses
- **Greater participation** and collaboration with community partners and local residents

MILESTONES and MEASUREMENTS OF SUCCESS:

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

The most important **Impact Potentials** we measured during our first year and second years (2014-2015) were vendor sales and customer growth. We will continue to use these measurements for our EDRST funded Marketing Project during the Fiscal Year 2019-2020.

Direct surveys with the farmers and other vendors provides valuable feedback which lets us know where we are getting results and where we need to make improvements in our advertising and community outreach.

We regularly **measure the customer growth through metric reports** provided by the Constant Contact E-Newsletter and social media interaction results on Twitter and Facebook. These are important metrics for a farmers market located in an urban environment because so many of our community stakeholders regularly use the internet for communication and information.

Another way we plan to **measure market attendance is by actually counting market-goers** when they enter the market site. We use hand-held counters to execute our **Tally Project**.

Results for 2018: Mid June we had approximately 500 visitors. In mid to late July we topped 1000-1200 and on August 5 we were in the 700-800 range. Special events bring in 1500-3000 visitors per event. Through targeted marketing and promotions we expect to maintain and improve on these numbers.

Doing this a few times a year helps measure fluctuations in market attendance which may be influenced by things like school year schedules; family vacations; legal and religious holidays; the weather; and local festivals. The Tally Project also measures trends, whether they're growth or declines, in market attendance that may be influenced by road construction or other external factors.

We expect to be able to **produce different metrics through the implementation** of the MAT-Pro---Market Assistant Training Program; SNAP---Supplemental Nutrition Assistance Program; DUF--Double-Up Food Bucks Program and the HPES Health Program. These programs have built-in monitoring protocols which provide impact metrics easier.

Our Constant Contact email list also includes patrons from as far away as St. Peters, St. Charles, West St. Louis County and even from Illinois. We work very hard to maintain high standards in terms of quality and freshness of farm products and our market-goers who come to us for retail shopping know they can count on finding the best products available at local farmers markets.

DEI Efforts (DIVERSITY, EQUITY AND/OR INCLUSION): In general our market has a very diverse customer and vendor base. Identified religious backgrounds have included Protestant, Catholic, Buddhist, Hindu, Jewish and Muslim. Student crew members have included those who identified themselves as Caucasian/White, African-American/Black and Chinese-American.

Following are examples of the diversity, equity and inclusivity we encourage at the Midtown Farmers Market:

- In the Customer Service Section of the MAT-Pro Handbook we say that "Market visitors and vendors come in all ages; from babies to the elderly. They also "come from very wide and diverse backgrounds, ethnic groups, races and religions. Everyone is welcome at the farmers market."
- We also have regular discussions with our student work crew on how to interact with and provide customer service to people who are different than us. We strive to solve any uncomfortable issues that occur in real-time so the students get the experience of working together to find answers to questions as well as pathways to workable solutions.
- For example, many of the HPES Health Program clients were senior citizens who came from China. Some of them spoke very little English. One of the MAT-Pro Crew Leaders has parents who came from China. She created an English/Chinese Phonetic Translation Chart to help the other students speak to the clients. This really helped the senior citizens feel comfortable visiting and shopping at market.
- Market vendors and farmers have included Caucasian/White, African-American/Black, Latin-American and Indian-American. Last year one of our vendors was a Syrian refugee family who operated a Falafel Stand.
- Many of our small family farms and other vendor entrepreneurs are women-owned businesses. Two of our women farmers are also employed as doctors. One is a professor of social work (PHD) at SIU (also on the MAFM Board) and the other is an obstetric *anesthesiologist (MD) at a local hospital*.
- Some of our farmers represent up to 4 generations of farming and land ownership, while others have "city jobs" while building a farming future. One of the latter is a St Louis City Fireman. These farmers sound like scientists

when discussing feed nutrition and land management. These and the women-owned farms are mentioned because farmers can often be pre-judged when at market in urban environments

- Our market site is handicap, as well as baby stroller, accessible. We designate four additional parking spaces for handicap parking. Senior citizens are very comfortable coming to market with scooters and walkers.
- The volunteer MAFM Board and Staff include both Caucasian/White and African-American/Black.

PROGRAM OR PROJECT LOCATION (ATTACH PHOTOS OF LOCATION OR SITE, IF APPROPRIATE):

The U City Farmers Market is located in the back of the “Market in the Loop” facility at 6655 Delmar Blvd. We also use part of Public Parking Lot # 4 through an agreement with University City. Please find attached a site map and photos of our 2016-2017 Market Seasons. Please See Attachment for Map

PROGRAM OR PROJECT TIMETABLE:

- July 2019: EDRST Fiscal Year 2020 Begins; Funds used for designated purposes
- July-November 2019: Market Season with Programs and Events Ongoing
- October 2019: 4th Annual Chef’s Cook Real Contest—Season Grand Finale
- November 9, 2019: Last Outdoor Market of the Regular Season
- December : Holiday Farmers Markets
- January- February 2020: Season Planning and Organization
- March 2020: Pre-season Facility and Site Prep
- March & April 2020: Pre-Season Marketing and Advertising
- April 18, 2020: Regular Outdoor Market Season Opens
- April-June 2020: Programs and Events Implemented
- June 30, 2019: EDRST Fiscal Year Ends

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: \$234,250 (Includes In-Kind Valuations)

AMOUNT OF FUNDING REQUESTED FROM EDRST: \$28,500 (Please See Attachment.)

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.

Yes, this is anticipated to be a multi-year request. All seasonal producer/maker/grower-only farmers markets rely on community support in the form of municipal funds, grants, local sponsors, and annual fundraising events in order to cover operating costs.

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.

Midwest Association of Farmers Markets for the U City Farmers Market
Name of Applicant Organization

Deborah Henderson
Authorized Signature

May 30, 2019
Date

EDRST B-1

City of University City

Economic Development Retail Sales Tax

FY20 Request for Funds: Budget Cost Summary

Applicant Midwest Association of Farmers Markets for the U City Farmers Market

Amount of Request \$28,500

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 * | | | | | |
| Marketing: Music & Event Fees | \$9,000.00 | | | | \$9,000.00 |
| Advertising-Print, Web, Social Media | \$1,000.00 | | | \$1,000.00 | \$2,000.00 |
| Graphic Design and Artwork | \$700.00 | \$2,000.00 | \$3,000.00 | | \$5,700.00 |
| Banner, Sign and Poster Printing | \$1,000.00 | | | | \$1,000.00 |
| Marketing & Event Services | \$9,500.00 | | \$7,000.00 | | \$16,500.00 |
| Event Equipment and Rentals | \$3,300.00 | | \$2,000.00 | \$2,000.00 | \$7,300.00 |
| Special Event Supplies | \$1,000.00 | \$1,000.00 | \$1,000.00 | | \$3,000.00 |
| Culinary Series & Cooking Demos | \$1,000.00 | \$500.00 | \$2,500.00 | \$1,000.00 | \$5,000.00 |
| Chef Cook-Off Grand Finale | \$1,000.00 | \$2,000 | \$5,000.00 | \$2,000.00 | \$10,000.00 |
| MAT-Pro (Market Assistant Training Program) | | \$2,000 | \$3,000.00 | \$2,000.00 | \$7,000.00 |
| POP Club (Power of Produce) | \$1,000.00 | | \$750.00 | \$1,500.00 | \$3,250.00 |
| SNAP/EBT, DUBF, HPES Programs | | \$1,200.00 | \$2,000.00 | \$3,000.00 | \$6,200.00 |
| Market Set-Up and Security Labor Costs | | | \$10,000.00 | | \$10,000.00 |
| Other Grants and Sponsorships | | | | \$14,000.00 | \$14,000.00 |
| Program Management | | | \$3,000.00 | \$5,000.00 | \$8,000.00 |
| Market Management-Donated | | | \$25,000.00 | | \$25,000.00 |
| SUB-TOTOTAL DIRECT | \$28,500.00 | \$8,700.00 | \$64,250.00 | \$31,500.00 | \$132,950.00 |
| II. Indirect Costs ** | | | | Other In-Kind | |
| Facility Rent; In-Kind Donation | | | | \$30,000.00 | \$30,000.00 |
| Facility Utilities-Charter, R & R, Other | | \$6,600.00 | | | \$6,600.00 |
| Facility and Grounds Maintenance | | | \$12,000.00 | | \$12,000.00 |
| Event and Liability Insurance | | \$1,200.00 | | | \$1,200.00 |
| Office Rent and Utilities | | \$12,000.00 | | | \$12,000.00 |
| General Operating Expenses | | \$4,500.00 | | | \$4,500.00 |
| Executive Administration-Donated | | | \$35,000.00 | | \$35,000.00 |
| SUBTOTAL INDIRECT | | \$24,300.00 | \$47,000.00 | \$30,000.00 | \$101,300.00 |
| BUDGET TOTAL - ALL ACTIVITIES | \$28,500.00 | \$33,000 | \$111,250 | \$61,500 | \$234,250.00 |

**MIDWEST ASSOCIATION OF FARMERS MARKETS
PO BOX 440340, ST. LOUIS, MO 63144**

**APPLICATION FOR ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS
FISCAL YEAR 2020 (JULY 1, 2019 – JUNE 30, 2020)**

ADDENDUM FILE WITH REQUESTED ATTACHMENTS:

- 1. Photos of U City Farmers Market 2016-2018**
- 2. MO State Certificate**
- 3. MAFM Articles of Incorporation**
- 4. MAFM Letter of Non-Profit Status**
- 5. MAFM Letter of Organizational Support**
- 6. Market Location Maps**

CONTACT INFORMATION:

**Deborah Henderson
midwestmarkets1@gmail.com
314-913-6632**

U CITY FARMERS MARKET



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STATE OF MISSOURI



Jason Kander
Secretary of State
CERTIFICATE OF AMENDMENT
OF A
MISSOURI NONPROFIT CORPORATION

WHEREAS,

*Midwest Association of Farmers Markets
N01274242*

Formerly,

Midwest Farmers Market Association

a corporation organized under The Missouri Nonprofit Corporation Law has delivered to me its Articles of Amendment of its Articles of Incorporation and has in all respects complied with the requirements of law governing the Amendment of Articles of Incorporation under The Missouri Nonprofit Corporation Law, and that the Articles of Incorporation of said corporation are amended in accordance therewith.

IN TESTIMONY WHEREOF, I hereunto
set my hand and cause to be affixed the
GREAT SEAL of the State of Missouri.
Done at the City of Jefferson, this
28th day of June, 2013.


Secretary of State



File Number:
N01274242
Date Filed: 12/07/2012
Robin Carnahan
Secretary of State

Articles of Incorporation of a Nonprofit Corporation

The undersigned natural person(s) of the age of eighteen years or more for the purpose of forming a corporation under the Missouri Nonprofit Corporation Act adopt the following Articles of Incorporation:

1. The name of the corporation is: Midwest Farmers Market Association.
2. The corporation is a Public Benefit Corporation.
3. The period of duration of the corporation is perpetual.
4. The name and street address of the Registered Agent and Registered Office in Missouri is: Deborah L. Henderson, 6124 Victoria Avenue, St. Louis, MO 63139.
5. The name(s) and address(es) of each incorporator: Deborah L. Henderson, 6124 Victoria Avenue, St. Louis, MO 63139.
6. Does the corporation have members? No.
7. Upon dissolution of the Corporation, the Board of Directors shall, after paying or making provision for the payment of all of the liabilities of the Corporation, dispose of all the assets of the Corporation exclusively for the purposes of the Corporation in such manner, or to such organization or organizations organized or operated exclusively for charitable, artistic, community economic development, educational, religious, or scientific purposes as shall at the time qualify as an exempt organization or organizations under Section 501(c)(3) of the Code, as the Board of Directions shall determine. Any such assets not so disposed of shall be disposed of by the Circuit Court of the county in which the principal office of the Corporation is then located, exclusively for such purposes or to such organization or organizations, as said Court shall determine, which are organized and operated exclusively for such purposes. In no event shall any of such assets or property be distributed to any director or officer, or any private individual.
8. The Corporation is organized exclusively for charitable, educational, and community economic development purposes within the meaning of Section 501(c)(3).
9. No part of the net earnings of the Corporation shall inure to the benefit of, or be distributed to, its directors, officers or other private persons, except that the Corporation shall be authorized and empowered to pay reasonable compensation for services rendered, and to make payments and distributions to qualified persons (other than its directors, officers, and employees or their immediate families) in furtherance of the purposes set forth herein.
10. No substantial part of the activities of the Corporation shall be the carrying on of propaganda or otherwise attempting to influence legislation, and the Corporation shall not participate in or intervene (including the publishing or distribution of statements) in any political campaign on behalf of any candidate for public office.

State of Missouri
Creation - NonProfit 2 Page(s)



INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **JUL 08 2014**

MIDWEST ASSOCIATION OF FARMERS
MARKETS
6124 VICTORIA AVENUE
ST LOUIS, MO 63139

Employer Identification Number:
46-3109245
DLN:
17053225332023
Contact Person:
CUSTOMER SERVICE ID# 31954
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990 Required:
Yes
Effective Date of Exemption:
December 07, 2012
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,



Director, Exempt Organizations

Letter 947

MIDWEST ASSOCIATION OF FARMERS MARKETS
PO BOX 440340, ST. LOUIS, MO 63144

MAFM BOARD OF DIRECTORS RESOLUTION TO SUBMIT AN APPLICATION TO THE UNIVERSITY CITY ECONOMIC DEVELOPMENT RETAIL SALES TAX BOARD FOR EDRST FUNDS FY 2020

Upon a motion duly made and unanimously carried on May 1, 2019, it was

RESOLVED, that the following officer of this corporation, Deborah Henderson be authorized and directed to submit an application for Economic Development Retail Sales Tax funds.

The undersigned hereby certifies that she is the duly elected and qualified President and Executive Director of Midwest Association of Farmers Markets, a non-profit corporation duly formed pursuant to the state laws of Missouri.

The foregoing is a true record of a resolution duly adopted at a meeting of the Board of Directors and that said meeting was held in accordance with state law and the Bylaws of the Corporation on May 1, 2019, and that said resolution is now in full force and effect.

IN WITNESS WHEREOF, I have executed my name as President and Executive Director.

Deborah Henderson *Deborah Henderson* Date: May 1, 2019
President and Executive Director

C/c:

Katherine Knapp, J.P.

Connie Diekman, M.Ed, RD, CSSD, LD, FADA

Daniel Roth

Angela Foley

Sarah Buila, PHD

U City Farmers Market Location
6655 Delmar Blvd, in the back
Of the Market in The Loop Facility
Extending into Parking Lot #4



 Designated Farmer Market area only



Economic Development Retail Sales Tax Board

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

APPLICATION ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS FISCAL YEAR 2020 (JULY 1, 2019 – JUNE 30, 2020)

Directions. Please complete all sections of the application. If a question does not apply to a project, please indicate “n/a” for not applicable. Please refer to “Economic Development Retail Sales Tax Board Funding Priority Guidelines” for guidance. Applications should be submitted by **May 31, 2019** to Libbey Tucker, Director of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or ltucker@ucitymo.org. For questions call 314-505-8533. Applications submitted after the deadline will not be considered for funding.

Application Date: May 30, 2019

Project Title: Barbara C. Jordan Elementary School Mural

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. **Applicant/Organizational Information**

Name of Applicant/Organization: St. Louis ArtWorks

Contact Person and Title: Priscilla Block, Executive Director

Mailing Address: 5959 Delmar Boulevard, St. Louis, MO 63112

Phone Number: 314-899-9734

E-mail Address: Priscilla.block@stlartworks.org

Website: www.stlartworks.org

Organizational Officers

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

- a. Kelly Scheffer, Chair
21 S. Maple, Webster Groves, MO 63119
314-780-5668
kscheffer124@gmail.com
- b. Ben Gandhi-Shepard, Vice Chair
928 Briarwood Lane, University City, MO 63130
314-827-4211
benjamin@solv.com
- c. Rhoads Hall, Treasurer
1 North Jefferson, Bldg. D 3rd Floor, St. Louis, MO 63103
314-580-0705
rhoads.hall@wellsfargo.com

Type of Entity:

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

501(c) 3:

- Yes No If no, list type of entity:

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

- Yes No

2. **Applicant/Organization Background**

Describe the applicant/organization history and mission:

The mission of St. Louis ArtWorks is to broaden educational and career opportunities for youth in the St. Louis region through apprenticeships in the arts and through community collaborations.

St. Louis ArtWorks began in 1995 as a summer-only program, with the commitment to provide high-quality arts education and work readiness to youth that may otherwise not have the opportunity or access to participate in out-of-school time programs. Now, 24-years later, ArtWorks is a year-round program, that has expanded to include mindfulness, life skills, professional development, community engagement, and training in advanced technology. Through the provision of thousands of apprenticeships, ArtWorks has witnessed firsthand the power of the arts to engage young people as active members of their community.

In 2016, St. Louis ArtWorks received the National Arts and Humanities Youth Program Award, the nation's highest honor for afterschool arts programs. St. Louis ArtWorks was recognized for its effectiveness in promoting learning and life skills in young people by engaging them in a creative youth development program. The award recognizes the country's best after-school and out-of-school-time creative youth development programs for using engagement in the arts and the humanities to increase academic achievement, graduation rates, and college enrollment. The 12 awardees—chosen from a pool of more than 251 nominations and 50 finalists—were also recognized for improving literacy and language abilities, communication and performance skills, and cultural awareness.

Describe the applicant/organization programs and activities:

St. Louis ArtWorks provides underserved youth ages 14-19 with paid apprenticeships in the arts. Each Apprentice participates in daily training designed to increase skills and knowledge in work readiness, life skills, communication skills, fiscal literacy, and collaboration. Each piece of the program helps to inform participants of strategies to overcome barriers to success such as poverty, housing instability, and involvement in juvenile justice systems and ultimately be self-sufficient adults. Through a variety of arts-based prevention services, with a scaffold of behavioral health support, ArtWorks has a proven track record of improving the overall well-being of its youth participants.

The program is open to all youth living in the St. Louis Metropolitan Area; with targeted recruitment conducted in areas where the greatest concentration of need exists, specifically, north and near north St. Louis City and County. Participants are selected through a competitive application and interview process; they are then placed in a specific artistic discipline led by two professional artists.

Each workday is structured to include visual art lessons, individual and team exercises, life skills presentations, individual and group art therapy, and field trips. Each element of the program is created to

have a positive impact on the youth's resiliency and social/emotional development. Working through the curriculum to complete a commission with their team and Teaching Artists builds the Apprentices' sense of self-confidence and personal efficacy. Apprentices contribute to their community through their public work and learn that they and their work are valued by their artist mentors, clients, peers, employers, and entire communities who share in their success.

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.).



BOARD OF DIRECTORS:

Kelly Scheffer
Chair

Ben Gandhi-Shepard
Vice-Chair

Rhoads Hall
Treasurer

Kedra Tolson
Secretary

Shaughnessy Daniels
Program Chair

Emily Bernstein

Jared Boyd

Amy Counts

Shelia Hudson

Rajeev John

Erik Karanik

Don Kennedy

Louis Lankford

Matt MacEwan

Meridith McKinley

Ms. Missy Lynch

Brian Russell

Joyce Sanders

Steve Shumate

Keica Smart

Tonnie Glispie-Smith

Erika Wilson

Priscilla Block
Executive Director

ADVISORY COMMITTEE:

David Allen

Michael Barolak

Joseph Brinkmann

Joel Fuoss

Susan Glassman

Chuck Kindleberger

Barbara Levin

Cynthia Pauly-Jansky

Rachel Powers

Sarah Smith

May 24, 2019

Economic Development Retail Sales Tax Board
c/o Libby Tucker
Asst. to the City Manager/Director of Economic Development at City of University City
City of University City
Department of Community Development
6801 Delmar Boulevard
University City, MO 63130

Dear Board:

On behalf of St. Louis ArtWorks' Board and Staff please accept this acknowledgment of our full support for the proposed project with Barbara C. Jordan Elementary School in the University City School District.

St. Louis ArtWorks has a long history of community collaborations that increase access to the arts in areas that are traditional overlooked. The ArtWorks program provides underserved youth with the opportunity to have a positive employment experience helping to lay the foundation for a successful transition to adulthood.

Thank you for considering this request. If we can provide further details or answer any questions about our request please contact ArtWorks Executive Director, Priscilla Block.

With gratitude,

Kelly Scheffer, Chair
St. Louis ArtWorks

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.

Program Description & Need

St. Louis ArtWorks was created in direct response to the need to provide youth in our community with the opportunity to develop valuable work skills in a safe, out-of-school environment. Too many youth in low-income communities cannot envision a career, are not fully prepared for life, and do not feel connected to their communities. Tragically, those who do not complete their education are much more likely to face unemployment, incarceration, or a life in poverty—employability, life skills, and access to positive role models are critical for a young person's success.

One of the greatest challenges facing the region is the talent gap. Many of our youth are graduating from high school, emotionally and academically unprepared to be successful in college or to enter the workforce. Research published in September 2017 by *Ready By 21*, states that “nearly 40,000 young people in St. Louis are neither working nor in school – a group often considered ‘disengaged youth.’” Research shows that disengaged youth create a huge tax on society. ArtWorks is working to face this challenge head on and change the path for St. Louis’ most at-risk youth.

A part-time job in high school can significantly impact the trajectory of a young's life by developing their job skills, instilling a strong work ethic, and most importantly building their self-confidence so that they can be successful. Youth employed at ArtWorks gain meaningful work experience and gain 21st-century skills (critical thinking, communication, collaboration, and creativity) to help them start building a foundation to successfully transition into adulthood.

Project Description

St. Louis ArtWorks is seeking support from the University City Economic Development Retail Sales Tax Board to design, paint, and install a mural at the Barbara C. Jordan Elementary School (BJC) in University City. The mural will be designed with input from the BJC school community and we will offer an opportunity for the school kids to visit our site on a mutually agreed upon day/time.

The funding that ArtWorks is seeking will support 18-paid apprenticeships to youth who will receive instruction and hand-on experience in the design and painting of a mural. Our partner, Barbara C. Jordan Elementary School and University City School District, will serve as the project ‘client’, providing feedback on the design, while also providing our apprentices an opportunity to engage in community collaborations, leadership development, and positive youth development.

The program will take place at St. Louis ArtWorks studio during fall 2019; participants are youth, age 14-19, from the St. Louis region.

Describe the number of part-time and full-time jobs to be created by the specific request and average wages for these jobs.

St. Louis ArtWorks intends to provide 18 paid youth Apprenticeships for the project, in addition, the project will employ two contracted professional Teaching Artists and a part-time Art Therapist.

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

Program outcomes:

Goal 1: Increase youth's well-being.

Objective/Actions: During ArtWorks 2019 summer Apprenticeship Program, 80 will youth participate in weekly, one-hour, Mindfulness/Well-being/Art Therapy sessions to improve their overall sense of well-being and their feeling of connection to their community, as measured by the ArtWorks Wellbeing Evaluation (AWE) administered post-program.

Measure of Outcome/Impact: 83% of participants will demonstrate at least a 10% increase on their AWE.

Goal 2: Increase youth's visual arts knowledge, including; design, illustration and technique; and vocabulary.

Objective/Actions: During ArtWorks 2019 summer Apprenticeship Program, 80 will youth participate training at least 4-hours/day in arts education and training, presented by a Professional Teaching artist to increase their knowledge and skills in a specific artistic discipline, as measured by improvement from their Artistic Discipline pre- to post-test.

Measure of Outcome/Impact: 85% of participants will demonstrate an increase of at least 10% on their Artistic Discipline post-test.

Goal 3: Increase youth's workforce skills and knowledge.

Objective/Actions: During ArtWorks 2019 summer Apprenticeship Program, 80 will complete 150 hours of hands-on, work readiness training to increase their skills in at least one area, including: effort, participation, professionalism, attitude, punctuality, leadership, team player, time management, and art skills as measured by improvement from their Mid-Term to their Final Performance Review completed by their Teaching Artist.

Measure of Outcome/Impact: 90% of Apprentices will successfully complete the program as defined by attendance and project completion. Of those completing the program 83% will increase in at least one (1) workplace skill, with over 50% improving in at least three (3) areas.

Organizational outcomes:

Goal 1: The success of the project will be measured by its ability to complete the mural by the deadline of December 7, 2019.

Goal 2: The success of the project will be measured by ArtWorks ability to successfully incorporate the design requests from the school community.

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

Program: St. Louis ArtWorks is located at 5959 Delmar in the East Loop. Since moving to this location in 2015, ArtWorks has increased participation of St. Louis County youth by over 30%, with the largest percentage being youth living in the University City area.

Project: The proposed location of the mural will be Barbara C. Jordan Elementary School at 1500 82nd Blvd, University City, MO 63132.

Program or Project Timetable:

The fall program runs from Saturday, September 14 and to December 7, 2019. ArtWorks begins recruiting youth for the afterschool program in July and finalizes all new hires in late August. The youth will work

five-hours a week, either afterschool on Tuesday & Thursday or on Saturday. The youth will receive 65-hours of hands-on work experience.

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: \$47,833

Amount of funding requested from EDRST: \$11,100

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.

St. Louis ArtWorks is making a one-time request.

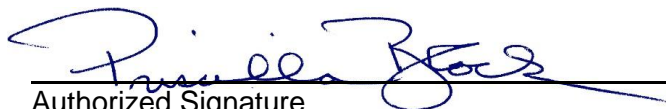
Complete and attach form EDRST B-1 with budget cost summary.

Please see attached budget and budget narrative.

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

St. Louis ArtWorks

Name of Applicant Organization



Authorized Signature

May 30, 2019

Date

EXPENSES

| Direct Costs: Salaries and wages | NUMBER OF PERSONNEL | ANNUAL SALARY | % OF TIME DEVOTED TO THIS PROJECT | AMOUNT |
|---|----------------------------|----------------------|--|---------------|
| Executive Director | 1 | \$ 80,340 | 0.05 | \$ 4,017 |
| Program Manager | 1 | \$ 45,000 | 0.25 | \$ 11,250 |
| Office Manager | 1 | \$ 28,800 | 0.15 | \$ 4,320 |
| Apprentices | 18 | \$ 400 | 100% | \$ 7,200 |
| TOTAL SALARIES AND WAGES: | | | | \$26,787 |
| Taxes: | | | | |
| Work Comp @ 1%: \$1065 | | | | |
| Payroll Taxes @8%: \$2,824 | \$ 3,889 | | | |
| TOTAL SALARIES AND TAXES: | | | | \$30,676 |

DIRECT COSTS: OTHER

| | AMOUNT |
|----------------------------------|------------------|
| Teaching Artist | |
| 2 artist/6 hours/13 weeks/\$25hr | \$ 3,900 |
| Art Supplies and materials | \$ 2,500 |
| Installation | \$ 300 |
| Snacks for 18 apprentices | \$ 150 |
| Uniforms for 18 apprentices | \$ 162 |
| Space Cost | \$ 6,732 |
| Publicity & Marketing | \$ 450 |
| Evaluation | \$ 2,343 |
| Liability Insurance | \$ 620 |
| Total other expenses: | \$ 17,157 |

TOTAL PROJECT COSTS**\$47,833****INCOME**

| | |
|---|-----------------------|
| 1. Amount requested from University City EDRSTB | \$ 15,000 |
| 2. Other Funding: | |
| Cash | Cash Amount |
| Government: ReCAST, St. Louis County Children's Service Fund, Regional Arts Commission, Arts & Education, Missouri Arts Council | \$ 16,280 |
| Foundations: Trio Foundation, Wollenberg Foundation | \$8,203 |
| Corporations: Emerson, Wells Fargo | \$ 7,550 |
| Total Cash: | \$ 32,033 |
| In-Kind | In-Kind Amount |
| ArtMart | \$ 800 |
| Total In-Kind: | \$ 800 |
| Total other funding: | \$ 32,833 |
| Total Income | \$ 47,833 |



Department of the Treasury
Internal Revenue Service

P.O. Box 2508
Cincinnati OH 45201

In reply refer to: 0248225078
Jan. 29, 2016 LTR 4168C 0
43-1735450 000000 00

00016673
BODC: TE

ST LOUIS ARTWORKS
% CENTENE CENTER
5959 DELMAR BLVD
SAINT LOUIS MO 63112-2028



.5161

Employer ID Number: 43-1735450
Form 990 required: YES

Dear Taxpayer:

This is in response to your request dated Jan. 20, 2016, regarding your tax-exempt status.

We issued you a determination letter in February, 1997, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c) (03).

Our records also indicate you're not a private foundation as defined under IRC Section 509(a) because you're described in IRC Sections 509(a)(1) and 170(b)(1)(A)(vi).

Donors can deduct contributions they make to you as provided in IRC Section 170. You're also qualified to receive tax deductible bequests, legacies, devises, transfers, or gifts under IRC Sections 2055, 2106, and 2522.

In the heading of this letter, we indicated whether you must file an annual information return. If a return is required, you must file Form 990, 990-EZ, 990-N, or 990-PF by the 15th day of the fifth month after the end of your annual accounting period. IRC Section 6033(j) provides that, if you don't file a required annual information return or notice for three consecutive years, your exempt status will be automatically revoked on the filing due date of the third required return or notice.

For tax forms, instructions, and publications, visit www.irs.gov or call 1-800-TAX-FORM (1-800-829-3676).

If you have questions, call 1-877-829-5500 between 8 a.m. and 5 p.m., local time, Monday through Friday (Alaska and Hawaii follow Pacific Time).

ARTICLES OF INCORPORATION

OF

ST. LOUIS ARTWORKS

FILED AND CERTIFICATE OF
INCORPORATION ISSUED

DEC 13 1995

Rebecca McDowell Cook
SECRETARY OF STATE

We, the undersigned, being natural persons of the age of eighteen (18) years or more and citizens of the United States, for the purpose of forming a not-for-profit corporation under the provisions of The General Not for Profit Corporation Law of the State of Missouri, do hereby adopt the following Articles of Incorporation:

ARTICLE ONE

The name of the corporation is: ST. LOUIS ARTWORKS.

ARTICLE TWO

The purposes for which the corporation is organized are as follows:

(A) This Corporation is Public Benefit Corporation
The corporation is organized to provide work experience and education in the arts for youth from twelve (12) to twenty-one (21) years of age without regard to race, gender or family income level.

(B) The corporation is irrevocably dedicated to, and operated exclusive for, non-profit purposes; no part of the income or assets of the corporation shall be distributed to, nor inure to the benefit of, any of its members, officers, directors, or other private persons, except that the corporation shall be authorized and empowered to pay reasonable compensation for services rendered and to make payments and distributions in furtherance of the purposes set forth herein. No substantial part of the activities of the corporation shall be the carrying on of propaganda, or otherwise attempting to influence legislation, and the corporation shall not participate in, nor intervene in (including the publishing or distribution of statements), any political campaign on behalf of any candidate for public office. Notwithstanding any other provision of these Articles, the corporation shall not carry on any activities not permitted to be carried on: (a) by a corporation exempt from Federal income tax under Section 501(c)(3) of the Internal Revenue Code of 1954, as amended (or the corresponding provisions of any future United States Internal Revenue law); or (b) by a corporation, contributions to which are deductible under Section 170(c)(2) of the Internal Revenue Code of 1954, as amended (or the corresponding provisions of any future United States Internal Revenue law).

ARTICLE THREE

The duration of the corporation shall be perpetual.

DEC 13 1995

ARTICLE FOUR

The names and addresses of the incorporators are:

| <u>Name</u> | <u>Address</u> |
|-------------|---|
| Marjore Ray | 1920 Senate, St. Louis, MO 63118 |
| Laura Kezer | 523 Redando Drive, Chesterfield, MO 63017 |
| Laura Cohen | 4128 West Pine, St. Louis, MO 63108 |

Rebecca McDowell Cook
SECRETARY OF STATE

ARTICLE FIVE

The corporation shall not have members as such, but, in lieu thereof, shall have a self perpetuating board of directors, in which board there shall be vested all of the power and authority to supervise, control, direct and manage the property, affairs and activities of the corporation. The rights, powers, and privileges of the directors shall be fixed in the By-Laws. The By-Laws of the corporation may, from time to time, be altered, amended, suspended or repealed, or new By-Laws may be adopted, by resolution adopted by a majority of the full board of directors at a meeting thereof, so long as not inconsistent with the provisions of these Articles.

The first board of directors shall consist of fifteen (15) persons, who shall be vested with the power and authority to adopt the initial Bylaws of the corporation, and who shall hold office until their successors are duly elected and have commenced their terms of office, all as provided in the By-Laws. The number of members of the board of directors shall be fixed by the By-Laws, as amended from time to time, and at any time after the adoption of the initial By-Laws, the number of directors may be increased or decreased, but never below eleven (11) or above seventeen (17), from time to time, by amendment to the By-Laws. Directors shall be elected or appointed in the manner and for the terms provided in the By-Laws of the corporation.

ARTICLE SIX

The address of the initial registered office in the State of Missouri is 634 North Grand Blvd., St. Louis, Missouri 63103. The name of the initial registered agent at said address is Linda D. Jones.

ARTICLE SEVEN

The corporation shall have all the powers of a not-for-profit corporation under The General Not for Profit Corporation Law of the State of Missouri and the following enumeration of powers shall not be construed to limit or be in derogation of such statutory powers; provided, however, that none of the powers of the corporation shall be exercised to carry on activities,

DEC 1 1995

otherwise than as an insubstantial part of its activities, which are not in themselves in furtherance of the purposes of the corporation.

Without in any way limiting the generality of the foregoing powers, the corporation shall specifically have the following powers, to be exercised only to prosecute and further its non-profit purposes:

Rebecca McDermott Cook
SECRETARY OF STATE

(a) To purchase, take, receive, lease as lessee, take by gift, devise, bequest, or otherwise acquire, and to own, hold, use and otherwise deal in and with any real or personal property, or any interest therein, situation in or out of the State of Missouri, as may be necessary and proper for carrying on its legitimate affairs;

(b) to receive and take by gift, grant, assignment, transfer, devise or bequest, any real or personal property in trust for such purposes as may be necessary and proper for carrying on its legitimate affairs and to execute and perform all such trusts in accordance with the terms, conditions, limitations and restrictions thereof;

(c) to sell, convey, mortgage, pledge, lease as lessor, and otherwise dispose of all or any part of its property and assets;

(d) to purchase, take, receive, subscribe for, or otherwise acquire, own, hold, vote, use or employ shares or other interests in or obligations of domestic or foreign corporations, whether for profit or not-for-profit, associations, partnerships, or individuals; and to sell, mortgage, loan, pledge, or otherwise dispose of, such shares, interest, or obligations;

(e) to make contracts and incur liabilities which may be appropriate to enable it to accomplish any or all of its purposes; to borrow money for its corporate purposes at such rates of interest as the corporation may determine; to issue its notes, bonds, and other obligations; and to secure any of its obligations by mortgage, pledge, or deed of trust to all or any of its property, franchises, and income;

(f) to invest its funds, from time to time, in any real or personal property; to lend money for its corporate purposes; and to take and hold real and personal property as security for the payment of funds so invested or loaned.

The corporation shall have the power to do any and all act or acts, thing or things, necessary to or incidental to the accomplishment of the purposes hereinbefore set forth, and generally to do any and all things not herein specifically enumerated which may tend to promote the purposes hereinbefore set forth, provided that such act or thing is permitted to corporations organized under the laws of the State of Missouri by The General Not for Profit Corporation Law of Missouri, and permitted under the Internal Revenue laws of the United States to an organization described in Section 501(c)(3) of the Internal Revenue Code of 1954, as amended (or the corresponding provisions of any future United States Internal Revenue law).

DEC 13 1995

ARTICLE EIGHT

In the event of the dissolution of the corporation or the winding up of its affairs, or other liquidation of its assets, all assets of the corporation's debts shall be conveyed or distributed only to such organization or organizations created and operated for non-profit purposes similar to those of the corporation as the board of directors may determine, provided that such organization or organizations qualify under Section 501(c)(3) of the Internal Revenue Code of 1954, as amended (or the corresponding provisions of any future United States Internal Revenue law).

J.P. M. Cook
SECRETARY OF STATE

ARTICLE NINE

Any provision contained in these Articles may be altered, amended or repealed, or new provisions may be added, upon receiving the affirmative vote of at least two-thirds (2/3) of all votes entitled to be cast by members of the corporation present at a meeting, or upon obtaining the consent in writing of two-thirds (2/3) of all members entitled to vote with respect thereto; provided, however, that no such alteration, amendment or repeal of any such provision shall affect the disposition of property contributed to the corporation before such alteration, amendment, or repeal, and any property contributed to the corporation before any such event shall be used and employed by the corporation only in accordance with the provisions and in furtherance of the purposes of the corporation as set forth in the Articles of Incorporation and By-Laws of the corporation in effect at the time such property was contributed.

In affirmation of the facts stated above, *17th*

Marjorie K. Ray

Marjorie Ray, Incorporator

Laura E. Kezer

Laura Kezer, Incorporator

Laura Cohen

Laura Cohen, Incorporator

STATE OF MISSOURI



Rebecca McDowell Cook
Secretary of State

CORPORATION DIVISION
CERTIFICATE OF INCORPORATION
MISSOURI NONPROFIT

WHEREAS, DUPLICATE ORIGINALS OF ARTICLES OF INCORPORATION OF
ST. LOUIS ARTWORKS.

HAVE BEEN RECEIVED AND FILED IN THE OFFICE OF THE SECRETARY OF
STATE, WHICH ARTICLES, IN ALL RESPECTS, COMPLY WITH THE
REQUIREMENTS OF MISSOURI NONPROFIT CORPORATION LAW;

NOW, THEREFORE, I, REBECCA MCDOWELL COOK, SECRETARY OF STATE
OF THE STATE OF MISSOURI, BY VIRTUE OF THE AUTHORITY VESTED IN
ME BY LAW, DO HEREBY CERTIFY AND DECLARE THIS ENTITY A BODY
CORPORATE, DULY ORGANIZED THIS DATE AND THAT IT IS ENTITLED TO
ALL RIGHTS AND PRIVILEGES GRANTED CORPORATIONS ORGANIZED UNDER
THE MISSOURI NONPROFIT CORPORATION LAW.

IN TESTIMONY WHEREOF, I HAVE SET MY
HAND AND IMPRINTED THE GREAT SEAL OF
THE STATE OF MISSOURI, ON THIS, THE
13TH DAY OF DECEMBER, 1995.

Rebecca McDowell Cook
Secretary of State



\$25.00



Economic Development Retail Sales Tax Board
6801 Delmar Boulevard · University City, Missouri 63130 · 314-505-8533

APPLICATION FOR ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS FISCAL YEAR 2020 (JULY 1, 2019 – JUNE 30, 2020)

Directions. Please complete all sections of the application. If a question does not apply to a project, please indicate "n/a" for not applicable. Please refer to "Economic Development Retail Sales Tax Board Funding Priority Guidelines" for guidance. Applications should be submitted by **May 31, 2019** to Libbey Tucker, Director of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or ltucker@ucitymo.org. For questions call 314-505-8533. Applications submitted after the deadline will not be considered for funding.

Application Date: May 30th, 2019

Project Title: School District of University City and University City Fire Department EMT Academy

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: School District of University City

Contact Person and Title: Susan Hill, Director of College and Career Readiness, and Clay Ware, Coordinator of Adult Education

Mailing Address: 8136 Groby Rd.; University City, MO 63130

Phone Number: 314-651-1291

E-mail Address: shill@ucityschools.org and cware@ucityschools.org

Website: www.ucityschools.org

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

- a. Sharonica Hardin-Bartley, 8136 Groby; shardin@ucityschools.org; 314-290-4000
- b. Ian Buchanan, 8136 Groby; ibuchana@ucityschools.org; 314-290-4000
- c. Tiffany Slater, 8136 Groby; tslater@ucityschools.org; 314-290-4000

Type of Entity:

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

501(c) 3:

- Yes No If no, list type of entity:

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

- Yes No

2. Applicant/Organization Background

Describe the applicant/organization history and mission:

Excellence in education has been a top priority for residents living in University City. Strong academic foundations have flourished since 1868 when the first school opened its doors. Just four and a half years after the incorporation of the City of University City on September 4, 1906, the freeholders saw the need to organize a school system. On February 21, 1911, with a city population of only 2,417 and a student enrollment of 160, The School District of University City was officially established. When school began in September 1912, the school population was 769.

Today, you will find outstanding educational programs serving a student population of about 2,200 district-wide. From crayons to college, University City's educational success begins with its progressive early childhood program and is reflected in the approximately 200 high school students it graduates annually.

Schools are a reflection of the community they serve. The School District of University City is certainly a fine example as it reflects the rich history, longtime traditions and prosperous economy of an area that takes pride in its youth and the promise they hold for the future.

Today, our mission is that all students will graduate college and career ready without remediation. We believe in a "to and through" approach to education whereby the school district takes responsibility for the postsecondary success of our students.

Describe the applicant/organization programs and activities:

University City High School is a comprehensive high school that offers a wide-range of academic and extra-curricular opportunities for its 800 students. In the 2018-19 school year the district began an Early College Program where students will earn an Associate's Degree while earning their high school diploma. In the 19-20 school year two career academies will launch in Health Sciences and Engineering.

Course curricula has been reorganized by career pathways so that all students will complete programs of study in an area of their skill, talent and interests. Programs of study are designed for students to earn dual credit or industry-recognized credentials alongside their high school diploma so that they are better prepared for postsecondary success.

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.

The School District of University City (SDUC) seeks to develop the University City EMT Academy in partnership with the Fire Department of University City to address the shortfall of EMTs in the St. Louis County region. Through this proposed partnership the SDUC will work with the UCFD to properly prepare the next generation of firefighters beginning at the high school level and beyond for an EMT-Basic certification through the National Registry of Emergency Medical Technicians (NREMT). Often this is the initial stackable credential in the firefighter career pathway. Additionally, the certification could lead to the foundation for a future career in the healthcare field.

The SDUC along with the UCFD will work to develop a three-hour block day pilot career academy, tasking students with completing 270 hours of classroom time, 48 hours of hospital clinical hours along with a 60-hour field internship on an ambulance. Classes will be taught by UCFD certificated training staff currently working in the field in a hybrid format utilizing the "Fire Hero Learning and Responder Safety Learning Networks". Additionally, this partnership will create mechanisms for SDUC instructors, fire and EMS administration to network, exchange knowledge, seek assistance with challenges and learn best practices to prepare high school students and those beyond for the workforce of tomorrow.

The scope of the training will include basic, non-invasive interventions to reduce the morbidity and mortality associated with acute out-of-hospital interventions to emergencies. Training will focus on minimizing secondary injury and providing comfort to the patient and family while transporting the patient to emergency care facility, thus providing limited to basic skill-development that can be performed safely in an out of hospital setting with no direct medical oversight and limited training. The pilot training program will also focus on preparing students to pass the state required NREMT written exam, comprised of 70 to 120 questions in a computerized format to obtain their certification, thus meeting the CTE requirement for maintaining College and Career Readiness (CCR) point towards full accreditation, while increasing our region's upskilling needs for EMTs.

In the 2019-2020 school year University City High School is launching an Academy of Health Sciences due to high student interest and demand for classes in the health sciences. This Academy will become a key recruiting ground for students who desire an EMT certification prior to graduation so they can enter the workforce at a livable wage while working toward additional postsecondary education.

Describe the number of part-time and full-time jobs to be created by the specific request and average wages for these jobs.

We anticipate 8-10 students will complete the EMT program in its pilot year and will consider a program with at least 15 students in subsequent years as a successful academy.

Basic EMTs can earn between \$14 and \$24 per hour. EMT certification will also expand future wage opportunity because students can use this as a stackable credential toward the paramedic profession and many other careers in the medical and health sciences career cluster.

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

The School District of University City and University City Fire Department will launch its inaugural EMT Academy in January of 2020 with at least 8 students in attendance.

All 8 students will succeed in earning their EMT credential at the culmination of the program.

All 8 students will have job placement with an EMT service within one month of graduation.

All students will have a plan to "skill up" from their basic EMT Certification within two years of graduation.

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

School District of University City and the University City Fire Department

Program or Project Timetable:

| | |
|-----------------------|---|
| Summer 2019 | Purchase supplies needed for course |
| September 2019 | Student recruitment from 12 th Graders in the Academy of Health Sciences |
| Fall 2019 | Develop schedule for class hours, clinical hours and ambulance ride-along |
| October-November 2019 | Determine clinical placements for students |
| January 2019 | Launch Academy |
| January through May | Class meets in afternoon blocks, clinical hours |
| May 2019 | Students Take Licensing Exam |
| May 2019 | Graduation and Licensing Ceremony |
| June 2019 | Job Placement for Graduates |

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: \$68,300 plus salary of UCFD Instructor who will be on-duty during instruction, to be provided by the UCFD

Amount of funding requested from EDRST: \$68,300

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.

This is a one-year request for supplies needed to launch the EMT Academy.

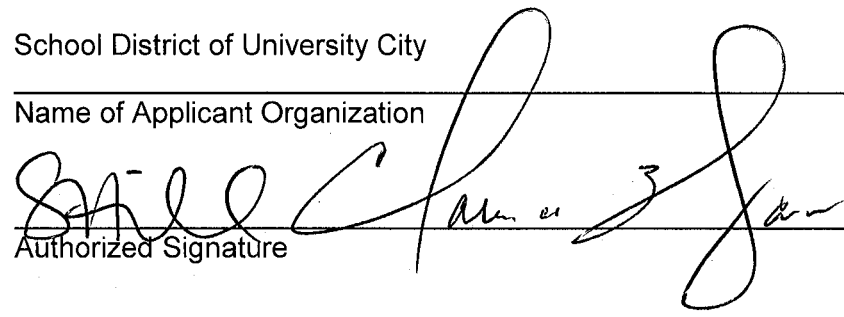
Complete and attach form EDRST B-1 with budget cost summary.

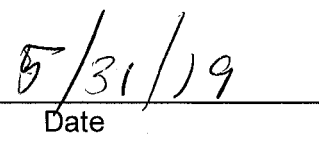
See Google Sheet

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

School District of University City

Name of Applicant Organization


Authorized Signature


Date

EDRST B-1

City of University City
 Economic Development Retail Sales Tax
 FY19 Request for Funds: Budget Cost Summary

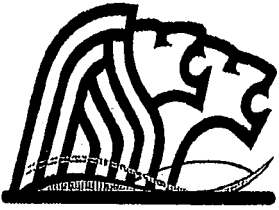
Applicant School Distr of University City in partnership with UC Fire Department
 Project University City EMT Academy
 Amount of Request \$55,800.00

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

| | Total EDRST Funds | Applicant's Cash Funds | Applicant's Non-Cash Contributions | Other Funds | Project Total |
|--|-------------------|------------------------|------------------------------------|-------------|---------------|
| I. Project or Program Direct Costs* | | | | | |
| EMT Supplies/Equipment | \$ 15,000 | | | | |
| Service contracting license fees | \$ 3,000 | | | | |
| Reimbursement certification fees | \$ 2,000 | | | | |
| Driving license lessons (Barrier for many students who don't have a license) | \$ 5,000 | | | | |
| CPR certification Fees | \$ 800 | | | | |
| Instructor Cost (part-time) | \$ 15,000 | | | | |
| Printing of the clinical books,tracking software | \$ 7,500 | | | | |
| Total Direct Costs | \$ 48,300 | | | | \$ - |
| II. Indirect Costs** | | | | | |
| Operations | \$ 20,000 | | | | \$ 20,000 |
| BUDGET TOTAL - ALL ACTIVITIES | \$ 68,300 | | | | \$ 20,000 |

*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.



THE SCHOOL DISTRICT OF
UNIVERSITY CITY
Transform the Life of Every Student Every Day!

Sharonica L. Hardin-Bartley, PhD, PHR
Superintendent of Schools

Ronald E. McNair Administration Building
8136 Groby Road
University City, MO 63130
(314) 290-4002
shardin@ucityschools.org

May 30, 2019

Dear Ms. Tucker,

I am writing this letter in support of two proposals coming before the Economic Development Retail Sales Tax Board on behalf of the School District of University City. I have reviewed both the U CAN Center and EMT Academy Partnership proposals and believe that both will be of great benefit to our students and community.

Our U CAN Center and Uniquely University City Retail Store Proposal is an innovative way for us to partner with the city, businesses and other organizations to promote workforce development for students and the community. I also believe that student-involvement in the establishment of the center strengthens our mission to ensure all students graduate college and career ready.

As part of this mission, we are expanding access to career certifications and degree programs to students who are still in high school. Last year we successfully launched an Early College Program with STLCC and in the upcoming year we will launch two career academies in partnership with the National Academy Foundation in Health Sciences and Engineering. EMT is a high demand career opportunity and a license that our students can earn in their last semester of high school.

I hope the EDRST Board will choose to fund our projects at this time. The state of our workforce is at a critical turning point. The School District of University City is leading the region in our efforts to address skill gaps and provide postsecondary education and training access to 100% of our graduating seniors. Funding for the UCAN Center and EMT Academy will allow us to continue to expand opportunities for students in our community.

Best Regards,

Sharonica Hardin-Bartley, PhD, PHR
Superintendent of Schools
School District of University City



Economic Development Retail Sales Tax Board
6801 Delmar Boulevard • University City, Missouri 63130 • 314-505-8533

APPLICATION FOR ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS FISCAL YEAR 2020 (JULY 1, 2019 – JUNE 30, 2020)

Directions. Please complete all sections of the application. If a question does not apply to a project, please indicate “n/a” for not applicable. Please refer to “Economic Development Retail Sales Tax Board Funding Priority Guidelines” for guidance. Applications should be submitted by **May 31, 2019** to Libbey Tucker, Director of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or ltucker@ucitymo.org. For questions call 314-505-8533. Applications submitted after the deadline will not be considered for funding.

Application Date: May 30, 2019

Project Title: U Can Career Center and Uniquely University City, Student-Run Retail Store

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: University City School District

Contact Person and Title: Susan Hill, Director of College and Career Readiness and Clay Ware, Coordinator of Adult Education

Mailing Address: 8136 Groby Rd.; University City, MO 63130

Phone Number: 314-651-1291

E-mail Address: shill@ucityschools.org, cware@ucityschools.org

Website: www.ucityschools.org

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

- a. Sharonica Hardin-Bartley, Superintendent, 290-4000, shardin@ucityschools.org
- b. Ian Buchanan, Asst. Superintendent, 290-4000, ibuchanan@ucityschools.org
- c. Tiffany Slater, Asst. Superintendent, 290-4000, tslater@ucityschools.org

Type of Entity:

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

501(c) 3:

- Yes No If no, list type of entity: School District

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

X Yes No

2. **Applicant/Organization Background**

Describe the applicant/organization history and mission:

Excellence in education has been a top priority for residents living in University City. Strong academic foundations have flourished since 1868 when the first school opened its doors. Just four and a half years after the incorporation of the City of University City on September 4, 1906, the freeholders saw the need to organize a school system. On February 21, 1911, with a city population of only 2,417 and a student enrollment of 160, The School District of University City was officially established. When school began in September 1912, the school population was 769.

Today, you will find outstanding educational programs serving a student population of about 2,200 district-wide. From crayons to college, University City's educational success begins with its progressive early childhood program and is reflected in the approximately 200 high school students it graduates annually.

Schools are a reflection of the community they serve. The School District of University City is certainly a fine example as it reflects the rich history, longtime traditions and prosperous economy of an area that takes pride in its youth and the promise they hold for the future.

Today, our mission is that all students will graduate college and career ready without remediation. We believe in a "to and through" approach to education whereby the school district takes responsibility for the postsecondary success of our students.

Describe the applicant/organization programs and activities:

University City High School is a comprehensive high school that offers a wide-range of academic and extra-curricular opportunities for its 800 students. In the 2018-19 school year the district began an Early College Program where students will earn an Associate's Degree while earning their high school diploma. In the 19-20 school year two career academies will launch in Health Sciences and Engineering.

Course curricula has been reorganized by career pathways so that all students will complete programs of study in an area of their skill, talent and interests. Programs of study are designed for students to earn dual credit or industry-recognized credentials alongside their high school diploma so that they are better prepared for postsecondary success.

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.

The School District of University City (SDUC) seeks to develop a Career Advancement Network Center (UCAN Center) to enhance the economic development of University City, as a whole, including but not limited to, area businesses, citizens and surrounding communities. The Center will bring together area businesses to assess the current skills gap within our region's workforce and develop methods in which to fill the void with skilled workers right from University City and surrounding areas.

The School District of University City, along with area businesses, the City of University City, and training providers will partner to provide hands-on skills development training to University City residents and surrounding communities. Included in the U CAN Center will be a student-run retail store where University City High School Students in the business, marketing, graphic design and entrepreneurship pathways will work collaboratively on a business plan for operation of "Uniquely U City." Uniquely University City will create an income opportunity for sustained costs of the center while providing students with hands-on, real world learning experiences that prepare them for future careers. As part of the district's partnership with the Center for Advanced Professional Studies (CAPS), courses in business and entrepreneurship will also be housed at the center during the school day.

The development of the center would become part of a hands-on student Service Learning Project and Capstone Course where UCHS students will work alongside professionals, teachers and district officials to determine how to best execute the proposal, vetting out partnerships, creating operation protocols, determining renovation needs, IT installation needs, creating business plans to run the coffee/retail space, and in some cases working with contractors on renovation efforts whenever possible.

The UCAN Center will align workforce training opportunities with business and corporate partner needs and market trends to ensure that the skills learned will meet in-demand careers. Participants will learn valuable technical and professional skills (including soft skills), and gain work experience during internship placements. The Associated General Contractors of Missouri Education Foundation will also leverage the Center as a satellite location for the STL Go Build Construction Career Center, which connects learners to construction training programs and provides apprenticeship placement and transportation to worksites.

The SDUC will also utilize the center as the nucleus for Integrated Education and Training Programs (IETs) for career advancement of students, parents and others living in the community and surrounding areas. Several workforce initiatives will be cultivated to maximize training opportunities that increase economic growth of the city and support the "upskill" efforts of the region.

The IET Programs under consideration for possible partnership are the following:

- Partnering with construction industry for renovation of a building selected to house the U CAN Center. Using the project as an IET opportunity for SDUC students, their parents and others within the community and surrounding areas to be trained to work on the renovation with contracting company. This could be done as a collaborative project with a construction training program entity or private contractor. Students working on the project will gain valuable experience and gain a sense of pride for the building*

they worked on and what it represents in the community in which they live and do business on a daily basis. Potential partners who work with the district and support our efforts include ABNA Engineering and Kwame Engineering Group.

- *SDUC will seek to partner with SHED, a local non-profit, in collaboration with the City, to provide students with training in home repair and rehabilitation, and will seek construction trade partners that assist the elderly, disabled and veteran homeowners with small home repairs that they have been cited for or could potentially be cited for. SDUC would find a construction trade training provider to partner with as well to train students, non-traditional adults within University City and surrounding area to put their training skill to work in repairing the residents' homes.*
- *Creating entrepreneurship opportunities through the development of business training collaborations with area business/industries within the University City area and beyond, thus creating a pathway to business ownership. One consideration being looked at is the creation of a Coffee House/Bakery IET Program to be run out of the UCAN Center-along with a retail space to sell University City Gear/Work wear; possible partners include Starbucks, Mers Goodwill, Dunkin' Donuts; other UC based coffee shop, Smoothie King. Cintas, Athletic & Team Gear, Forever 21 Culinary partnerships to provide bakery and pastry items-possibly partners STLCC Culinary School, Russo's, St. Louis Bread CO or locally owned UC business in the industry.*
- *Partnering with the City of University City's Office of Economic Development to educate residents on small business loan, legal referrals, and other small training collaborations, compliancy information sessions, etc., thus leading center participates through the pathway to entrepreneurship; helping those utilizing the center training service to be eligible to run their UCAN endorsed business; i.e. running the UCAN Coffee Stand on wheels or UCAN retail Store Cart at events.*
- *Partnering with a Social Service Agency to create a UCAN Social Service Hub. The focus would be on removing barriers to employment, creating economic stability for families through assistance with social service agencies. The center would provide office quad spaces that would be used as monthly satellite sites for social service agencies to engage clients and provide other general public service information on how to maximize their opportunities through their assistance. for both serving UC community and surrounding areas, including St Louis County Career Center, AARP, OASIS, DFS, SNAP, mini medical referral clinic, etc.*
- *An IET technology training initiative would center around a partnership with a leading industry partner (Information Systems) that will produce a state of the art, technology-infused training center with the establishment of the UCAN Center, thus, providing an infused technology-based instructional framework in which students can learn programing, installation and ongoing maintenance, as well as, security of information system work installed at the center.*

The aim of the U CAN Center is to bring together businesses and service industries with the workforce community of tomorrow, creating a stable environment where University City families can thrive. The design of the center, with retail, collaboration and conference space, will aid the community's need for workforce development, develop a currently vacant space along the Olive Corridor, create 22 jobs for youth in our community, and provide students with real opportunities to practice their skills by operating a student-run business.

Describe the number of part-time and full-time jobs to be created by the specific request and average wages for these jobs.

In its initial year this program will create 22 part-time positions and one full-time position. One full-time position will serve as the center facilitator, at a cost of \$40,000, and two part-time career navigator positions will have an annual salary of \$20,000. 20 part-time student positions will pay above minimum wage, but no more than \$12.00 per hour. Students will work in the career center or at the retail store location and will be paid for time worked outside of school hours.

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

Develop and deliver hands-on learning experiences for students in the business, marketing, entrepreneurship, and graphic design career pathways.

Develop and deliver diverse learning opportunities in construction as part of the renovation of the Center building space.

Creation of new, and strengthen existing, collaborations that will enhance the educational experience of students and will attract new students and partners into the development of the Center.

To develop diverse learning opportunities through the creation of a center that will enhance the educational experience of students and provide “upskilling” for parents and adults within our community.

Milestones

Completion of the center and grand opening of the student-run retail space is the ultimate milestone; but incremental milestones include, but are not limited to, final identification and lease of space, designing blueprints for the build-out, completion of a detailed renovation budget with bids, securing permits/licenses to meet building regulations, creating/completing an operational plan, hiring of part-time and full-time positions, opening the retail store to the general public, and establishing partnerships all the while providing IET opportunities for participants’ skill attainment for workforce advancement.

As each step is completed, it will be documented as a mini-milestone toward the ultimate goal of a grand opening and celebration in the Spring or Summer of 2020, pending timely progress made by contractors on the space.

Project success will be measured by the number of students and adults served by the center, including but not limited to: jobs created, job placements, postsecondary training placement, number of partnerships benefiting students and community, number of parents and adults served by the center and retail profits that will promote a self-sustaining budget long-term.

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

The Center should be nestled within a prominent location with ample space for a retail store, office quads, conference room and training classroom spaces in University City along the corridors of Olive street. A retail space along Olive Blvd. in University City will be selected. Two current property options include:

1) 6951 Olive





2) 7555 Olive

Program or Project Timetable:

| | |
|-------------|---|
| Summer 2019 | Final identification of space and lease/purchase |
| Summer 2019 | Bids for renovation of space |
| Summer 2019 | Furniture bids and purchase, application for city permits to conduct work in the space |
| Fall 2019 | UCHS construction career students work in space alongside contractors and the UCHS construction instructor when possible. |
| Fall 2019 | UCHS Business and Entrepreneur students develop business plan for retail space working with their CTE instructor. |
| Fall 2019 | Post and hire of part-time center coordinators and identification of a UCHS instructor who will be placed full-time at the retail store and center. (salary to be paid by the District) |
| Spring 2019 | Grand Opening of storefront and UCAN center |

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: \$609,000

Amount of funding requested from EDRST: \$529,000

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.

Multi-Year

While the initial costs will be much higher than subsequent years, there will be ongoing costs associated with the center. The brick-and-mortar student-run store will provide income to sustain costs, but will not cover the full cost of salaries and lease of the space.

Anticipated future costs will include salary for two part-time employees, at \$40,000 per year and lease of the space at approximately \$30,000 per year if the building is not purchased. Additionally, a full-time center coordinator will be an ongoing expense.

Placement of a full-time UCHS Instructor, at an approximate cost of \$80,000, will be provided with School District Funds.

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

See Google Sheet

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

School District of University City

Name of Applicant Organization

Authorized Signature

Date



U City In Bloom

Mission: to enhance University City through artfully designed public gardens, community involvement, partnerships, and environmental education.

www.ucityinbloom.org

May 23, 2019

Judy Prange
Executive Director

Jack Breier
President

Janet Schoedinger
Vice President

Brian Davies
Treasurer

Jo Seltzer
Secretary

Linda Ballard
Board

James Bartley
Board

Helen Fuller
Board

Eric Karch
Board

Jane Keating
Board

David Linzee
Board

Jane Meyers
Board

Georganne Nixon
Board

Jane Schaefer
Board

Norma Schechter
Board

Mary Ann Shaw
Board

Peg Woodward
Board

Jesse Gilbertson
*Horticulture
Director*

Libbey Tucker, Director
Department of Economic Development
City of University City
6801 Delmar Boulevard
University City MO 63130

Dear Members of the Economic Development Retail Sales Tax Board,

I am pleased to present the attached application for funding from the Economic Development Retail Sales Tax Fund on behalf of U City in Bloom. One of the four proposed projects continues the maintenance of the 90 Delmar Loop planters, which grace a well-established and successful arts and entertainment district. The remaining three projects, the "Olive Corridor Program," are within the Olive economic corridor which has been under redevelopment for several years. These projects have a shared goal of improving the image, identity and aesthetic appeal of this important boulevard through a variety of well-designed landscape projects. All would complement the streetscape improvements of the City's Parks, Recreation and Forestry Department with whom we partner.

University City's public gardens are important to its economic and civic life. Plantings in urban neighborhoods are a symbol of care for the community. Following the recommendations in the 2009 *Olive Boulevard Design Guidelines*, U City in Bloom has created three projects to enhance the boulevard with well-designed gardens, attractive and large flowering planters, healthy trees and ground covers that have been cared for since they were planted. The existing gardens between Skinker and Midland would continue to be maintained and additional garden areas further west would be sought. The 35 - 40 young trees would be pruned, shaped, watered and replaced as needed. The 70 planters which were funded 2016-17 with 7 planters at bus shelters will be planted and maintained. Funding is requested for soil, plants, and on-going care. U City in Bloom would like to continue planting and maintaining the Olive Planters, I-170 – Kingsland, and the planters next to Olive Blvd. bus shelters, as well as the planters on Delmar in the Loop.

Through these four projects we will continue to beautify the Loop area and improve the image and economic stability of Olive Boulevard, one of the most visible of our streets. UCB enjoys doing our part for this wonderful community. Thank you for your consideration.

Sincerely,

Judy Prange

Jack Breier

Judy Prange, Executive Director
U City in Bloom

Jack Breier, President





Economic Development Retail Sales Tax Board
6801 Delmar Boulevard • University City, Missouri 63130 • 314-505-8533

APPLICATION FOR ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS FISCAL YEAR 2020 (JULY 1, 2019 – JUNE 30, 2020)

Directions. Please complete all sections of the application. If a question does not apply to a project, please indicate “n/a” for not applicable. Please refer to “Economic Development Retail Sales Tax Board Funding Priority Guidelines” for guidance. Applications should be submitted by **May 31, 2019** to Libbey Tucker, Director of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or ltucker@ucitymo.org. For questions call 314-505-8533. Applications submitted after the deadline will not be considered for funding.

Application Date: May 24, 2019

Project Title: U City in Bloom – Olive Corridor and the Loop Planters

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: U City in Bloom

Contact Person and Title: Jesse Gilbertson, Director of Horticulture, Judy Prange, Executive Director

Mailing Address: P.O. Box 50283, St. Louis MO 63105

Phone Number: 314-725-8243

E-mail Address: jesse.allen.st.@gmail.com; judyprange@outlook.com

Website: www.ucityinbloom.org

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

- a. Judy Prange, Executive director, 7005 Amherst Ave. 63130. 314-725-8243, judyprange@outlook.com
- b. Jack Breier, Chairman UCB, 511 Midvale, 63130, jack.breier@coldwellbanker.com
- c. Janet Schoedinger, VP, 541 Purdue, 63130, jschoedinger@swbell.net

Type of Entity:

- Sole-Proprietorship
 Corporation/Partnership/Limited Liability Company

- Not for Profit Organization
 Public/Government

501(c) 3:

Yes No If no, list type of entity:

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

Yes No

2. **Applicant/Organization Background**

Describe the applicant/organization history and mission:

UCB has been operating since 1985 as a volunteer driven, not-for-profit organization composed of 300+ volunteers and 3 full-time horticulturists and 2 part-time horticulturists. UCB's mission is to enhance University City through artfully designed public gardens, community involvement, partnerships, and environmental education.

Describe the applicant/organization programs and activities:

Over 250 public gardens and planters are currently designed, developed, and maintained by UCB, including the Civic Plaza, the Library, Centennial Commons, the Loop, all city Parks, and U City Schools, other public areas, street gardens, the planters in the Loop, and planters lining Olive Blvd. and next to bus shelters to brighten those spots on Olive.

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.).

A letter of support from Judy Prange, Executive Director is attached.

Total Budget:

Amount of funding requested from EDRST: \$50,573, for the 4 projects

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.

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 in Bloom

Name of Applicant Organization

Judy Prange

5/31/19

Authorized Signature

Date

SECTION 2: PROJECT INFORMATION
U City In Bloom – Olive Corridor Program

1. Project Summary – Water And Maintain Newly Planted Trees and Groundcover, Skinker Boulevard to Highway 170

Description of the Project

UCB is requesting funds for the care, monitoring and watering of approximately 35-40 trees, and the ongoing care and maintenance of tree wells UCB planted with groundcover in the Olive corridor. Additionally, we will replace up to 10 trees with these funds as needed.

Planted in the spring and fall of the past years all trees will be watered for at least three years depending on establishment success. Upon assessment of tree health we will continue supplemental watering for additional years, as needed. Given the hot, windy environment along the Olive corridor and many factors that cause mechanical injury to the trees we have determined a need for more regular monitoring, maintenance and replacement of young trees.

UCB will replace up to 10 trees annually in accordance to the Olive Corridor Design Guidelines. to supplement the ongoing efforts of U City Forestry. We have determined a number of trees to be replaced due to poor health and mechanical damage from vehicles and pedestrians and we anticipate additions to this list throughout the year. This will be done in partnership with U City Forestry and allows replacement to be completed immediately after determination of replacement needs. UCB Staff are all certified ISA Arborists and will use their knowledge to prune the trees for structure and safety. The long-term benefit will be cost savings on removing structurally unsound and hazardous trees because those potential risks are assessed and addressed as the tree develops. This is proactive forestry rather than reactive and results in constant vigilance and future maintenance savings.

The groundcovers planted in the fiscal years of 2015 and 2017 will continue to be watered, weeded and mowed annually by UCB staff and volunteers.

Project Location

These trees front on Olive Boulevard and are located throughout the corridor.

Project Timetable

Continued tree watering and maintenance ongoing through the requested fiscal year of 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: \$10,407 (UCB Volunteers – 45 hours @ \$25.43/hr, \$1,272.00)

Amount of funding requested from EDRST: \$9,135

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.

This will be an ongoing project to ensure longevity and continued success of the trees and groundcover on Olive Boulevard.

The completed EDRST B-1 form with a budget cost summary is attached.

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

U City In Bloom

Name of Applicant Organization

Judy Prange, Executive Director

Date

EDRST B-1

**City of University City
Economic Development Retail Sales Tax
FY20 Request for Funds: Budget Cost Summary**

Applicant U City In Bloom
Project Olive Blvd - Care, maintenance, replacement & watering of Trees and Groundcover
Amount Requested \$ 9,135

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

| | Total | Applicant's Cash | Applicant's Non-Cash | | Project |
|--|--------------------|-------------------------|-----------------------------|--------------------|------------------|
| I. Project or Program Direct Costs* | EDRST Funds | Funds | Contributions | Other Funds | Total |
| Maintenance and watering of 50 trees/groundcover | \$ 7,418 | | | | \$ 7,418 |
| Replace up to 10 trees | \$ 1,200 | | | | \$ 1,200 |
| Volunteers - 50 hours @ \$25.43/hour | | | \$1,272 | | \$ 1,272 |
| Total Direct Costs | \$ 8,618 | | | | |
| II. Indirect Costs** | | | | | \$ 9,890 |
| Operations | 517 | | | | \$ 517 |
| BUDGET TOTAL - ALL ACTIVITIES | \$ 9,135 | | \$1,086 | | \$ 10,407 |

*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: PROJECT INFORMATION
U City In Bloom – Olive Corridor Program

3. Project Summary – Design & Maintain Public Gardens on Olive Boulevard, Skinker to Midland

Description of the Project.

First funded by the EDRST Board in fiscal year 2012, this request for funding will be used for plants and care of existing gardens on Olive Boulevard between Skinker and Midland. The gardens are located on the corners of Olive Boulevard and Skinker, Sutter/Maple, Pennsylvania, Purdue and Midland. These well-designed, attractive gardens are important to residents, businesses and passing motorists by creating a pleasant visual experience and their presence is proof that someone cares for this neighborhood. This continues a twenty six year history, 1991 to 2017, of the existence of gardens on Olive, funded first by two Olive Tax Increment Financing Districts and now the EDRST Board.

Project Location And Photos.

Photos of these gardens and a map of their location are attached.

Project Timetable.

Building upon a base of shrubs and perennials in each garden, colorful annuals such as lantana, petunias, coleus and other species will be planted and mulched in the spring to flourish throughout the summer and into the fall. UCB volunteers and paid horticulture staff will mulch, deadhead, prune, weed and water the gardens from March until October when annuals will be removed and another layer of mulch added for winterization. Plant health will be evaluated and assessed by UCB staff as well as irrigation maintenance and updates and scheduling.

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: \$22,934 (UCB Volunteers - 252 hours @ \$25,43 per hour, \$6,408)

Amount of funding requested from EDRST: \$16,526

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.

This annual funding will be requested for the care and maintenance of these gardens as long as they continue to fulfill the *Olive Boulevard Guidelines* and are considered valuable to this industrial/commercial neighborhood. It is anticipated that this annual grant request will be similar to this year's request, dependent on increases in the costs of labor and plant materials and volunteer participation.

EDRST B-1 form with a budget cost summary is attached.

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

U City In Bloom

Name of Applicant Organization

Judy Prange, Executive Director

Date

EDRST B-1

**City of University City
Economic Development Retail Sales Tax
FY20 Request for Funds: Budget Cost Summary**

Applicant U City In Bloom
Project Olive Boulevard - Design and Care for Gardens from Skinker to Midland
Amount of Request \$ 16,526

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

| | Total EDRST Funds | Applicant's Cash Funds | Applicant's Non-Cash Contributions | Other Funds | Project Total |
|---|--------------------------|-------------------------------|---|--------------------|----------------------|
| I. Project or Program Direct Costs* | | | | | |
| Plant material | \$ 2,450 | | | | \$ 2,450 |
| Soil amendments | \$ 750 | | | | \$ 750 |
| Garden design, mulching, plant installation, weeding, deadheading and pruning | \$ 12,391 | | | | \$ 12,391 |
| Volunteers - 252 hours @ \$25.43 per hour | | | \$ 6,408 | | \$ 6,408 |
| Total Direct Costs | \$ 15,591 | | \$ 6,408 | | \$ 21,999 |
| II. Indirect Costs** | | | | | |
| Operations | \$ 935 | | | | \$ 935 |
| BUDGET TOTAL - ALL ACTIVITIES | \$ 16,526 | | \$ 6,408 | | \$ 22,934 |

*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: PROJECT INFORMATION

3. Project Summary – Design, Plant, Water, and Maintain Containerized Gardens on Olive Boulevard.

Description of the Project

These tasteful planters that were installed in fiscal years 16 and 17 will be planted with colorful annuals, blooming from May to October and will line Olive Boulevard from the Hwy170 interchange to Kingsland Avenue. Each bus shelter on Olive Boulevard will be complimented by one of these planters. The high visibility planters provide a positive visual impact and bold statement for area businesses, shoppers and residents in addition to passing motorists.

UCB is requesting EDRST funds for this project to plant and maintain all of the new planters on Olive, whose initial installment cost was from a combined private donation to UCB and EDRST funding.

Summary of Need for Funding of the Olive Boulevard Planters

Using the *Olive Boulevard Design Guidelines, University City, MO, 2009*, are focused on Olive, its goals, objectives and strategies area relevant to any commercial area. MODOT has approved the project. The main goals of the *Guidelines*,

- Achieve a memorable pedestrian experience.
- Achieve business stability, retain existing businesses and attract new business.
- Attract new and repeat customers.
- Preserve and improve infrastructure. (Page 2.2)

The *Olive Guidelines* conclude that, "A well designed, attractive and inviting streetscape is important to achieving the above mentioned goals." (Page 2.2). The Olive planters in addition to healthy trees, all positively contribute to achieving a memorable experience. This will encourage businesses to maintain a certain level of attractiveness.

Olive Boulevard Planters Goals and Objectives

Referring again to the above stated four goals of the *Olive Design Guidelines*, UCB has tailored its goal and objectives to assist in maintaining its attractive public areas.

Goal –

- Develop a variety of well designed, attractive containerized gardens in partnership with the Olive Business District and the City of University City to achieve a memorable pedestrian experience by improving the image, identity and aesthetic appeal of the Olive Boulevard corridor.

Objectives –

- Continue to maintain the well designed, vibrant container gardens
- Encourage business owners to participate in the project.

The colorful containerized gardens cared for by UCB helps to maintain the positive image of Olive Boulevard by contributing to its attractiveness, and is in agreement with the *Comprehensive Plan Update*.

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: \$20,415 (UCB Volunteers – 210 hours @ \$25.43/hr, \$5,340)

Amount of funding requested from EDRST: \$15,075

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.

This annual funding will be requested for the care and maintenance of these gardens as long as they continue to fulfill the *Olive Boulevard Guidelines* and are considered valuable to Olive Boulevard. It is anticipated that this annual grant request will be similar to this year's request, dependent on fluctuations in the costs of labor and plant materials and volunteer participation.

A completed EDRST B-1 form with a budget cost summary is attached

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

U City In Bloom

Name of Applicant Organization

Judy Prange, Executive Director

Date

EDRST B-1

**City of University City
Economic Development Retail Sales Tax
FY20 Request for Funds: Budget Cost Summary**

Applicant U City In Bloom
Project Olive Boulevard Planters - Design and care for Streetscape Planters
Amount of Request \$ 15,075

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

| | Total EDRST Funds | Applicant's Cash Funds | Applicant's Non-Cash Contributions | Other Funds | Project Total |
|--|-------------------|------------------------|------------------------------------|-------------|------------------|
| I. Project or Program Direct Costs* | | | | | |
| Plant materials | \$ 1,860 | | | | \$ 1,860 |
| Soil and amendments | \$ 1,008 | | | | \$ 1,008 |
| Labor - garden design, installation and care | \$ 11,354 | | | | \$ 11,354 |
| Volunteers - 210 hours @ \$25.43 per hour | | | \$ 5,340 | | \$ 5,340 |
| Total Direct Costs | \$ 14,222 | | | | \$ 19,562 |
| II. Indirect Costs** | | | | | |
| Operations | \$ 853 | | | | \$ 853 |
| BUDGET TOTAL - ALL ACTIVITIES | \$ 15,075 | | \$ 5,340 | | \$ 20,415 |

*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: PROJECT INFORMATION

3. Project Summary – Design, Plant, Water, and Maintain Containerized Gardens Delmar Blvd in the Loop

Description of the Project

Since 1998, UCB has designed, planted, watered and maintained the existing containerized gardens fronting on Delmar in the Loop, between Eastgate Avenue and Kingsland Avenue. These colorful annuals, blooming from May to October, establish a boundary for the Loop, a beginning and an end, by bringing cohesion to this four block district. The planters provide a positive visual impact for area businesses, shoppers and residents in addition to passing motorists. UCB will also continue to shape and the smaller Loop trees in partnership with the U City Forestry and Parks Divisions.

UCB is requesting EDRST funds for a portion of this project in partnership with the Delmar Loop Special Business District.

Summary of Need for Partial Funding of the Delmar Loop Planters

While the *Olive Boulevard Design Guidelines, University City, MO, 2009*, are focused on Olive, its goals, objectives and strategies area relevant to any commercial area. The main goals of the *Guidelines*,

- Achieve a memorable pedestrian experience.
- Achieve business stability, retain existing businesses and attract new business.
- Attract new and repeat customers.
- Preserve and improve infrastructure. (Page 2.2)

The *Olive Guidelines* conclude that, "A well designed, attractive and inviting streetscape is important to achieving the above mentioned goals." (Page 2.2). The Loop planters in addition to healthy trees, Walk of Stars, and pedestrian scale light poles, all positively contribute to achieving a memorable experience. Yet the Loop is expected to maintain a certain level of attractiveness of Olive

Project Timetable

A design concept for all planters will be developed in early spring, 2019 with the plants ordered and installed by early May before Mother's Day with the addition of soil and additives. Accumulating trash will be removed from the planters every time they are watered. The flowers in each planter will be deadheaded and pruned as needed and watered at least three times a week and fertilized as needed. All annuals will be removed in October. The trees will be shaped and maintained as needed.

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: \$20,923 (EDRST, \$9,837 Loop Special Business District, \$6,000, UCB volunteers \$5,086.)

Amount of funding requested from EDRST: \$9,837

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.

UCB will annually request that EDRST contribute a portion of the care and maintenance of the Delmar Loop planters in partnership with the Delmar Loop Special Business District. It is anticipated that the annual grant request will be a similar amount to this year, dependent on increases in costs of labor and plant materials and volunteer participation.

A completed EDRST B-1 form with a budget cost summary is attached

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

U City In Bloom

Name of Applicant Organization

Judy Prange, Executive Director

Date

EDRST B-1

**City of University City
Economic Development Retail Sales Tax
FY20 Request for Funds: Budget Cost Summary**

Applicant U City In Bloom
Project Delmar Loop - Design and care for Loop Planters from Eastgate to Kingsland
Amount of Request \$ 9,837

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

| | Total EDRST Funds | Applicant's Cash Funds | Applicant's Non-Cash Contributions | Other Funds | Project Total |
|--|--------------------------|-------------------------------|---|--------------------|----------------------|
| I. Project or Program Direct Costs* | | | | | |
| Plant materials | \$ 2,180 | | | | \$ 2,180 |
| Soil and amendments | \$ 1,075 | | | | \$ 1,075 |
| Labor - garden design, installation and care | \$ 11,530 | | | | \$ 11,530 |
| Loop Special Business District | \$ (6,000) | | | \$ 6,000 | \$ (6,000) |
| Volunteers - 200 hours @ \$25.43 per hour | | | \$ 5,086 | | \$ 5,086 |
| Total Direct Costs | \$ 8,785 | | | | \$ 19,871 |
| II. Indirect Costs** | | | | | |
| Operations | \$ 1,052 | | | | \$ 1,052 |
| BUDGET TOTAL - ALL ACTIVITIES | \$ 9,837 | | \$ 5,086 | \$ 6,000 | \$ 20,923 |

*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.



Economic Development Retail Sales Tax Board
6801 Delmar Boulevard · University City, Missouri 63130 · 314-505-8533

APPLICATION FOR ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS FISCAL YEAR 2020 (JULY 1, 2019 – JUNE 30, 2020)

Directions. Please complete all sections of the application. If a question does not apply to a project, please indicate "n/a" for not applicable. Please refer to "Economic Development Retail Sales Tax Board Funding Priority Guidelines" for guidance. Applications should be submitted by **May 31, 2019** to Libbey Tucker, Director of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or ltucker@ucitymo.org. For questions call 314-505-8533. Applications submitted after the deadline will not be considered for funding.

Application Date:

Project Title:

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: Urban Sprouts Child Development Center

Contact Person and Title: Ellicia Lanier Executive Director

Mailing Address: 6757 Olive Blvd University City MO 63130

Phone Number: 314-997-2259

E-mail Address: elanier@urbansproutscdc.org

Website: www.urbansproutscdc.org

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

- a. Andrea Walton
- b. Barbara Wilson
- c. Gloria Reed

Type of Entity:

Sole-Proprietorship

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

501(c) 3:

Yes No If no, list type of entity:

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

Yes No

2. Applicant/Organization Background

Describe the applicant/organization history and mission:

Urban Sprouts is a non profit organization that was founded 2009 in University City to serve children birth to age 6 through early childhood services. Urban Sprouts services 124 children annually from diverse economic, ethnic and social backgrounds. 56 % of the children we serve come from low to moderate income families and have limited access to quality care for children. Through quality early childhood services Urban Sprouts has served families for 10 years and recently relocated to a new location on Olive to double the capacity of children served. We believe for every \$1 invested in early childhood education the RETURN on INVESTMENT to the society is \$17. Investment in high quality early childhood increases the high school graduation rates and adult income levels improve. There is also a correlating decrease in incarceration rates, and drug use. This effectively puts less strain on social services and dollars while expanding a higher tax base for our community.

Mission

Urban Sprouts is a joyful, encouraging, and diverse educational community that honors and empowers every aspect of children's learning. Our goal is to support each child in her or his development as a socially capable, creative, and inspired citizen.

Vision

We envision a community where the ideas of children matter, a society where education is a right, and a world the image of each child is valued.

Describe the applicant/organization programs and activities:

*see website for full list of academic programs
www.urbansproutscdc.org*

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.

Urban Sprouts is requesting funding to build out and support the work of our early childhood resource hub. The early childhood resource hub will have three major thrusts:

1. Early Childhood Leadership cohorts:

Create pathways for early childhood directors through an early childhood leadership cohort that leads to sustainability for University City Childcare centers and centers serving residents in childcare centers in surrounding areas. The leadership cohort will strengthen early childhood systems to support the work of our most vulnerable children by developing business plans, standard operating procedures, budgets, financial sustainability plans, and good back office practices. In partnership with IFF, Southside Early Childhood Center, Charity CFO, and Ever Appropriate Institute.

In addition to the business supports Urban Sprouts will partner with St. Louis Community College in offering a 3 credit hour early childhood management course.

*Participants will utilize the Missouri Teach scholarship to pay for the course work associated with the cohort. This will allow for the college course to be offered at no cost to the participant. (Missouri T.E.A.C.H scholarship information attached)

2. Early Childhood Workforce Development cohorts:

Workforce development hub/offer early childhood courses to area childcare providers outside of traditional college hours. This partnership will be an extension of our current partnership with St. Louis community college in offering college courses to early childhood educators in the field for the first 3 courses and transition them on to campus after three 8 week courses.

*Partipants will utilize the Missouri teach scholarship to pay for the course work associated with the cohort. This will allow for the college course to be offered at no cost to the participant. (Missouri T.E.A.C.H scholarship information attached)

Research points to the need for educators in the field to measure their competency and further their understanding to become quality teachers for children. Urban Sprouts believes that through our efforts in the cohorts teachers who become certified will bolster the quality of the centers they work in and make the center eligible for accreditation. When a center becomes accredited the center can receive an additional 50% more in state subsidy reimbursement which will lead to higher wages for the center staff and additional revenues.

The Missouri core competencies describe the need for childcare professionals to follow a framework that will lead to better outcomes for our city's most vulnerable children. The core competencies will be used to guide our work with educators to create an attainable path for gaining deeper knowledge in the field.

The Missouri core competencies suggest that systems aimed at coordinated services can use the competencies to: (Core competencies overview attached)

- Establish standards for early childhood and youth development systems efforts
- Promote the use of the Core Competencies across programs, agencies, and higher education institutions
- Connect stakeholders around common goals of professionals working with children and youth to families, communities,

Occupation Median wage Child care worker \$9.96 Preschool teacher \$12.03 Center director \$20.69 Kindergarten teacher \$28.25 Elementary teacher \$27.66 All workers \$16.85 Earnings by Occupation • In 2017 the median wage for child care workers was \$9.96, a 7% increase since 2015. • For preschool teachers the median wage was \$12.03, a 3% decrease since 2015. • For preschool or child care center directors, the median wage was \$20.6

*Total includes the following occupations as defined by the U.S. Bureau of Labor Statistics Occupational Employment Statistics (OES): "child care workers," "preschool teachers, excluding special education," "preschool teachers, special education", "education administrators: preschool/child care center programs". These data do not include the self-employed, although home-based child care assistants, who are employees, are likely included in the "child care worker" category. Due to the limited data available across states in the OES, state-based surveys or registries may provide more comprehensive estimates of the ECE workforce.

3. Family sustainability efforts and supports:

Family connection is critical for the families we serve. Our current space doesn't offer Urban Sprouts families the space and resources to develop independence for their families. With the

new early childhood resource hub families will be supported through workforce connection and a community resource piece; which is a vital part of our family support for the children we serve. To maximize the utilization of the center during the day our parent advocate will be housed in the center to offer families support with social services resources and develop connections with area resource agencies like Beyond Housing, CAASTL for Justine Petersen and other banks to help families become economically sustainable and build financial health. Many of our families come to us in need of job leads and resources for jobs. The resource center will house computers, a fax machine, and resources to assist families in searching for jobs, applying and present them with job readiness skills, interview skills financial literacy.

Families with low-to-moderate income in the surrounding communities face difficulty in accessing quality early childcare. Currently our school pulls from University City, Wellston, Page-dale, Overland, Olivette, Pine Lawn, Jennings and Un-Incorporated St. Louis County. Even with the family's ability to obtain state subsidy to pay for care, subsidy that is paid to the childcare provider covers only 50% of the cost to care for children from the poorest families in our region. It is important for all children to have access to quality care and it is critical in nurturing the growth, learning and development of children. Missouri's Early Childhood Strategic Plan (2013) recognizes supportive family environments for young children are enhanced by the integration of parenting education into the early childhood system. Community programs need to effectively ensure families have skills and access to resources to facilitate their child(ren)'s growth and development. Urban Sprouts currently has a waiting list of over 200 families. Of those families, 65 families are low-to-moderate income and need access to quality care to have a better lifelong outcome and become a better St. Louis County Citizen.

Currently, in our community, there are few organized opportunities aimed at improving access to early care and education within the context of quality care facilities in the area. While many individuals in our targeted population qualify for childcare subsidy, there's a gap in the funding required to provide for their cumulative educational and financial needs. While community initiatives exist to educate children and enhance quality interactions between parents and children, these efforts will produce a greater effect when developed for smaller communities of families, within the context of established relationships.

Urban Sprouts has seen a rising need for our families to have full day full year care in order to enter the workforce. Many families are faced with the difficulty of acquiring a job or accessing the skills necessary to enter the workforce due to the lack of childcare and family support. We believe with additional supports our families will become more self-sufficient and be contributors to our local society. 13 million Americans in their prime working years have children under the age of 6. These parents must have reliable childcare to be able to remain employed. If we want more talent and profitability in the workforce, we must recognize and address the barrier of accessing quality childcare. -Southside early childhood business case for investment (See report attached)

In Missouri, 70 percent of children live in households where all available parents are currently working, and 28 percent of all Missouri children are part of low-income families. It is widely agreed that the current early care and education system across the state is woefully underfunded. The cost of services is out of reach for many working families, including those who earn middle-class wages. (Missouri Early Childhood workforce index 2018)

We understand that workforce needs childcare to be contributors of the economy. "Labor shortages are constraining in our states economic growth...affordable, quality childcare reduces a major barrier to getting people into the workforce and is an essential tool in any meaningful economic development strategy." -U.S Chamber of Commerce Foundation. 12% of employers rate lack of childcare access as a barrier to expanding employment; (State of the St. Louis workforce, 2018)

Describe the number of part-time and full-time jobs to be created by the specific request and average wages for these jobs.

Urban Sprouts anticipates that we will hire a Family Program Coordinator to work within the hub and a Special Rights Coordinator that will be solely committed to working with families to locate social service resources.

A full time Family Program Coordinator makes on average \$45,000.00 per year and a full time Special Rights Coordinator makes on average per year \$50,000.00

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

1. Early Childhood Leadership cohorts:

Early childhood leaders will be taken through a leadership track that will begin with initial assessments of their program. Using the Early Childhood leadership assessment tool (see attached) providers will guide their process by knowing where they are within the scale. The program coordinator will work with area partners to tailor the program based on actual program needs. The partners will be used to support the following work and timeline.

Timeline:

December 2019- Directors will do initial self-assessment

January 2020- Directors will establish goal for their program and be led to develop and improve program policy and procedures. Initial site visit to participants childcare centers will be done by program coordinator. Directors will enroll in early childhood management course provided by St. Louis Community College (offered at Urban Sprouts)

February 2020- Directors will work on developing and or improving early policy and procedures for their early childhood program through work group with peers and program coordinator.

March 2020-Directors will develop family engagement strategy and be led by program coordinator to identify a tool to work with families i.e.; parent gage during through a work group with peers.

March 2020-Directors will work with programs to identity the needs of the current teaching staff and enroll teachers in coursework to complete the 3 college courses at Urban Sprouts. Directors will work with T.E.A.C. H Missouri scholarship to establish contracts for scholarship funds to cover cost of course work, books and sub time to complete homework. (Further details on T.E.A.C.H attached)

April- July 2020-Directors will work with Charity CFO to walk through an assessment of financial sustainability and vitality of their programs. Programs will set goals and be given individual time to work with the Charity CFO. The work in this area will be done with each individual center for a course of 3 months.

May- 2020-Program coordinator and Director will begin working on the magic on the inside of the program by using the ITERS-ECERs rating scale to determine program quality. This data will lead to program implementation and start work toward accreditation application.

June-Aug 2020-Directors will work on submitting candidacy for accreditation. Accreditation supports will be given through MO accreditation and national accreditation bodies through work groups. Directors will then apply for disproportionate share to increase childcare subsidy rates. In addition, IFF will work with programs to begin thinking about how to improve facilities to mirror best practices and give technical supports by way of planning, space needs assessment, needs assessments and faculty upgrades. Second site visit to childcare centers will be conducted by program coordinator.

Aug-December-2020 Program coordinator will make third visit to program to establish long term goals for center and re-take the initial leadership assessment.

2.Early childhood workforce development cohorts:

The teachers in the cohort will begin college course work, leading to 9 credit hours. Courses will be taught at community sites, following a customized pace consistent with the needs and abilities of the individuals enrolled. It is anticipated that each cohort will complete 50% of the overall course program within fall, spring and summer terms. It is anticipated that at least 80% of the cohort participants will successfully complete coursework, leading to full time enrollment within the Early Care and Education program on a STLCC campus.

Timeline

- March 2020- Program Coordinator recruits for cohort (20 teachers) to participate in the program; enrolls them with St. Louis Community College – Florissant Valley; assists in accessing available tuition funds (Pell Grants/T.E.A.C.H.).

March 2020- Cohorts begin first college course.

April 2020-May 2020 - Program Coordinator begins initial assessments and completes site visits/rating scales.

June/July 2017 - Program Coordinator completes year end assessments and site visits/rating scales.

August- September 2017 - Program Coordinator develops the next phase of the program for the participants planning to continue and completes required reports.

October 2017 - Program Coordinator begins final assessments and completes site visits/rating scales.

In an effort to improve opportunities for young children in our community, this project will have two major thrusts:

- (1) Increasing the quality of childcare and education for young children in University City and surrounding areas, by raising the educational level of child care providers and teachers in area centers and home daycares.

We anticipate that in one year, we will directly impact 20 teachers/caregivers from at least 6 area childcare programs, 200 children and 300 parents. Projected outcomes for this project:

- (1) Increased performance on professionally recognized rating scales for environment/teacher interactions (Using the ITERS – Infant/Toddler Environment Rating Scale, ECERS – Early Childhood Environment Rating Scale, and FCCERS – Family Child Care Environment Rating Scale)
- (2) Successful completion of coursework that can lead to a Certificate of Proficiency in Early Care & Education by the 20 teachers enrolled in the cohorts.
- (3) Enhanced professionalism and practices of the 20 teachers enrolled in the cohorts as assessed through questionnaires and surveys.

With future funding, we anticipate serving additional cohorts and/or assisting the existing cohorts in obtaining the Certificate of Proficiency in Early Care & Education.

3. Family sustainability efforts and supports:

Each family will complete a series of initial assessments and surveys to establish the individual needs of their child and a care plan for the family. Using surveys and questionnaires provided by parent gage , data is continually collected on the families development. Each families assessments are reviewed quarterly with the family advocate and Home visits are conducted twice a year to bridge the home-to-school connection. Using the data collected families will set goals with the parent advocate and begin working to identify the resources available with the resource hub and outside community partners to strengthen the family.

Timeline

October 2019 - Program Coordinator and Teacher begin initial assessments and complete home visits/rating scales. Families will work with family advocate to set goals and identify needs.

October through June 2020 - Program Coordinator works with community resources, teachers and families to develop family events and parenting training for the year.

November 2019 – Families complete their first quarter and family conference are completed.

March 2019- Families complete their second assessment conferences are completed.

June 2020-Families complete their third quarter and parent family conference are completed. Goals for the following year are created.

June 2020 - Program Coordinator completes year end assessments and home visits/rating scales.

August 2020 - Program Coordinator develops the next phase of the program for the participants planning to continue and completes required reports.

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

The program will be located at 6757 Olive at Urban Sprouts Child Development Center. Urban Sprouts will lead the work and utilize it's new state of the art facility to support the community efforts. Build out of the current basement space will be required to house the resource hub. (Please see pictures of the facility attached.)

Program or Project Timetable:

Upon award of the funds the construction of the project will begin. We estimate from design to building out it would take about 4-5 months to create the hub space.

Aug-December- Design and construction

July-Full development of curriculum and development of program

September 2019- Program coordinator is hired to identify and determine participants for program, development of curriculum and guide process for implementation, marketing and additional program partners and supports.

December – Aug 2020 Implementation of programs within the resource hub

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: \$2,485,500

Amount of funding requested from EDRST: \$280,000 for design and renovation of the space, marketing, professional services, program support.

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.

Urban Sprouts is requesting one time funding to leverage the 2.1 million dollar investment that was made to renovate the learning spaces for children. The ask of University City will be to build out the basement for facility and provide a portion of start up cost for the program. Urban Sprouts is in good relationships with area resources and funders and expects to keep the program on going via in kind services grants and private contributions made on behalf of the project. This project is intended to continue for the life of our program.

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

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

Urban Sprouts

Applicant
 Amount of Request

City of University City - Community Development

\$280,000

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

| | EDRST Funds | Applicant's Cash Funds | Applicant's Non-Cash | Other Funds | Total |
|---|----------------------|---|----------------------|--------------------------------|---------------------|
| I. Project or Program Direct Costs * | | | | | |
| Program Coordinator | \$23,000 | \$30,000 | | \$10,000 | 63,000 |
| Farmhouse Advocate | 0.00 | 0.00 | \$40,000 (In Kind) | | 40,000 |
| Cost of College courses | 0.00 | 0.00 | \$25,000 | 25,000 | 25,000 |
| Professional services | 0.00 | \$30,000 | 0.00 | 10,000 | 38,000 |
| Materials and Tools | 5,000.00 | \$10,000 | 5,000 | 30,000 | 50,000 |
| Equipment (table, tech) | \$10,000 | \$5,000.00 | \$25,000 | 5,000 | 22,500 |
| II. Indirect Costs ** | | | | | |
| Architect Design | \$15,000 | 5000.00 | \$5,000 | In kind from design-build firm | 25,000.00 |
| Build out of space | \$225,000 | (2 million renovation of space in 2017) | | | 225,000 |
| BUDGET TOTAL - ALL ACTIVITIES | \$ 280,000.00 | \$2,080,000.00 | \$72,500.00 | 80,000.00 | 2,485,500.00 |

*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.

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

Urban Sprouts Child Development Center
Name of Applicant Organization

Ellece Fairies 5/31/19
Authorized Signatures Date

Articles of Incorporation

John R. Ashcroft Secretary of State
 2018 ANNUAL REGISTRATION REPORT
 NONPROFIT

N000696968
Date Filed: 7/3/2018
John R. Ashcroft
Missouri Secretary of State

*** SECTION 1, 3 & 4 ARE REQUIRED**

REPORT DUE BY: **8/31/2018**

N000696968
 Urban Sprouts
 ELICIA QUALLS
 9120 OLIVE BLVD
 ST. LOUIS MO 63182

| |
|--|
| ORGANIZED UNDER THE LAWS OF: Missouri |
| PRINCIPAL PLACE OF BUSINESS OR CORPORATE HEADQUARTERS: * 6757 Olive Blvd (Required) |
| STREET University City MO 63130 CITY / STATE ZIP |

2 If changing the registered agent and/or registered office address, please check the appropriate box(es) and fill in the necessary information.

The new registered agent
 IF CHANGING THE REGISTERED AGENT, AN ORIGINAL WRITTEN CONSENT FROM THE NEW REGISTERED AGENT MUST BE ATTACHED AND FILED WITH THIS REGISTRATION REPORT.

The new registered office address **6757 Olive Blvd University City MO 63130**

Must be a Missouri address. PO Box alone is not acceptable. This section is not applicable for Banks, Trusts and Foreign Insurance.

| A OFFICERS NAME AND PHYSICAL ADDRESS (P.O. BOX ALONE NOT ACCEPTABLE). MUST LIST PRESIDENT AND SECRETARY BELOW | B BOARD OF DIRECTORS NAME AND PHYSICAL ADDRESS (P.O. BOX ALONE NOT ACCEPTABLE). MUST LIST AT LEAST THREE DIRECTORS BELOW |
|---|--|
| PRESIDENT Walton, Andrea STREET 3778 Greenmor Gardenst Ct CITY/STATE/ZIP Florissant MO 63034 | NAME Wilson, Barbara STREET 18 Spring Oak Drive CITY/STATE/ZIP St. Charles MO 63110 |
| SECRETARY Hopson, Naretha STREET 5009 Westminster CITY/STATE/ZIP St. Louis MO 63108 | NAME Reed, Gloria STREET 5737 Tholozan CITY/STATE/ZIP St. Louis MO 63109 |
| VICE PRESIDENT Walton, Andrea STREET 3778 Greenmor Gardenst Ct CITY/STATE/ZIP Florissant MO 63034 | NAME Qualls, Elicia STREET 15414 Jost Estates Dr CITY/STATE/ZIP Florissant MO 63034 |
| STREET _____ CITY/STATE/ZIP _____ | NAME _____ STREET _____ CITY/STATE/ZIP _____ |

NAMES AND ADDRESSES OF ALL OTHER OFFICERS AND DIRECTORS ARE ATTACHED

4 The undersigned understands that false statements made in this report are punishable for the crime of making a false declaration under Section 575.060 RSMo. Photocopy or stamped signature not acceptable. *

Authorized party or officer sign here Elicia Qualls (Required)

Please print name and title of signer: Elicia Qualls / Director
 NAME TITLE

REGISTRATION REPORT FEE IS:
 ___\$10.00 if filed on or before 8/31/2018
 ___\$15.00 if filed after 9/30/2018

Corporation will be administratively dissolved if report is not filed by 11/29/2019

WHEN THIS FORM IS ACCEPTED BY THE SECRETARY OF STATE, BY LAW IT WILL BECOME A PUBLIC DOCUMENT AND ALL INFORMATION PROVIDED IS SUBJECT TO PUBLIC DISCLOSURE

E-MAIL ADDRESS (OPTIONAL): abarragan@urbansproutscdc.org

ARTICLES OF INCORPORATION

OF

URBAN SPROUTS

The undersigned, Frederick B. Kruger, of 165 N. Meramec Avenue, Suite 110, Clayton, Missouri 63105, a natural person of the age of eighteen (18) years or more, for the purpose of forming a corporation under The General Nonprofit Corporation Act of the State of Missouri, does hereby adopt the following Articles of Incorporation:

1. The name of the Corporation is: Urban Sprouts.
2. This Corporation is a Public Benefit Corporation.
3. This Corporation shall not have members.
4. The address of its initial registered office in the State of Missouri is:

15414 Jost Estates Dr.
Florissant, MO 63034

and the name of its initial registered agent at such address is: Ellicia Qualls.

5. The name and address of the incorporator is Frederick B. Kruger, 165 N. Meramec Avenue, Suite 110, Clayton, Missouri 63105.

6. The First Board of Directors shall consist of three (3) persons. The election of the Board of Directors and any increase or decrease in the number of persons constituting the Board of Directors shall be governed by the By-Laws of this Corporation; provided, however, in no event shall the number of persons constituting the Board of Directors be less than three (3).

7. The duration of the Corporation is perpetual.

ORI-10242014-0607 State of Missouri

No of Pages 4 Pages



Creation - Non-Profit

8. The Corporation is organized and is dedicated exclusively for nonprofit purposes, and shall be operated exclusively for charitable and educational purposes. The Corporation is organized for the purposes of:

- Developing social and educational programs regarding early childhood education, care, and development;
- Developing social and educational programs teaching adults how to improve their parenting and child education and development skills;
- Establishing a facility or facilities providing for the education, care, and development of children; and
- To the extent that the activities of the Corporation may create a surplus of funds, donate all or part of such surplus to other organizations organized and operated for similar exempt purposes or other charitable and educational purposes qualified as tax exempt under 501(c)(3) of the United States Internal Revenue Service.

In furtherance of such purposes, the Corporation is empowered:

- a. In a manner consistent with Section 501(c)(3) of the Internal Revenue Code, or its successor Section, to carry out such charitable and educational purposes as may be determined by the Corporation.
- b. In a manner consistent with Section 501(c)(3) of the Internal Revenue Code, or its successor Section, to engage in fundraising and grant making for charitable and educational purposes.
- c. To buy, sell, own, assign, lease and mortgage any real and personal property, wherever located, and to construct, maintain, own and operate improvements

thereon necessary or incident to the accomplishment of the purposes of the Corporation, as set forth herein.

d. Alone or in cooperation with other persons or organizations to do any and all lawful acts and things, which may be necessary, useful, suitable, or proper for the furtherance, accomplishment, or attainment of any or all of the purposes or powers of the Corporation. In general, to do any and all acts or things and to exercise any and all powers which may now or hereafter be lawful for the Corporation to do or to exercise under and pursuant to The General Nonprofit Corporation Law of the State of Missouri, for the purpose of accomplishing any of the purposes of the Corporation.


9. No part of the net earnings of the Corporation shall inure to the benefit of any director or officer of the Corporation, or any private individual (except that reasonable compensation may be paid for services rendered to or for the Corporation affecting one or more of its purposes), and no director or officer of the Corporation, nor any private individual, shall be entitled to share in the distribution of any of the corporate assets on dissolution of the Corporation. No substantial part of the activities of the Corporation shall be carrying on propaganda, or otherwise attempting to influence legislation. No part of the activities of the Corporation shall be participating in, or intervening in (including the publication or distribution of statements), any political campaign on behalf of any candidate for public office. The Corporation shall not engage in subversive or un-American activities. Notwithstanding any other provision of these Articles, the Corporation shall not carry on any other activities not permitted to be carried on (a) by a corporation exempt from Federal income tax under Section 501(c)(3) of the United States Internal Revenue Code (or the corresponding provision of any future United States Internal Revenue Law) or (b) by a corporation, contributions to which are

deductible under Section 170(c)(2) of the United States Internal Revenue Code (or the corresponding provision of any future United States Internal Revenue Law).

10. In the event of the dissolution of this Corporation, or if for any reason the purposes of this Corporation should become impossible of performance, all assets remaining after all liabilities and obligations of the Corporation have been paid, satisfied and discharged, or adequate provision made therefor, shall be distributed to one or more organizations organized and operated for similar exempt purposes, or for other purposes within the purview of Section 501(c)(3) of the United States Internal Revenue Code, as amended, and which have received exemption for Federal income tax under said Section 501(c)(3), or its successor Section, or a corresponding provision of a prior law, or to the Federal, State or local government, for a public purpose.

Any such assets not so disposed of shall be disposed of by the Circuit Court of the county in which the principal office of the corporation is then located, exclusively for such purposes or to such organization or organizations, as said Court shall determine, which are organized and operated exclusively for such purposes.

IN WITNESS WHEREOF, these Articles of Incorporation have been signed this October 6, 2014 with the belief that the statements are true and correct to the best of the incorporator's knowledge and belief, subject to the penalties provided under section 575.040, RSMo.



Frederick B. Kruger, Incorporator

STATE OF MISSOURI



Jason Kander
Secretary of State

CERTIFICATE OF INCORPORATION

WHEREAS, Articles of Incorporation of

Urban Sprouts
N000696968

have been received and filed in the Office of the Secretary of State, which Articles, in all respects, comply with the requirements of Missouri Nonprofit Corporation Law;

NOW, THEREFORE, I, JASON KANDER, Secretary of State of the State of Missouri, do by virtue of the authority vested in me by law, do hereby certify and declare this entity a body corporate, duly organized this date and that it is entitled to all rights and privileges granted corporations organized under the Missouri Nonprofit Corporation Law

IN TESTIMONY WHEREOF, I hereunto set my hand and cause to be affixed the GREAT SEAL of the State of Missouri. Done at the City of Jefferson, this 9th day of October, 2014


Secretary of State



Urban Sprouts CDC Board Meeting Agenda

Date May 23 2019 ____

Attendance:

Guest:

| | |
|---|--|
| Ellicia Qualls, Exec. Director | |
| Andrea Barragan Administrative Director | |
| Andrea Walton, Acting Board Chair | |
| Naretha Hopson, External Affairs Chair | |
| Barbara Wilson, Treasurer | |
| Gloria Reed, Internal Affairs Chair and Secretary | |
| | |

| TOPIC | OUTCOME/ACTIONS | WHO | TIME |
|---|---|---------|------------|
| Call to order | | Gloria | 2 minutes |
| Approval of minutes | Review last meeting minutes | Gloria | 5 minutes |
| | | | |
| Executive Report | Updates | Ellicia | 10 minutes |
| | | | |
| | | | |
| Center Update | Staffing | Andrea | 10 minutes |
| | Enrollment | | |
| | YIN Trauma Smart | | |
| | Multicultural Festival | | 10 minutes |
| | | | |
| Development Update | St. Louis ECE Leadership Cohort | Ellicia | 5 minutes |
| | Economic Development Retail Sales Tax Funds | | |
| Internal Affairs Report | Gala En Blanc | Naretha | 5 minutes |
| | | | |
| Financial Updates | Budget Summary | Ellicia | 10 minutes |
| | | | |
| | | | |
| | | | |
| | | | |
| Other Business | | | |
| | | | |
| | | | |
| | | | |
| Meeting Time: 8-9a.m. Meeting Location: 6757 Olive Blvd. University City, MO 63130 | | | |

Notes:



Date: May 23 2019

Location: USCDC

Present: Ellicia Qualls, Andrea Barragan, Naretha Hopson, Barbara Wilson, Gloria Reed

| Agenda Topic | DISCUSSION | Committee Actions | ITEMS TO COMMUNICATE / ACTIONS NEEDED (Due Dates) |
|---|--|--|---|
| <p>Call to order, Mission Moment and Approval of prior minutes</p> | <p>Called to order at 8:22 a.m.</p> | <p>Need to review and approve minutes from February meeting.</p> | <p>Gloria was absent part of February meeting, Andrea B. will send notes for Gloria to create minutes</p> |
| <p>Organization Overview</p> | <p>We were approved for disproportionate share from Mo State Subsidy for the initial 30% increase in reimbursement. This will mean an increase in about \$5,000 per month. We had our NAEYC site visit in the beginning of April and now we await their decision for accreditation. It can take up to 6 months to receive word, but our assessor informed us we will probably hear within 90 days. Teacher recruitment is still a struggle for quality teachers with degrees. We have had two interview recently we liked and have scheduled them back for working interviews. TLC is working out great for quality subs, but we are pushing to hire internally as currently we are relying to heavily on TLC and are headed towards going over budget in that area this year. Gloria suggested St. Louis Sitter for potential subs as well. We are currently working on the 2019-2020 school calendar to be released soon. We've added one full PD days throughout the year for our entire staff to be able to attend</p> | <p>Review calendar Consider alternates to Indeed, Craigslist and Linked In for potential teaching candidates</p> | <p>Calendar will be sent out to the Board upon finalizing the week of 6/3.</p> |

Organizational Support Agenda Minutes

| Agenda Topic | DISCUSSION | Committee Actions | ITEMS TO COMMUNICATE / ACTIONS NEEDED (Due Dates) |
|---------------------------|---|--|---|
| | some great professional development opportunities coming up. | | |
| Development Update | <p>Ellicia and Naretha debuted their idea for "Gala En Blanc" this morning with "Breakfast En Blanc" Planning is heavily underway for Urban Sprouts first Gala. Date isn't set yet, but potentially Sept 7th or 14th. The "Un-Gala" style with a magical night full of activities and music we hope will bring in the donations we need to help close the gap.</p> <p>Ellicia is meeting with IFF and other community leadrs to discuss plans for creating a St. Louis ECE Leadership Cohort. Plans are to seek funding to renovate the basement space for this endeavor. Urban Sprouts will apply for the Economic Development Retail Sales Tax Funds with University City to build out and fund a resource development hub that will host resources for our families and early childhood educators.</p> | <p>We will need Board support in finding sponsors and/or buying tables as well as potential vendors that can donate.</p> <p>Board approved applying for EDRST with University City</p> | <p>Leadership is meeting with the external affairs committee again 6/4 to discuss further planning of the gala. Promotional materials, save the dates, and the location will be set that week. We will communicate further details and what is needed from the Board.</p> |
| Finance Update | Budget vs. Actuals (see attached report) was discussed. Utilities was over-budgeted for due to last year's need to install an electrical pole that was \$20,000. | Budget was approved | Ellicia discussing with accountant to decrease the budget for utilities. |
| Enrollment | Our enrollment is currently full and we have major transitions coming up in the summer/fall with Pre-k going to Kindergarten, but we are excited to finally be enrolled to capacity. Our waiting list continues to be >200. | n/a | n/a |
| Adjournment | Meeting adjourned at 9:02a.m. | | |

AGENDA

St. Louis ECE Leadership Cohort

5/23/19

12pm-3pm

Meeting called by Ellicia Lanier Urban Sprouts

Attendees: Andrea Barragan, David Desi-Ramirez, Monica Duncan, Tara Townsend

Foundation for Program

Develop strategy to support local leaders in ECE Space
Potential use of tools from First Children's finance

Potential Partners

Urban Sprouts

IFF
South Side Early Childhood Center
St. Louis Community College
Charity CFO
Beyond Housing
Justine Petersen
Ever Appropriate Etiquette

Potential Funding

U-City Development Retail Tax Funds
Mabee Foundation
Local/ National Philanthropy

Timing of Cohort

Develop strategy for build-out of space and program development timeline

Notes:

Date: May 23 2019 12pm-3pm

Location: USCDC

Present: Ellicia Qualls, Andrea Barragan, Davide Desai-Ramirez, Monica Duncan

| Agenda Topic | DISCUSSION | Actions | ITEMS TO COMMUNICATE / ACTIONS NEEDED (Due Dates) |
|-------------------------------|--|--|--|
| Foundation for Program | <p>Local Early Childhood Leaders are in need of support on a higher level. We will Develop a strategy with tools to support them and their programs.</p> <p>Developed 7 Areas:</p> <ol style="list-style-type: none"> 1. Self Assessment 2. Policy & Procedures 3. Parent Engagement 4. Financial Sustainability 5. Staff Credentials Support 6. Environments/Curriculum 7. Facility Planning | <p>Research potential tools (PQA, High Scope Program Assessment, NAEYC and/or MO Accreditation, Researched based curriculum, DAP</p> <p>Develop courses around the 7 Target areas. Align the courses with accreditation standards and other program assessment standards and measures.</p> | Formalize Cohort Classes and strategic plan, reconvene in June |
| Potential Partners | IFF, South Side Early Childhood Center, St. Louis Community College, Charity CFO | Reach out to potential Funders | |
| Potential Funding | University City Developmental Retail Tax Funds, Mabee Foundation, Local/National Philanthropy | Apply for University City EDRST | Application due May 31 |
| Timing of Cohort | Develop a strategy for build-out of space and program development timeline | Set specific dates pending funding and partnership | |



EXPANDING MINDS • AMPLIFYING LIFES

FLORISSANT VALLEY
3400 Pershall Road • St. Louis, MO 63135-1406
314-513-4200 • www.stlcc.edu

May 15, 2019

To whom it may concern,

In the 2016-2017 academic year the Early Care and Education program at St. Louis Community College in cooperation with Urban Sprouts Child Development Center wrote for and was awarded the Boeing STEAM Grant. Through this grant we were able to provide early childhood teachers in the greater St. Louis area an opportunity to take college level courses at community based sites. The teachers also received individual coaching that assisted them with preparation to complete requirements for the CDA credentialing process.

At the completion of the program the child care centers, where those teachers were employed received educational materials that facilitated, the growing use Science, Technology, Engineering, Art and Math in early childhood classrooms. The faculty and staff of the, now Child and Family Development Program at St. Louis Community College look forward to our continued work with Urban Sprouts Child Development Center to provide additional community partnerships with early childhood program and educators across the greater St. Louis area.

A handwritten signature in black ink that reads 'Jasmin Marshall'.

Jasmin Marshall, MS
Assistant Professor & District Program Coordinator
Child and Family Development Program
St. Louis Community College- Florissant Valley
3400 Pershall Road
Ferguson, MO 63135
(314)513-4061
jmarshall136@stlcc.edu



Programs & Services

Financial Assistance

First Children's Finance provides loans and financial technical assistance to child care centers and family providers looking to expand or improve facilities and programs in Iowa, Michigan, Minnesota, North and South Dakota, and Wisconsin. The first step is a toll-free phone call to (866) 562-6801, or you can contact our nearest regional office, listed below.

Business Training & Consulting

First Children's Finance provides trainings and workshops on a variety of business topics, as well as one-on-one consulting for child care businesses. Our consulting services focus on the essential business components necessary to create and maintain high-quality child care businesses. To learn about training and consulting opportunities in your region, please contact our nearest office.

Business Development Programs

First Children's Finance designs comprehensive business development programs for child care centers and family providers, including the Growth Fund Program. To learn about current and upcoming business development programs in your region, please contact our nearest office.

Community Consulting Projects

First Children's Finance provides consulting and planning assistance for communities, government agencies, intermediaries and regional child care organizations throughout the United States. To find out how we can help your community, contact our nearest regional office, or call Deb Ruegg, our national Director of Consulting, at (612) 279-6517.

Online Resources

First Children's Finance also provides a wealth of online resources for child care businesses, including practical business tools and information customized for child care centers and family providers. Check out these free, online resources at: www.firstchildrensfinance.org.

Complete information about our programs and services is also available on our website. If you have difficulty finding what you need, or have any questions, just call us toll-free at (866) 562-6801.

Iowa Office: 501 Sycamore Street, Suite 502, Waterloo IA 50703, (319) 234-2665

Michigan Office: 8726 Woodward Avenue, 2nd Floor, Detroit MI 48202, (313) 871-7100

Minnesota Office: 212 Third Ave. N., Suite 310, Minneapolis MN 55401, (612) 338-3023



LETTER OF INTEREST

May 30, 2019

The Charity CFO, LLC is interested in partnering with Urban Sprouts Child Development Center in developing the early education leadership training. The Charity CFO, LLC is committed to working with early education centers across the St. Louis metro area in order to strengthen internal infrastructure, develop best practices for financial and accounting processes, and help develop financial thought leadership within organizations to ensure leadership is appropriately equipped and versed in financial matters within their business or organization. Our work will help centers become and maintain financial sustainability.

The Charity CFO, LLC is a boutique accounting service firm working exclusively in the non-profit, religious, and social service sectors. The firm was founded by Tosha Anderson, CPA, MBA after spending over 15 years working in the non-profit industry. After working as an auditor inspecting non-profits for 7 years, she quickly realized that early education centers are under-resourced in accounting talent. Furthermore, these centers receive a variety of funding with complex compliance requirements. As such, the centers are in vulnerable accounting and financial positions that prevent financial independence and sustainability. After auditing, Tosha spent time servicing as a CFO of a larger non-profit organization. During that time, she realized how well an efficient and effective accounting function can serve an agency. Using the experience from auditing and time spent as a CFO, she created a firm to create financial thought leadership for each client despite their budget size. No non-profit should sacrifice sound financial advice and accounting due to budget limitations.

Our work on this project will include a non-profit assessment and roadmap for implementation of recommendations. We will perform an extensive review of the existing accounting and financial processes. We will also interview existing staff and leadership. A full report of observations and recommendations will be provided to each participant. Recommendations may include compliance concerns, efficiency opportunities, internal control enhancements, improvement and enhancement in financial reporting, etc. In addition to providing recommendations, we will also present a roadmap for implementation on how we can assist them rolling out changes and recommendations.

We are excited to participate in work that will help strengthen the early education space within the St. Louis area.

Tosha Anderson, CPA, MBA
CEO
The Charity CFO, LLC

EVER-APPROPRIATE

Etiquette

To whom it may concern,

I am pleased to write this letter of support and partnership with Urban Sprouts Child Development Center. Ever-Appropriate Etiquette Institute (EAEI) will provide Workforce Development training for early childhood providers and families of the children they serve. EAEI has a long track record of providing top quality trainings and coaching within the region, nationally and internationally. Customized workshops and coaching will support participants at all levels of career from introductory to corporate level professional development training.

Long term trainings will include:

Business Etiquette

The Art of Networking

Personal and Professional Development

Interview Skills

Social Media Etiquette

Conflict Resolution

Business Dining Etiquette

Positive Mental Attitude and Confidence Building

Please let me know if I may provide any additional information in support of the world-class programming provided at Urban Sprouts Child Development Center.

Best Regards,



Naretha Hopson

President, Ever-Appropriate Etiquette Institute

www.ever-appropriate.com

One North LaSalle Street
Suite 700
Chicago, IL 60602
312 629 0060

202 East Market Street
The Platform
Indianapolis, IN 46204
317 454 8530

3011 West Grand Boulevard
Suite 1715
Detroit, MI 48202
313 309 7825

911 Washington Avenue
Suite 203
St. Louis, MO 63101
314 588 8840

215 North Water Street
Suite 225
Milwaukee, WI 53202
414 563 1100



Dear University City Official,

Here's the headline: From IFF's recently completed Early Ed Needs Assessment, in St. Louis **less than half** of eligible 0-5 year olds have access to affordable state subsidized childcare. While we all work to fix this critical systemic issue, high-quality, intentionally-diverse centers like Urban Sprouts Child Development Center are critical assets that we all must support as they continue to build capacity and infrastructure to do the amazing work they do.

IFF is a nonprofit mission-driven lender, real estate consultant, and developer that focuses investments in communities with low incomes and to special needs populations. IFF has lent over \$130 million in the greater St. Louis area to human services, education, healthcare, special needs services, affordable housing and food access. We exist to support and strengthen the nonprofits and community developers that are the critical engines of change in community, and also to work with regional stakeholders to design and implement sustainable systems for comprehensively healthy communities (early childhood education, food...etc.).

In an era and a state with large gaps in access to high quality early childhood education, we are proud to have supported Urban Sprouts recent expansion in University City to serve 50 more kids, many of whom come from families with low incomes. University City has and will continue to be a critical supporter and partner to the school. It is a great and mutually beneficial relationship wherein U. City and its myriad young, diverse families gets the **only** mixed-income Reggio Emilia inspired school in all of Missouri and Urban Sprouts has a City partner as a critical supporter in their difficult and resource-constrained work. Urban Sprouts simply cannot be the amazing and diverse school that it is without earnest support from all of its partners.

IFF, Urban Sprouts and several other key philanthropic and early education leaders are very excited about the Capacity Building program that we are launching this year, led by and largely housed at Urban Sprouts. As our report shows, there are numerous systemic challenges that small providers face (teacher pipeline issues, few professional resources for small business owners, lack of a state quality rating program, low state subsidies...etc.) that this cohort-based program will work on. We are thrilled and excited for the "art of the possible" as U. City moves toward a "center of gravity" in the effort to improve the regional childcare system. U. City's support would be a catalytic investment for this critical program.

Please do not hesitate to call me with questions or to talk. I see many early education centers throughout the Midwest in my work, and know that Urban Sprouts is a gold standard center that we are so fortunate to have in our region and in U. City.

Sincerely,

A handwritten signature in blue ink, appearing to read 'David Desai-Ramirez', is written over a light blue circular stamp.

David Desai-Ramirez
Executive Director, Southern Region
(314) 578-7220 , ddesairamirez@iff.org

Strengthening nonprofits
and the communities they serve.

iff.org



Child Care Programs Near University City
 1000 Executive Parkway Drive, Suite 103 St. Louis, MO 63141
 Phone: 314-535-1458 Phone2: 314-754-1608 Fax: 314-754-0330
 Email: referralcenter@MO.ChildCareAware.org Web: www.MO.ChildCareAware.org

| County | Provider Type | Business Name | Address | City | State | Zip | Regulation | NAEYC | NAFCC | NECPA | Missouri Accreditation (MOA) |
|-----------------|-------------------|--|-------------------------------|-----------------|-------|-------|----------------|-------|-------|-------|------------------------------|
| St Louis City | Centers | Kidz Learning Zone LLC | 5630 Theodosia Ave | St Louis | MO | 63112 | Licensed | FALSE | FALSE | FALSE | FALSE |
| St Louis City | Centers | Unleashing Potential | 5888 Plymouth Ave | St Louis | MO | 63112 | Licensed | FALSE | FALSE | FALSE | FALSE |
| St Louis City | Centers | Circle Of Friends Learning Academy, LLC | 1423 Hodiament Ave | St Louis | MO | 63112 | Licensed | FALSE | FALSE | FALSE | FALSE |
| St Louis City | Centers | Friendly Temple Child Development Center | 5508 Dr Martin Luther King Dr | St Louis | MO | 63112 | Licensed | FALSE | FALSE | FALSE | FALSE |
| St Louis City | Centers | Heart Community Cord LLC | 955 Arcade Ave | St Louis | MO | 63112 | Licensed | FALSE | FALSE | FALSE | FALSE |
| St Louis City | Centers | Little Explorers Learning Center LLC | 1397 Arlington Ave | St Louis | MO | 63112 | Licensed | FALSE | FALSE | FALSE | FALSE |
| St Louis City | Centers | Transformation Christian Preschool | 5890 Etzel Ave | St Louis | MO | 63112 | License-Exempt | FALSE | FALSE | FALSE | FALSE |
| St Louis City | Centers | Good Shepherd Infant And Toddler Center | 5990 Page Blvd | St Louis | MO | 63112 | Licensed | TRUE | FALSE | FALSE | FALSE |
| St Louis City | Centers | Unleashing Potential | 5821 Kennerly Ave | St Louis | MO | 63112 | Licensed | FALSE | FALSE | FALSE | FALSE |
| St Louis City | Centers | Urban League Of Metropolitan St. Louis | 1437 Laurel St | St Louis | MO | 63112 | Licensed | TRUE | FALSE | FALSE | FALSE |
| St Louis City | Centers | Ymca-monsanto Branch-early Childhood Education Cen | 5555 Page Blvd | St Louis | MO | 63112 | Licensed | FALSE | FALSE | FALSE | TRUE |
| St Louis City | Centers | Elevated Learning Academy LLC | 5878 Delmar Blvd | St Louis | MO | 63112 | Licensed | FALSE | FALSE | FALSE | FALSE |
| St Louis City | Centers | Better Family Life, Inc. | 5415 Page Blvd | St Louis | MO | 63112 | Licensed | FALSE | FALSE | FALSE | FALSE |
| St Louis City | Centers | Washington University Family Learning Center | 840 Rosedale Ave | St Louis | MO | 63112 | Licensed | FALSE | FALSE | FALSE | FALSE |
| St Louis City | Centers | Little Leaders Childcare | 1206 Goodfellow Blvd | St Louis | MO | 63112 | Licensed | TRUE | FALSE | FALSE | FALSE |
| St Louis City | Family Child Care | Franklin, Paula M | 5737 Bartmer Ave | St Louis | MO | 63112 | Licensed | FALSE | FALSE | FALSE | FALSE |
| St Louis City | Family Child Care | Little Castle Home Daycare | 5358 Cote Brilliante Ave | St Louis | MO | 63112 | Licensed | FALSE | FALSE | FALSE | FALSE |
| St Louis City | Family Child Care | Set To Learn Child Care Home | 6021 Suburban Ave | St Louis | MO | 63112 | Licensed | FALSE | FALSE | FALSE | FALSE |
| St Louis City | Group Homes | Juz Kidz Nursery & Preschool | 950 Laurel | St Louis | MO | 63112 | Licensed | FALSE | FALSE | FALSE | FALSE |
| St Louis City | Centers | St. Louis Transitional Hope House, Inc. | 6110 Cote Brilliante Ave | St Louis | MO | 63133 | Licensed | FALSE | FALSE | FALSE | FALSE |
| St Louis County | Centers | Ymca-mid County Branch-our Lady Of Lourdes | 7157 Northmoor Dr | University City | MO | 63105 | Licensed | FALSE | FALSE | FALSE | TRUE |
| St Louis County | Centers | Clayton Early Childhood Center | 1 Oak Knoll Park | Clayton | MO | 63105 | Licensed | TRUE | FALSE | FALSE | FALSE |
| St Louis County | Centers | Goodvibe School | 7530 Maryland Ave | Clayton | MO | 63105 | Licensed | TRUE | FALSE | FALSE | FALSE |
| St Louis County | Centers | Glenridge Children's Center, Inc. | 7447 Wellington Way | Clayton | MO | 63105 | Licensed | FALSE | FALSE | FALSE | TRUE |
| St Louis County | Preschools Only | Samuel Church Prekindergarten School | 320 N Forsyth Blvd | Clayton | MO | 63105 | License-Exempt | FALSE | FALSE | FALSE | FALSE |
| St Louis County | Centers | Brightstar Preschool Academy | 8525 Natural Bridge Rd | St Louis | MO | 63121 | Licensed | FALSE | FALSE | FALSE | FALSE |
| St Louis County | Centers | Loving Hearts Child Care Center | 7030-7032 Natural Bridge Rd | St Louis | MO | 63121 | Licensed | FALSE | FALSE | FALSE | FALSE |
| St Louis County | Centers | Abc Infants, Inc | 4020-22 Jennings Station Rd | St Louis | MO | 63121 | Licensed | FALSE | FALSE | FALSE | FALSE |
| St Louis County | Centers | Childhood Memories Daycare & Learning Center LLC | 6822 Myron Ave | St Louis | MO | 63121 | Licensed | FALSE | FALSE | FALSE | FALSE |
| St Louis County | Centers | Korner Stone Kids, LLC | 3810 Colonial Ave | St Louis | MO | 63121 | Licensed | FALSE | FALSE | FALSE | FALSE |
| St Louis County | Centers | Hanley Child Care Dev. Center | 3327 N Hanley Rd | St Louis | MO | 63121 | Licensed | FALSE | FALSE | FALSE | FALSE |
| St Louis County | Centers | Babbs Childcare, LLC | 6265 Steve Marre | St Louis | MO | 63121 | Licensed | FALSE | FALSE | FALSE | FALSE |
| St Louis County | Centers | Girls Incorporated Of St. Louis | 3801 Nelson Dr | St Louis | MO | 63121 | Licensed | FALSE | FALSE | FALSE | FALSE |
| St Louis County | Centers | City Sprouts Daycare, LLC | 3607 Kienlen Ave | St Louis | MO | 63121 | Licensed | FALSE | FALSE | FALSE | FALSE |
| St Louis County | Centers | Normandy Schools Collaborative | 3417 Saint Thomas More Pl | St Louis | MO | 63121 | Licensed | FALSE | FALSE | FALSE | FALSE |
| St Louis County | Centers | University Of Missouri St. Louis | 7800 Natural Bridge Rd | St Louis | MO | 63121 | Licensed | FALSE | FALSE | FALSE | FALSE |
| St Louis County | Centers | Ymca-monsanto Branch-normandy Early Childhood Educ | 3417 Saint Thomas More Pl | Normandy | MO | 63121 | Licensed | FALSE | FALSE | TRUE | FALSE |
| St Louis County | Centers | New Horizon Seventh-day Christian Church, Inc. | 206 Emerling Dr | St Louis | MO | 63121 | License-Exempt | FALSE | FALSE | FALSE | FALSE |
| St Louis County | Centers | Brighter Day Care & Preschool, Inc. | 4111 Cedarwood Ave | St Louis | MO | 63121 | Licensed | FALSE | FALSE | FALSE | FALSE |
| St Louis County | Centers | Grace Learning Center LLC | 8000 Natural Bridge Rd | St Louis | MO | 63121 | Licensed | FALSE | FALSE | FALSE | FALSE |
| St Louis County | Centers | Kid's Center Of Learning LLC | 2000 Lucas And Hunt Rd | St Louis | MO | 63121 | Licensed | FALSE | FALSE | FALSE | FALSE |
| St Louis County | Centers | Unleashing Potential | 5835 Bermuda Dr | St Louis | MO | 63121 | Licensed | FALSE | FALSE | FALSE | FALSE |

| | | | | | | | | | | | |
|-----------------|-------------------|--|-------------------------------|-----------------|----|-------|----------------|-------|-------|-------|-------|
| St Louis County | Centers | A Generation Chosen Pre School Inc | 1301 S Florissant Rd | St Louis | MO | 63121 | Licensed | FALSE | FALSE | FALSE | FALSE |
| St Louis County | Centers | Tilsunup24hr Daycare LLC | 3860 Lucas And Hunt Rd | St Louis | MO | 63121 | Licensed | | | | |
| St Louis County | Centers | Wrice Academy LLC. | 3900 Jennings Station Rd | St Louis | MO | 63121 | Licensed | | | | |
| St Louis County | Family Child Care | Our Daycare And Learning Center | 4115 N Hanley Rd | St Louis | MO | 63121 | Licensed | FALSE | TRUE | FALSE | FALSE |
| St Louis County | Centers | Unleashing Potential | 7400 Balson Ave | University City | MO | 63130 | Licensed | FALSE | FALSE | FALSE | FALSE |
| St Louis County | Centers | University City Children's Center | 6640 Vernon Ave | St Louis | MO | 63130 | Licensed | FALSE | FALSE | FALSE | TRUE |
| St Louis County | Centers | Agape' Academy And Child Development Center | 7400 Olive Blvd | St Louis | MO | 63130 | Licensed | FALSE | FALSE | FALSE | FALSE |
| St Louis County | Centers | Urban Sprouts Child Development Center | 6750 Olive Blvd | St Louis | MO | 63130 | Licensed | FALSE | FALSE | FALSE | FALSE |
| St Louis County | Centers | Ymca-monsanto Branch-pershing Elementary | 6760 Bartmer | St Louis | MO | 63130 | Licensed | FALSE | FALSE | FALSE | FALSE |
| St Louis County | Centers | The King's Day Care & Teaching Center | 7330 Olive Blvd | St Louis | MO | 63130 | Licensed | FALSE | FALSE | FALSE | FALSE |
| St Louis County | Centers | Koi Rinah Early Childhood Center | 829 N Hanley Rd | University City | MO | 63130 | License-Exempt | FALSE | FALSE | FALSE | FALSE |
| St Louis County | Centers | Ymca-monsanto Branch-julia Goldstein Ece | 737 Kingsland Ave | St Louis | MO | 63130 | Licensed | FALSE | FALSE | FALSE | FALSE |
| St Louis County | Centers | Washington University Nursery School | 6920 Forest Park Pky Bldg 2 | St Louis | MO | 63130 | Licensed | TRUE | FALSE | FALSE | FALSE |
| St Louis County | Centers | Robin's Nest Daycare & Learning Center | 7240 Olive Blvd | St Louis | MO | 63130 | Licensed | FALSE | FALSE | FALSE | FALSE |
| St Louis County | Centers | Elantis Kids, LLC | 7140 Olive Blvd | St Louis | MO | 63130 | Licensed | FALSE | FALSE | FALSE | FALSE |
| St Louis County | Centers | Unleashing Potential | 7220 Waterman Ave | University City | MO | 63130 | Licensed | FALSE | FALSE | FALSE | FALSE |
| St Louis County | Centers | Victoryland Preschool And Child Development Center | 7100 Olive Blvd | University City | MO | 63130 | License-Exempt | | | | |
| St Louis County | Preschools Only | First Presbyterian Parents Day Out | 7200 Delmar | University City | MO | 63130 | License-Exempt | FALSE | FALSE | FALSE | FALSE |
| St Louis County | Preschools Only | University United Methodist Preschool | 6900 Washington Ave | St Louis | MO | 63130 | License-Exempt | FALSE | FALSE | FALSE | FALSE |
| St Louis County | Centers | Jce Child Care Center | 6630 Dr Martin Luther King Dr | St Louis | MO | 63133 | License-Exempt | FALSE | FALSE | FALSE | FALSE |
| St Louis County | Centers | Jump Start Learning Center, Inc. | 7240 Page Ave | St Louis | MO | 63133 | Licensed | FALSE | FALSE | FALSE | FALSE |
| St Louis County | Centers | Sunshine Preschool & Child Dev. Center | 7710 Page Blvd | St Louis | MO | 63133 | Licensed | FALSE | FALSE | FALSE | FALSE |
| St Louis County | Centers | Mt Beulah Missionary Church Christian Academy Day | 7820 Racine Dr | St Louis | MO | 63133 | License-Exempt | FALSE | FALSE | FALSE | FALSE |
| St Louis County | Centers | Hampton Academy Too L.L.C. | 6140 Page Blvd | St Louis | MO | 63133 | Licensed | FALSE | FALSE | FALSE | FALSE |
| St Louis County | Centers | Beyond Housing, Inc. | 1400 Ferguson Ave | St Louis | MO | 63133 | Licensed | FALSE | FALSE | FALSE | FALSE |
| St Louis County | Centers | Family And Workforce Centers Of America | 1230 Robert L Powell Pl | Wellston | MO | 63133 | Licensed | FALSE | FALSE | FALSE | FALSE |
| St Louis County | Centers | Young Women's Christian Association Of Metropolita | 1430 Ferguson Ave | St Louis | MO | 63133 | Licensed | FALSE | FALSE | FALSE | TRUE |
| St Louis County | Centers | Kandi Land Academy LLC | 6200 Page Ave | St Louis | MO | 63133 | Licensed | FALSE | FALSE | FALSE | FALSE |
| St Louis County | Centers | United 4 Children's Early Childhood Learning Cente | 6630 Dr Martin Luther King Dr | St Louis | MO | 63133 | Licensed | FALSE | FALSE | FALSE | FALSE |
| St Louis County | Centers | Family Treasures Child Development Center LLC | 7340 Saint Charles Rock Rd | St Louis | MO | 63133 | Licensed | FALSE | FALSE | FALSE | FALSE |
| St Louis County | Family Child Care | Parent University | 6220 Julian Ave | St Louis | MO | 63133 | Licensed | FALSE | FALSE | FALSE | FALSE |
| St Louis County | Family Child Care | Marissa Dees | 1130 Glenside Lane | St Louis | MO | 63130 | Exempt | FALSE | FALSE | FALSE | FALSE |



CORE COMPETENCIES
for Early Childhood and
Youth Development Professionals
(Kansas and Missouri)

Welcome!

Welcome to the first edition of the combined *Core Competencies for Early Childhood and Youth Development Professionals (Kansas and Missouri)*. This framework combines the knowledge and skills outlined in the previous versions of the *Kansas and Missouri Core Competencies for Early Care and Education Professionals (2001)* and *Kansas and Missouri Core Competencies for Youth Development Professionals (2006)* and has been updated to reflect current research in the field.

Professionals from various agencies collaborated to develop this edition. Recognizing opportunities to provide consistency for program staff, the following organizations collaborated and provided leadership to develop one set of core competencies to serve as the foundation for the Kansas and Missouri professional development systems for both early childhood and youth development professionals:

Child Care Aware® of Kansas

Toll Free: 877-678-2548

785-823-3343

www.ks.childcareaware.org

OPEN Initiative

Toll Free: 877-782-0185

573-884-3373

www.OPENInitiative.org

Missouri AfterSchool Network (MASN)

Toll Free: 888-210-2469

573-884-2462

www.masn.org

Kansas Enrichment Network

785-854-9665

www.kansasenrichment.net

Permission to copy not required; distribution encouraged. Child Care Aware® of Kansas/
OPEN Initiative/Missouri AfterSchool Network/Kansas Enrichment Network (2011) *Core
Competencies for Early Childhood and Youth Development Professionals*

Child Care Aware® of Kansas, OPEN Initiative, Kansas Enrichment Network, and the Missouri AfterSchool Network thank the professionals involved in the creation of these Core Competencies for their dedication and hard work.

Funding and support for the development and printing of the *Core Competencies for Early Childhood and Youth Development Professionals (Kansas and Missouri)* was provided by the Kansas Department of Social and Rehabilitation Services, Children's Trust Fund of Missouri, Missouri Department of Social Services, Missouri Department of Elementary and Secondary Education, and the Charles Stewart Mott Foundation.



For additional copies

Kansas Residents contact:
Child Care Aware® of Kansas
Toll Free: 877-678-2548
Email: info@ks.childcareaware.org
www.ks.childcareaware.org

Missouri Residents contact:
OPEN Initiative
Toll Free: 877-782-0185
Email: OPENInitiative@missouri.edu
www.OPENInitiative.org

So, what are core competencies anyway?

Core competencies are what you need to know to provide quality early childhood and youth development activities and interactions. The *Core Competencies for Early Childhood and Youth Development Professionals (Kansas and Missouri)* is a framework that defines the standards for early childhood and youth development professionals. They set the expectations for professionals who care for infants, toddlers, preschoolers, school-age children, and older youth.

8 Content Areas

The Core Competencies are organized into eight Content Areas, each providing specific standards that help professionals learn to fully include children and youth with various ethnic, linguistic, and socio-economic backgrounds — as well as diverse needs and abilities.

- I. Child and Youth Growth and Development
- II. Learning Environment and Curriculum
- III. Observation and Assessment
- IV. Families and Communities
- V. Health and Safety
- VI. Interactions with Children and Youth
- VII. Program Planning and Development
- VIII. Professional Development and Leadership

5 Levels

Each Content Area is divided into five levels of skills. These levels outline the knowledge essential in providing quality programming, and establishing a continuum from preliminary skills (Level 1) to an advanced level of skills (Level 5). The five levels are

intended to be cumulative — with knowledge and skills in one level required before moving to the next higher level. This development generally progresses from knowing and following, to planning and implementing, to eventually analyzing and evaluating program and practices. As professionals gain knowledge and skills through work experience and formal education/training, they will advance through the five levels in each Content Area. Depending on a professional's role, setting, or experience—he or she may have skills at varying levels in different areas.

Level 1 includes the knowledge and skills expected of a professional new to the profession, with minimal specialized training/education.

Level 2 includes Level 1, plus the knowledge and skills expected of a professional with a Child Development Associate (CDA) credential, Youth Development Credential (YDC), or equivalent training and education.

Level 3 includes Levels 1 and 2, plus the knowledge and skills expected of a professional with an associate's degree in early childhood, youth development or related fields.

Level 4 includes Levels 1, 2, and 3, plus the knowledge and skills expected of a professional with a bachelor's degree in child/youth development or related fields.

Level 5 includes Levels 1, 2, 3, and 4 plus the knowledge and skills expected of a professional with an advanced degree in child/youth development or related fields.

Continued on page 4...

Sample

Family gauge needs assessment

East) PY18-19 Family Assessment

Participant Name: _____ ChildPlus ID: _____

Date Completed: _____ Case Worker: _____ School Year: _____

Scoring Legend: 3.0 Always 1.0 Not Yet
2.0 Sometimes

| Assessment Item | Assessment 1 Score | Assessment 2 Score | Assessment 3 Score |
|---|--------------------|--------------------|--------------------|
| Family Well Being | | | |
| Housing | | | |
| The family has permanent housing of an appropriate size, and furnishings that meet their family needs. | | | |
| Safety | | | |
| The family is knowledgeable in emergency preparedness, has safety-proofed their home for small children, lives in a home and neighborhood environment that is free from violence, and is not facing an immediate safety threat from an individual or situation. | | | |
| Health | | | |
| The family has a medical and dental home, medical insurance an affordable access to food. The child(ren) are up to date on all health requirements and vaccinations, and no family members have untreated health concerns. | | | |
| Social-Emotional Well-Being | | | |
| The family is stable and has adequate coping skills in times of stress and in recovering from past trauma. Example: has knowledge of counseling services, the suicide hotline, substance abuse treatment centers, and other relevant services. | | | |
| Transportation | | | |
| The family has adequate transportation for travel to work, school, appointments, etc. | | | |
| Financial Security | | | |
| The family has a steady and adequate income, knowledge of budgeting, is able to pay necessary expenses, and is prepared for moderate unexpected expenses (minor car repair, etc.). | | | |
| Positive Parent-Child Relationships | | | |
| Nurturing Relationships | | | |
| The parent or family devotes consistent, quality time with their child(ren) and has strong, positive relationships with them. | | | |

Assessment Notes:

Program Year 2017-2018

PIR Addendum Questions

Add a check mark next to each service family has received during the program year.

After each assessment completed, give to the PSAs for data entry of PIR questions only and filing of original worksheet.

- | | | |
|---|---|--|
| <input type="checkbox"/> Emergency | <input type="checkbox"/> English as a 2nd Language | <input type="checkbox"/> Child Support Assistance |
| <input type="checkbox"/> Crisis Assistance | <input type="checkbox"/> Adult Education | <input type="checkbox"/> Health Education (Including Prenatal) |
| <input type="checkbox"/> Food | <input type="checkbox"/> Job Training | <input type="checkbox"/> Assistance to Family of Incarcerated |
| <input type="checkbox"/> Clothing | <input type="checkbox"/> Substance Abuse Prevention | <input type="checkbox"/> Parent Education |
| <input type="checkbox"/> Housing Assistance | <input type="checkbox"/> Substance Abuse Treatment | <input type="checkbox"/> Marriage Education |
| <input type="checkbox"/> Mental Health Services | <input type="checkbox"/> Child Abuse & Neglect | <input type="checkbox"/> Asset Building Services |
| <input type="checkbox"/> Domestic Violence Services | | |

Asmnt 1: _____ (parent signature) _____ (staff signature) _____ (date)

Asmnt 1: _____ (parent signature) _____ (staff signature) _____ (date)

Asmnt 1: _____ (parent signature) _____ (staff signature) _____ (date)

Head Start (East)

4240 - Family Outcomes - Analysis

Agency: Head Start (East), Enrollment Status: Enrolled

| Family | Families | Assessment | Housing | Safety | Health | Social-Emotional Well-Being | Transportation | Financial Security | Nurturing Relationships | Child Development/Parenting | Family Education at Home | School Readiness | Promoting Primary Language | Education, Training, and Learning | Volunteering | Transitions | Child's Educational Future | Families and Communities | Leadership and Advocacy | TOTAL |
|---|----------|------------|---------|--------|--------|-----------------------------|----------------|--------------------|-------------------------|-----------------------------|--------------------------|------------------|----------------------------|-----------------------------------|--------------|-------------|----------------------------|--------------------------|-------------------------|-------|
| Head Start (East) | | | | | | | | | | | | | | | | | | | | |
| Urban Sprouts | 37 | 1 | 2.8 | 3 | 3 | 3 | 2.9 | 2.3 | 3 | 2.9 | 2.9 | 2.9 | 3 | 2.7 | 2 | 3 | 2.6 | 2.9 | 2.8 | 47.6 |
| | 1 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 50 |
| | 18 | 3 | 2.8 | 2.9 | 2.8 | 3 | 3 | 2.7 | 3 | 3 | 3 | 3 | 3 | 2.7 | 2.1 | 2.6 | 2.6 | 2.9 | 3 | 48.2 |
| | 16 | +/- | - | ▼ 0.1 | ▼ 0.1 | - | ▲ 0.1 | ▲ 0.3 | - | - | - | ▲ 0.1 | - | ▼ 0.3 | ▲ 0.1 | ▼ 0.4 | ▼ 0.2 | ▼ 0.1 | ▲ 0.3 | ▼ 0.3 |
| Agency Average - Head Start (East) | | | | | | | | | | | | | | | | | | | | |
| Families w/ complete assessments: | 37 | 1 | 2.8 | 3 | 3 | 3 | 2.9 | 2.3 | 3 | 2.9 | 2.9 | 2.9 | 3 | 2.7 | 2 | 3 | 2.6 | 2.9 | 2.8 | 47.6 |
| | 1 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 50 |
| | 18 | 3 | 2.8 | 2.9 | 2.8 | 3 | 3 | 2.7 | 3 | 3 | 3 | 3 | 3 | 2.7 | 2.1 | 2.6 | 2.6 | 2.9 | 3 | 48.2 |
| | 16 | +/- | - | ▼ 0.1 | ▼ 0.1 | - | ▲ 0.1 | ▲ 0.3 | - | - | - | ▲ 0.1 | - | ▼ 0.3 | ▲ 0.1 | ▼ 0.4 | ▼ 0.2 | ▼ 0.1 | ▲ 0.3 | ▼ 0.3 |
| Report Average | | | | | | | | | | | | | | | | | | | | |
| Families w/ complete assessments: | 37 | 1 | 2.8 | 3 | 3 | 3 | 2.9 | 2.3 | 3 | 2.9 | 2.9 | 2.9 | 3 | 2.7 | 2 | 3 | 2.6 | 2.9 | 2.8 | 47.6 |
| | 1 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 50 |
| | 18 | 3 | 2.8 | 2.9 | 2.8 | 3 | 3 | 2.7 | 3 | 3 | 3 | 3 | 3 | 2.7 | 2.1 | 2.6 | 2.6 | 2.9 | 3 | 48.2 |
| | 16 | +/- | - | ▼ 0.1 | ▼ 0.1 | - | ▲ 0.1 | ▲ 0.3 | - | - | - | ▲ 0.1 | - | ▼ 0.3 | ▲ 0.1 | ▼ 0.4 | ▼ 0.2 | ▼ 0.1 | ▲ 0.3 | ▼ 0.3 |



Programs & Services

Financial Assistance

First Children's Finance provides loans and financial technical assistance to child care centers and family providers looking to expand or improve facilities and programs in Iowa, Michigan, Minnesota, North and South Dakota, and Wisconsin. The first step is a toll-free phone call to (866) 562-6801, or you can contact our nearest regional office, listed below.

Business Training & Consulting

First Children's Finance provides trainings and workshops on a variety of business topics, as well as one-on-one consulting for child care businesses. Our consulting services focus on the essential business components necessary to create and maintain high-quality child care businesses. To learn about training and consulting opportunities in your region, please contact our nearest office.

Business Development Programs

First Children's Finance designs comprehensive business development programs for child care centers and family providers, including the Growth Fund Program. To learn about current and upcoming business development programs in your region, please contact our nearest office.

Community Consulting Projects

First Children's Finance provides consulting and planning assistance for communities, government agencies, intermediaries and regional child care organizations throughout the United States. To find out how we can help your community, contact our nearest regional office, or call Deb Ruegg, our national Director of Consulting, at (612) 279-6517.

Online Resources

First Children's Finance also provides a wealth of online resources for child care businesses, including practical business tools and information customized for child care centers and family providers. Check out these free, online resources at: www.firstchildrensfinance.org.

Complete information about our programs and services is also available on our website. If you have difficulty finding what you need, or have any questions, just call us toll-free at (866) 562-6801.

Iowa Office: 501 Sycamore Street, Suite 502, Waterloo IA 50703, (319) 234-2665

Michigan Office: 8726 Woodward Avenue, 2nd Floor, Detroit MI 48202, (313) 871-7100

Minnesota Office: 212 Third Ave. N., Suite 310, Minneapolis MN 55401, (612) 338-3023



The Business Case for Investment in Early Childhood Education

April 3, 2019



**Invest
in kids.
For today.
For tomorrow.
For your
bottom line.**

\$3 Billion in Revenue

**LOST ANNUALLY DUE TO
EMPLOYEE ABSENTEEISM
AS THE RESULT OF
CHILDCARE BREAKDOWNS.**

13 million Americans in their prime working years have children under the age of 6. These parents must have reliable childcare to be able to remain employed. Simply put, if we want more talent—and profitability—in the workplace, we must recognize and address the barrier of accessing quality childcare.

How we choose to support kids and families impacts our present, our future, and our businesses.



For today.

Today's workers need childcare.

"Labor shortages are constraining our state's economic growth... affordable, quality childcare reduces a major barrier to getting people into the workforce...[and] is an essential tool in any meaningful economic development strategy."

-U.S. Chamber of Commerce Foundation

12%

of employers rate LACK OF CHILDCARE ACCESS as a barrier to expanding employment.

Source: State of the St. Louis Workforce 2018



For tomorrow.

The top basic skills employers sought in 2018—conflict resolution and teamwork skills—are developed in early childhood. The brain begins to develop these soft skills involving communication and problem-solving in the first 5 years of life.

41%

of employers rate SHORTAGE OF WORKERS WITH KNOWLEDGE OR SKILLS as a barrier to expanding employment.



For your bottom line.

For every **\$1**

invested in early childhood education, the RETURN ON INVESTMENT to society is estimated at

\$17

High school graduation rates and adult income levels improve. There is also a correlating decrease in incarceration rates, drug use, and blood pressure. This effectively puts less strain on social services while expanding a higher-wage tax base.



Public Investment is the Way

www.youtube.com/watch?v=NRK8BTX24sQ&feature=youtu.be



Skills for Life and Learning

developingchild.harvard.edu/resources/intro-of-executive-function-skills-for-life-and-learning/



Two Lives of Jasmine

forthesakeofall.org/learn-more/videos/two-lives-of-jasmine/

WATCH AND LEARN MORE



PREVIOUS

37th Annual Child Advocacy Day

NEXT

Mixed Delivery to Meet Critical Demand in Early Childhood



1111 S. JEFFERS ST. WILSON
14.88640322
14.88640322
14.88640322
14.88640322

ABOUT
Mission
History
Staff

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Programs

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Volunteer
Events
Organize

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SOUTHSIDE
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Early childhood education can be the difference between being left behind and leading the way.



Early Childhood Workforce Index 2018 MISSOURI

449,240
Children age 0-5



18,880*
Members of the
early childhood
teaching workforce

IN MISSOURI, 70 percent of children live in households where all available parents are currently working, and 28 percent of all Missouri children are part of low-income families. It is widely agreed that the current early care and education system across states is woefully underfunded. The [cost of services](#) is out of reach for many working families, including those who earn middle-class wages.

At the same time, large swaths of early childhood teachers — even those with college degrees — earn unlivable wages. More than 18,880 members of the early childhood teaching workforce provide services to children in Missouri.

| Occupation | Median wage |
|----------------------|-------------|
| Child care worker | \$9.96 |
| Preschool teacher | \$12.03 |
| Center director | \$20.69 |
| Kindergarten teacher | \$28.25 |
| Elementary teacher | \$27.66 |
| All workers | \$16.85 |

Earnings by Occupation

- In 2017 the median wage for child care workers was \$9.96, a **7% increase since 2015**.
- For preschool teachers the median wage was \$12.03, a **3% decrease since 2015**.
- For preschool or child care center directors, the median wage was \$20.69, a **2% increase since 2015**.

*Total includes the following occupations as defined by the U.S. Bureau of Labor Statistics Occupational Employment Statistics (OES): "child care workers," "preschool teachers, excluding special education," "preschool teachers, special education," "education administrators: preschool/child care center programs". These data do not include the self-employed, although home-based child care assistants, who are employees, are likely included in the "child care worker" category. Due to the limited data available across states in the OES, state-based surveys or registries may provide more comprehensive estimates of the ECE workforce.



Early Childhood Workforce Policies

| | | | |
|--|--|---|--|
| Qualifications & educational supports: Edging Forward | Pre-K | BA minimum for lead teacher? | Yes |
| | | CDA/equivalent minimum for assistant teacher? | Yes |
| | Licensed centers | BA minimum for director? | No |
| | | BA minimum for lead teacher? | No |
| | | CDA/equivalent minimum for assistant teacher? | No |
| | Licensed homes | BA minimum for lead teacher? | No |
| | | CDA/equivalent minimum for assistant teacher? | No |
| | Scholarships to support educational pathways | BA? | Yes |
| | | AA? | Yes |
| | | CDA or equivalent? | No |
| | | Collects data on scholarship recipients? | Yes |
| | Work environments: Not available | Centers | Paid time in professional development? |
| Paid planning and/or preparation time? | | | Not available |
| Salary schedule/benefits? | | | Not available |
| Homes | | Paid time in professional development? | Not available |
| | | Paid planning and/or preparation time? | Not available |
| | | Salary schedule/benefits? | Not available |
| Compensation & financial relief strategies: Stalled | | Salary parity for publicly funded pre-K teachers? | Parity (public only) |
| | | Compensation standards required? | No |
| | | Compensation guidelines or plans to develop? | No |
| | | Earmarks for salaries in public funding? | No |
| | | Financial relief: stipend or tax credit? | No |
| | | Financial relief: bonus? | Yes |



Early Childhood Workforce Policies

| | | | |
|-------------------------------|-----------------|---|----------------|
| Financial resources: | | State reported extra CCDBG spending? | No |
| Stalled | | Ratio of per-child pre-K to K-12 spending over 50%? | No |
| Workforce data: | Registry | Inclusive of all licensed settings? | Other |
| | | Collects wage data? | Yes |
| | | Collects benefits data? | No |
| | | Collects race/ethnicity data? | Yes |
| | | Reports data publicly? | Yes |
| Stalled | Survey | Inclusive of all licensed settings? | Not applicable |
| Collects wage data? | | No | |
| Collects benefits data? | | No | |
| Collects race/ethnicity data? | | No | |
| Reports data publicly? | | No | |

Family & Income Support Policies

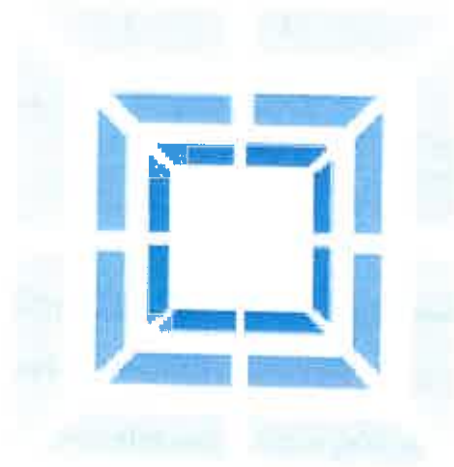
| | | | |
|--|--|--|-----|
| Income supports: | | Refundable Earned Income Tax Credit? | No |
| Stalled | | Higher than federal minimum wage, indexed for inflation? | Yes |
| | | Refundable child care tax credit? | No |
| Supports for health and well-being: | | Paid sick days law? | No |
| | | Paid family leave law? | No |
| Stalled | | Expanded Medicaid eligibility? | No |

The *Early Childhood Workforce Index* provides a composite appraisal of the early childhood workforce in each state focused on: Earnings and Economic Security; Early Childhood Workforce Policies; and Family and Income Support Policies.

- The [full 2018 Index](#) includes a discussion and rationale for each category and spotlights successful and promising practices in selected states.
- To see how Missouri compares to other states, visit our [interactive state-by-state database](#).
- For an overview of data sources for the indicators listed above, see our [guide to indicators](#).



Early Childhood Leadership Assessment



**Gloria Harbin
William Malloy
Patrice Neal**

Frank Porter Graham Child Development Institute

University of North Carolina at Chapel Hill

EARLY CHILDHOOD LEADERSHIP ASSESSMENT: DIRECTIONS

This tool is designed to help you assess and better understand your own abilities as a leader. Because leadership is multi-dimensional, this tool contains seven sections to assess a wide array of leadership dimensions: 1) Systems; 2) Organizational; 3) Collaborative; 4) Human Resource Management; 5) Pedagogical; 6) Political; 7) Symbolic. Each of these sections contains a set of items designed to assess key competencies identified in the literature (Bolman & Deal, 1991; Kagan & Bowman, 1997; Lambert et al., 1997), as well as by professional associations (e.g. DEC, NAEYC).

For each item, please circle the number that best describes your level of accomplishment for each competency. Please do not circle more than one number for each item, and please do not mark in between the numbers. If you do not feel that an item applies to you, please write "NA" (not applicable) beside the item.

In order to make the tool as useful as possible to leaders from diverse positions and roles, we have included alternate items. In those instances where there are two alternatives or item options, the first option (a) is designed to be answered by individuals who are in an administrative role. The second option (b) is designed for individuals who are not in an administrative position (family leaders, professional leaders, etc.) Use the option (a) or (b) that is most relevant to your situation. However, **BE CONSISTENT**, by using the same option throughout the tool.

EXAMPLE

| | Never true 1 | Usually not true 2 | Infrequently true 3 | Sometimes true 4 | Often true 5 | Usually true 6 | Always true 7 |
|--|--------------------|--------------------------|---------------------------|------------------------|--------------------|----------------------|---------------------|
| 9a Provides training and support to individuals to increase their confidence and competence in instituting system change. | | | | | | | |
| 9b Provides support to individuals to increase their confidence and competence in instituting needed changes within the service system as a whole. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

EARLY CHILDHOOD LEADERSHIP ASSESSMENT

Please circle the number that best describes your level of accomplishment for each of the competencies listed below.

| SYSTEMS | Never true 1 | Usually not true 2 | Infrequently true 3 | Sometimes true 4 | Often true 5 | Usually true 6 | Always true 7 |
|--|-----------------------------|-----------------------------------|------------------------------------|---------------------------------|-----------------------------|-------------------------------|------------------------------|
| 1 Conceptualizes a comprehensive system of special and natural resources for all young children and their families. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 Encourages diverse stakeholders (including families) to engage in the development of a collaborative vision for a comprehensive community system of special and natural resources for all young children and their families. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 Applies the ecological theory of development, as well as Maslow's theory of development in designing a comprehensive array of child and family resources to be included in the service system. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 Diagnoses the situation and selects the most effective leadership style for that situation. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5 Demonstrates skills in effectively changing the service system and programs. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

EARLY CHILDHOOD LEADERSHIP ASSESSMENT

Please circle the number that best describes your level of accomplishment for each of the competencies listed below.

| SYSTEMS | Never true 1 | Usually not true 2 | Infrequently true 3 | Sometimes true 4 | Often true 5 | Usually true 6 | Always true 7 |
|--|-----------------------------|-----------------------------------|------------------------------------|---------------------------------|-----------------------------|-------------------------------|------------------------------|
| 6a Demonstrates the ability to collaborate with staff and colleagues to facilitate the process of systems change. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 6b Demonstrates the ability to collaborate with others in facilitating the process of changing the broader community system. | | | | | | | |
| 7a Reduces anxiety and resistance brought about by the confusion and unpredictability of the change process by providing frequent information and support to staff and colleagues. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 7b Reduces anxiety and resistance brought about by the confusion and unpredictability of the process of systems change, by providing information and support to others. | | | | | | | |
| 8 Creates a climate for individuals from diverse perspectives (including families), in which exploration of possibilities, trying new things, lack of fear of failure and trust are elements that support use of innovations and risk-taking. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

EARLY CHILDHOOD LEADERSHIP ASSESSMENT

Please **circle** the number that best describes your level of accomplishment for each of the competencies listed below.

| SYSTEMS | | Never true 1 | Usually not true 2 | Infrequently true 3 | Sometimes true 4 | Often true 5 | Usually true 6 | Always true 7 |
|----------------|---|-----------------------------|-----------------------------------|------------------------------------|---------------------------------|-----------------------------|-------------------------------|------------------------------|
| 9a | Provides training and support to individuals to increase their confidence and competence in instituting system change. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 9b | Provides support to individuals to increase their confidence and competence in instituting needed changes within the service system as a whole. | | | | | | | |
| 10 | Knows how to negotiate, mediate, and resolve conflicts in a "win-win", in developing a collaborative service system. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

EARLY CHILDHOOD LEADERSHIP ASSESSMENT

Please circle the number that best describes your level of accomplishment for each of the competencies listed below.

| ORGANIZATIONAL | | Never true | Usually not true | Infrequently true | Sometimes true | Often true | Usually true | Always true |
|-----------------------|--|-----------------------|-----------------------------|------------------------------|---------------------------|-----------------------|-------------------------|------------------------|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 1a | Develops policies that support recommended intervention practices. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 1b | Assists with, or advocates for, development of policies that support recommended intervention practices. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2a | Develops an organizational structure for the program that facilitates the use of the transdisciplinary approach by program staff. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2b | Assists with, or advocates for, development of an organizational structure to facilitate the use of the transdisciplinary approach by individuals providing direct services to children. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3a | Develops and implements a financial plan and budget that identifies, secures, and uses multiple sources of funds, as well as develops methods for proper fiscal accounting. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3b | Participates in helping to identify multiple sources of funds to be used for service delivery. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

EARLY CHILDHOOD LEADERSHIP ASSESSMENT

Please circle the number that best describes your level of accomplishment for each of the competencies listed below.

| ORGANIZATIONAL | | Never true | Usually not true | Infrequently true | Sometimes true | Often true | Usually true | Always true |
|-----------------------|--|-----------------------|-----------------------------|------------------------------|---------------------------|-----------------------|-------------------------|------------------------|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4a | Develops and disseminates materials that provide information on funding sources to staff and families | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4b | Assists with, or advocates for, development of and dissemination of materials that provide information on funding sources to staff and families. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5a | Has the management skills needed to run a program smoothly and on time (e.g. establishing and tracking timelines, use of a program calendar highlighting key dates and deadlines, strategic planning). | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5b | When participating in a program or service system work group, uses management skills to facilitate smooth functioning of the group and successful task completion. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 6a | Develops a user-friendly policy manual for staff, and provides at least annual orientation sessions in its use. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 6b | Assists with, or advocates for, development of a user-friendly policy manual for staff, and volunteers to assist in orientation sessions. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

EARLY CHILDHOOD LEADERSHIP ASSESSMENT

Please circle the number that best describes your level of accomplishment for each of the competencies listed below.

| ORGANIZATIONAL | | Never true | Usually not true | Infrequently true | Sometimes true | Often true | Usually true | Always true |
|-----------------------|--|-----------------------|-----------------------------|------------------------------|---------------------------|-----------------------|-------------------------|------------------------|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 7a | Provides program policy and related information that are easily accessible to families and done in a family-friendly format | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 7b | Assists with, or advocates for, development of family-friendly program policies and information that are easily accessible to families. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8a | Has developed and is able to use a data system that tracks budget, program, child, and family data, while protecting family privacy and confidentiality. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8b | Assists with, or advocates for, development of a data system that tracks appropriate program, budget, and child and family data while protecting family privacy and confidentiality. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 9a | Designs and conducts systematic evaluations of the program that use the input of all key stakeholders, including staff and families. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 9b | Assists with, or advocates for, development of systematic evaluations of the program that are conducted with the involvement of families, staff, other key stakeholders. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

EARLY CHILDHOOD LEADERSHIP ASSESSMENT

Please **circle** the number that best describes your level of accomplishment for each of the competencies listed below.

| ORGANIZATIONAL | Never true | Usually not true | Infrequently true | Sometimes true | Often true | Usually true | Always true |
|--|-----------------------|-----------------------------|------------------------------|---------------------------|-----------------------|-------------------------|------------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 10a Develops family-friendly forms | | | | | | | |
| 10b Assists with, or advocates for, development of family-friendly forms by providing concrete suggestions to program personnel. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 11a Demonstrates ability to stream-line forms and paperwork, reducing staff and family burdens. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 11b Assists with, or advocates for, streamlining of forms and paperwork, reducing staff and family burdens. | | | | | | | |
| 12a Identifies and then applies for grants from local, state, or federal government, from foundations, and from civic or community groups to obtain additional resources. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 12b Assists in identifying and/or developing a grant proposal to government agencies (local, state, federal), foundations, or civic and community organizations to obtain additional resources. | | | | | | | |

EARLY CHILDHOOD LEADERSHIP ASSESSMENT

Please **circle** the number that best describes your level of accomplishment for each of the competencies listed below.

| COLLABORATIVE | Never true 1 | Usually not true 2 | Infrequently true 3 | Sometimes true 4 | Often true 5 | Usually true 6 | Always true 7 |
|---|-----------------------------|-----------------------------------|------------------------------------|---------------------------------|-----------------------------|-------------------------------|------------------------------|
| 1a Creates climate that requires and facilitates collaboration with families, other professionals and members of the community. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 1b Assists in creating a climate that requires and facilitates collaboration with families, other professionals and members of the community. | | | | | | | |
| 2 Willingly shares knowledge and skills with others, regardless of position or role. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 Develops collaborative relationships with individuals across the spectrum of human services programs and community resources. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4a Implements multiple strategies on a continual basis to create effective team functioning, and including families, staff, and representatives of other agencies. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4b Uses multiple ways to facilitate effective team functioning, particularly with respect to active participation of parents or staff as team members. | | | | | | | |

EARLY CHILDHOOD LEADERSHIP ASSESSMENT

Please circle the number that best describes your level of accomplishment for each of the competencies listed below.

| COLLABORATIVE | | Never true 1 | Usually not true 2 | Infrequently true 3 | Sometimes true 4 | Often true 5 | Usually true 6 | Always true 7 |
|----------------------|--|-----------------------------|-----------------------------------|------------------------------------|---------------------------------|-----------------------------|-------------------------------|------------------------------|
| 5a | Meaningfully participates in relevant professional and service networks, including interagency groups and initiatives. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5b | Participates in relevant program, interagency efforts, and family support networks. | | | | | | | |
| 6 | Uses effective collaborative strategies to build relationships with individuals and to build bridges between programs and initiatives. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 7a | Develops mechanisms and strategies to communicate to families and staff information about policies and policy changes from other agencies that affect service delivery. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 7b | Assists with development of mechanisms and strategies to communicate to families and staff information about policies and policy changes from other agencies that affect service delivery. | | | | | | | |
| 8a | Recognizes, promotes, and supports leadership skills in staff members, families, and individuals from other programs. | | | | | | | |
| 8b | Recognizes, promotes, and supports leadership skills in others. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

EARLY CHILDHOOD LEADERSHIP ASSESSMENT

Please circle the number that best describes your level of accomplishment for each of the competencies listed below.

| COLLABORATIVE | | Never true 1 | Usually not true 2 | Infrequently true 3 | Sometimes true 4 | Often true 5 | Usually true 6 | Always true 7 |
|----------------------|---|-----------------------------|-----------------------------------|------------------------------------|---------------------------------|-----------------------------|-------------------------------|------------------------------|
| 9a | Works with staff, other professionals and community members to develop a <u>collaborative electronic database</u> that includes all community resources in each of the 13 broad human resource categories. (See attached list.) | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 9b | Advocates for, or assists with, the development of a collaborative electronic database containing a wide array of resources to meet diverse child and family needs. | | | | | | | |
| 10a | Develops policies, management, and accountability systems that are coordinated with those of other programs. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 10b | Advocates for, or assists with, developing policies, management, and accountability systems that are coordinated across programs. | | | | | | | |

COMPREHENSIVE SERVICE ARRAY FOR ALL CHILDREN and FAMILIES

| CHILD EDUCATION | CHILD CARE | CHILD PROTECTION | ADULT EDUCATION and INFORMATION | MEDICAL / DENTAL | EMOTIONAL | CULTURAL / SOCIAL / RELIGIOUS |
|---|---|---|--|--|--|---|
| State at-risk programs for 3- & 4-year olds Head Start Early Start Even Start Infants and Toddlers with Disabilities Public Schools Preschool Special Education Evaluation team/agency Service Coordination Developmental Disabilities/MR Specialized Centers (blind, deaf, autism) Private Clinics (therapy) University Programs Hospital Programs Private Programs and Centers Private Preschools Private Nursery Schools Library Story Hour | Childcare Centers Family childcare homes Resource and referral networks State child care initiatives Babysitting cooperatives Mother's Morning Out Play groups SSI childcare subsidies Respite care | Child Protective Services (DSS) Foster homes Safety promotion progress sponsored by various agencies Domestic violence presentation programs | Even Start GED and Literacy programs Parenting classes and centers Employment training Resource Information and Referral Services Job Training Program (JTPA) | EPSDT Health Department <ul style="list-style-type: none"> • Well-Baby Clinic • Special Health Care Program • Specialized Clinics • Nutrition programs Hospitals and Clinics MDs and Private Providers Medical and Health Programs (Passport; Yale Health Model) Sickle Cell Program Hospice Programs | Mental Health Centers Parent-to-Parent Groups Alcohol and Substance Abuse Groups (AA) Support Groups Clergy (Counseling) Private therapists | Churches Synagogues Mosques Cultural Organizations Civic Organizations Neighborhood groups |
| TRANSPORTATION | FOOD/CLOTHING | ECONOMIC | PHYSICAL | RECREATION | LEGAL | OTHER |
| Public transportation State or locally funded transportation programs Taxi Volunteer organizations | Food banks WIC Social Services / Public Welfare Civic Organizations Agricultural Extension Office | Family Support Programs (Developmental Disabilities) Social Services / Public Welfare Medical Insurance Medicaid Civic Organizations | Habitat for Humanity Housing (HUD) Social Services / Public Welfare Shelters | Library YMCA/YWCA Zoo Museum Gyms Horseback riding Art classes Mother's Morning Out Park and recreation programs Tumbling | Advocacy groups Legal services | Technical Assistance Programs Civic Groups Businesses Volunteers |

EARLY CHILDHOOD LEADERSHIP ASSESSMENT

| HUMAN RESOURCE MANAGEMENT | | Never true 1 | Usually not true 2 | Infrequently true 3 | Sometimes true 4 | Often true 5 | Usually true 6 | Always true 7 |
|----------------------------------|---|-----------------|-----------------------|------------------------|---------------------|-----------------|-------------------|------------------|
| 1a | Uses hiring criteria and processes that are designed to identify individuals who use recommended practices and can work collaboratively with diverse families and professionals from different disciplines and agencies. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 1b | Assists with developing, or advocates the use of, the use of hiring criteria and processes that are designed to identify individuals who use recommended practices and can work collaboratively, with diverse families and professionals from different disciplines and agencies. | | | | | | | |
| 2a | Develops adequate contracts with staff, requiring staff to use recommended intervention practices. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2b | Advocates for the development of contracts with staff, that require staff to use recommended intervention practices. | | | | | | | |

EARLY CHILDHOOD LEADERSHIP ASSESSMENT

| <i>HUMAN RESOURCE MANAGEMENT</i> | | Never true 1 | Usually not true 2 | Infrequently true 3 | Sometimes true 4 | Often true 5 | Usually true 6 | Always true 7 |
|---|--|-------------------------------|-------------------------------------|--------------------------------------|-----------------------------------|-------------------------------|---------------------------------|--------------------------------|
| 3a | Uses a variety of techniques to recruit and retain qualified staff. | | | | | | | |
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3b | Provides suggestions for techniques to recruit and retain staff who use family-centered and other recommended practices. | | | | | | | |
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4a | Dismisses staff who fail to demonstrate competencies, even though they have been given support and opportunities to do so. | | | | | | | |
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4b | Provide suggestions on how to appropriately dismiss staff who fail to demonstrate the use of family-centered and other recommended intervention practices. | | | | | | | |
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5a | Provides job descriptions that clearly describe not only the responsibilities of the position, but also the types of practices to be used to carry out the responsibilities. | | | | | | | |
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5b | Assists with developing, or advocates for the use of, clear job descriptions, including responsibilities and expected practices. | | | | | | | |
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

EARLY CHILDHOOD LEADERSHIP ASSESSMENT

| HUMAN RESOURCE MANAGEMENT | | Never true 1 | Usually not true 2 | Infrequently true 3 | Sometimes true 4 | Often true 5 | Usually true 6 | Always true 7 |
|----------------------------------|--|------------------------|------------------------------|-------------------------------|----------------------------|------------------------|--------------------------|-------------------------|
| 6a | Provides a supportive work environment in which risk-taking and change are not feared. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 6b | Advocates for and contributes to a supportive work environment in which risk-taking and change are not feared. | | | | | | | |
| 7a | Models life-long learning and motivates staff to participate in an on-going learning process. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 7b | Models being a life-long learner and participates in groups that are designed to support on-going learning. | | | | | | | |
| 8a | Uses the literature on adult learning strategies in interactions with staff, families, and colleagues from other agencies. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8b | When trying to communicate with, or explain something to adults (families, service providers, administrators), uses techniques that are geared to addressing the learning styles and approaches of adults. | | | | | | | |

EARLY CHILDHOOD LEADERSHIP ASSESSMENT

| HUMAN RESOURCE MANAGEMENT | | Never true 1 | Usually not true 2 | Infrequently true 3 | Sometimes true 4 | Often true 5 | Usually true 6 | Always true 7 |
|----------------------------------|---|-----------------|-----------------------|------------------------|---------------------|-----------------|-------------------|------------------|
| 9a | Develops a staff development plan that responds to both individual and group needs based on assessments of staff competencies, both strengths and needs. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 9b | Encourages programs to develop staff development plans based on systematic assessment of staff competencies, including feedback from consumers. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 10a | Provides ongoing supervision, coaching, and mentoring of staff in order to insure the use of recommended practices with children and families. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 10b | Coaches, and mentors others (e.g. parents, service providers, volunteers) in order to insure the use of recommended practices with children and families. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 11a | Creates and identifies diverse staff development opportunities, and supports both staff and family participation. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 11b | Shares knowledge of staff development opportunities and volunteers to participate as a presenter in staff development activities. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 12 | Uses strategies for effective and constructive conflict resolution. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

EARLY CHILDHOOD LEADERSHIP ASSESSMENT

Please **circle** the number that best describes your level of accomplishment for each of the competencies listed below.

| PEDAGOGICAL | | Never true 1 | Usually not true 2 | Infrequently true 3 | Sometimes true 4 | Often true 5 | Usually true 6 | Always true 7 |
|--------------------|---|-----------------------------|-----------------------------------|------------------------------------|---------------------------------|-----------------------------|-------------------------------|------------------------------|
| 1a | Demonstrates caring relationships with individual children and families in the program and has a working knowledge of their strengths, needs and circumstances. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 1b | Cares about individual children and families and respects that each has unique strengths, needs, and circumstances. | | | | | | | |
| 2a | Uses the literature about recommended practices when supervising the staff on ways to implement interventions for children with diverse types of disabilities. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2b | Advocates for using the literature on recommended practices when supervising the quality of the interventions provided by the staff. | | | | | | | |
| 3a | Explains the transdisciplinary approach, as well as it's importance to staff and families. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3b | Is able to explain the transdisciplinary approach and why it is important to families or service providers. | | | | | | | |
| 4a | Has demonstrated for staff how to provide | | | | | | | |

EARLY CHILDHOOD LEADERSHIP ASSESSMENT

Please **circle** the number that best describes your level of accomplishment for each of the competencies listed below.

| PEDAGOGICAL | | Never true 1 | Usually not true 2 | Infrequently true 3 | Sometimes true 4 | Often true 5 | Usually true 6 | Always true 7 |
|--------------------|---|-----------------------------|-----------------------------------|------------------------------------|---------------------------------|-----------------------------|-------------------------------|------------------------------|
| | services in natural and inclusive settings. | | | | | | | |
| 4b | Knowledgeable about, and advocates for, the provision of services in natural and inclusive environments. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5 | Uses and advocates for the use of practices needed to develop empowering relationships with families. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 6a | Has developed an updated list of both specialized and natural community services and resources to meet the diverse needs of children and families that is readily available to staff. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 6b | Assists with, or advocates for, the development of an updated list of specialized and natural community services and resources to meet diverse needs of children and families. | | | | | | | |

EARLY CHILDHOOD LEADERSHIP ASSESSMENT

Please circle the number that best describes your level of accomplishment for each of the competencies listed below.

| PEDAGOGICAL | | Never true 1 | Usually not true 2 | Infrequently true 3 | Sometimes true 4 | Often true 5 | Usually true 6 | Always true 7 |
|--------------------|---|-----------------------------|-----------------------------------|------------------------------------|---------------------------------|-----------------------------|-------------------------------|------------------------------|
| 7a | Explains the stages of family development, as well as family systems theory to staff, and assists them in applying this information to their interactions with individual families. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 7b | Explains how different family situations (with regard to culture, composition, SES, etc.) require different types of interactions and interventions. | | | | | | | |
| 8a | Demonstrates the use of the routines-based approach to assessment and intervention. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8b | Advocates for the use of routines-based approach to assessment and intervention. | | | | | | | |
| 9a | Provides instruction to staff on the differences in cultural values and backgrounds and how to modify interventions accordingly. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 9b | Knowledgeable of differences in cultural values and backgrounds and provides suggestions on how to modify interventions accordingly. | | | | | | | |

EARLY CHILDHOOD LEADERSHIP ASSESSMENT

Please **circle** the number that best describes your level of accomplishment for each of the competencies listed below.

| PEDAGOGICAL | | Never true 1 | Usually not true 2 | Infrequently true 3 | Sometimes true 4 | Often true 5 | Usually true 6 | Always true 7 |
|--------------------|---|-----------------------------|-----------------------------------|------------------------------------|---------------------------------|-----------------------------|-------------------------------|------------------------------|
| 10a | Consults with staff, assisting them to apply knowledge of the developmental growth patterns of children Birth through age 5, to the needs of specific children. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 10b | Advocates for, or assists staff to become more knowledgeable about child development. | | | | | | | |

EARLY CHILDHOOD LEADERSHIP ASSESSMENT

Please circle the number that best describes your level of accomplishment for each of the competencies listed below.

| <i>POLITICAL</i> | | Never true 1 | Usually not true 2 | Infrequently true 3 | Sometimes true 4 | Often true 5 | Usually true 6 | Always true 7 |
|-------------------------|---|-----------------------------|-----------------------------------|------------------------------------|---------------------------------|-----------------------------|-------------------------------|------------------------------|
| 1a | Uses media to publicize availability, as well as the importance of services to young children and their families. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 1b | Effectively communicates the importance of services to young children and their families by telling own "story". | | | | | | | |
| 2 | Communicates with and gains support for services to young children and families, from the business community, local governmental leaders (e.g. county commissioners, mayor, town council, school board), civic groups (e.g. Lions Club, Rotary Club, Optimist Club), neighborhood groups, cultural, and faith-based groups. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | Uses program evaluation data to advocate for services to families and children. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | Engages in a variety of activities to obtain participation from the community in efforts to improve service provision. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5 | Communicates with local, state and federal policy and decision makers to encourage the development of evidence-based policies. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

EARLY CHILDHOOD LEADERSHIP ASSESSMENT

Please circle the number that best describes your level of accomplishment for each of the competencies listed below.

| POLITICAL | | Never true 1 | Usually not true 2 | Infrequently true 3 | Sometimes true 4 | Often true 5 | Usually true 6 | Always true 7 |
|------------------|--|-----------------------------|-----------------------------------|------------------------------------|---------------------------------|-----------------------------|-------------------------------|------------------------------|
| 6 | Demonstrates a working knowledge of federal and state laws and regulations which apply directly to the program. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 7 | Demonstrates knowledge of other agencies' policies. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | Collaboratively develops policies with multiple stakeholders (e.g. families, staff, other agencies), which affect children and families served by the program. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 9a | Assures compliance with federal, state and local policy, addresses sanctions for non-compliance, and creates strategies to tackle issues of non-compliance. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 9b | Participates in activities to address and improve compliance with federal, state and local policy. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

EARLY CHILDHOOD LEADERSHIP ASSESSMENT

Please circle the number that best describes your level of accomplishment for each of the competencies listed below.

| <i>POLITICAL</i> | Never true 1 | Usually not true 2 | Infrequently true 3 | Sometimes true 4 | Often true 5 | Usually true 6 | Always true 7 |
|--|-----------------------------|-----------------------------------|------------------------------------|---------------------------------|-----------------------------|-------------------------------|------------------------------|
| 10a Participates in the development and review of meaningful interagency agreements, which includes specific values, service responsibilities, and contributions (fiscal, personnel, facilities, materials, etc). | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 10b Contributes to development and review of interagency agreements in order to include the perspective of families and service providers | | | | | | | |

EARLY CHILDHOOD LEADERSHIP ASSESSMENT

Please **circle** the number that best describes your level of accomplishment for each of the competencies listed below.

| SYMBOLIC | Never true 1 | Usually not true 2 | Infrequently true 3 | Sometimes true 4 | Often true 5 | Usually true 6 | Always true 7 |
|--|-----------------------------|-----------------------------------|------------------------------------|---------------------------------|-----------------------------|-------------------------------|------------------------------|
| 1a Uses symbolic leadership to create a program culture that has a consumer focus. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 1b Participates in developing a program culture that has a consumer focus. | | | | | | | |
| 2a Uses shared beliefs, customs and traditions, symbols and dress, stories and myths, rituals and rites, heroes, heroines, and villains in the creation of the culture of a single program and the broader services system. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2b Contributes to the development of the program culture by sharing or creating stories, customs, traditions, rituals, symbols, and identifying and supporting heroes and heroines. | | | | | | | |
| 3 Assesses program and service system culture and climate on a regular basis. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 Ensures that the program and service system culture sustains an atmosphere and structure that is conducive to fostering collaborative relationships. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

EARLY CHILDHOOD LEADERSHIP ASSESSMENT

Please circle the number that best describes your level of accomplishment for each of the competencies listed below.

| SYMBOLIC | Never true 1 | Usually not true 2 | Infrequently true 3 | Sometimes true 4 | Often true 5 | Usually true 6 | Always true 7 |
|--|-----------------------------|-----------------------------------|------------------------------------|---------------------------------|-----------------------------|-------------------------------|------------------------------|
| 5a Provides opportunities for meaningful participation among staff, parents, and community stakeholders in the development of culture. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5b Participates in the development of a positive culture, and encourages others to do likewise. | | | | | | | |
| 6a Develops strategies to ensure that the program and services system culture embraces and celebrates the cultural diversity represented by staff, children and their families. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 6b Suggests strategies to ensure that the program or service system culture embraces and celebrates the cultural diversity represented by staff, children, and their families. | | | | | | | |
| 7a Creates a program and service system culture that reflects high expectations for child and family attainment of goals. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 7b Encourages and helps to create a program or service system culture that reflects high expectations for the attainment of goals by children and families. | | | | | | | |

EARLY CHILDHOOD LEADERSHIP ASSESSMENT

Please **circle** the number that best describes your level of accomplishment for each of the competencies listed below.

| SYMBOLIC | Never true 1 | Usually not true 2 | Infrequently true 3 | Sometimes true 4 | Often true 5 | Usually true 6 | Always true 7 |
|--|-----------------------------|-----------------------------------|------------------------------------|---------------------------------|-----------------------------|-------------------------------|------------------------------|
| 8a Provides a variety of opportunities in which staff and family accomplishments are recognized and celebrated. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8b Recognizes and celebrates the accomplishments of service providers and families. | | | | | | | |
| 9a Creates and maintains a program and service system culture that is caring and supportive. | | | | | | | |
| 9b Contributes to a caring and supportive program or service system culture. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 10 Ensures that the core beliefs that drive the program's culture are captured in the program's vision. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 11 Examines the impact of personal culture and cultural competence on the creation of an inclusive program culture. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 12 Assesses the program's or system's culture in light of the culture needed to support systems change. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

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- Bolman, L.G., & Deal, T.E. (1991). *Reframing organizations: Artistry, choice, and leadership*. San Francisco: Jossey-Bass.
- Council of Chief State School Officers. (1996). Interstate School Leaders Licensure Consortium (ISLLC) *Standards for school leaders*. Washington, DC: Author.
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- Kagan, S.L., & Bowman, B.T. (Eds.). (1997). *Leadership in early care and education*. Washington, DC: National Association for the Education of Young Children.
- NAEYC (2005). Revised NAEYC program administrator competences. Available from: http://www.naeyc.org/accreditation/performance_criteria/core_competencies.html

Site Pictures













LAUGHLIN CONSTABLE

IFF Research Booklet

May 07, 2019

The Situation

For years, IFF has been producing research reports to convey the importance of childhood education initiatives to stakeholders, policyholders and families alike through the use of statistics, analysis and collected information. However, these reports are often perceived as long, dense and academic. For their 2019 report, IFF was inspired to take an entirely new approach.



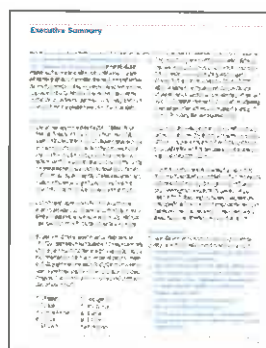
The Ask

IFF reached out for assistance in revamping this report – transforming it into a consolidated, design-focused, conversational booklet that could live and be shared online. Eye-catching, exciting and engaging -- this booklet would continue to be educational but in a compelling, storytelling fashion.

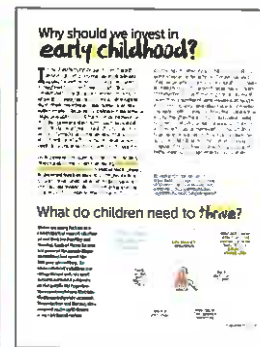


Input

Current Report Structure



Inspiration Provided



A First Look

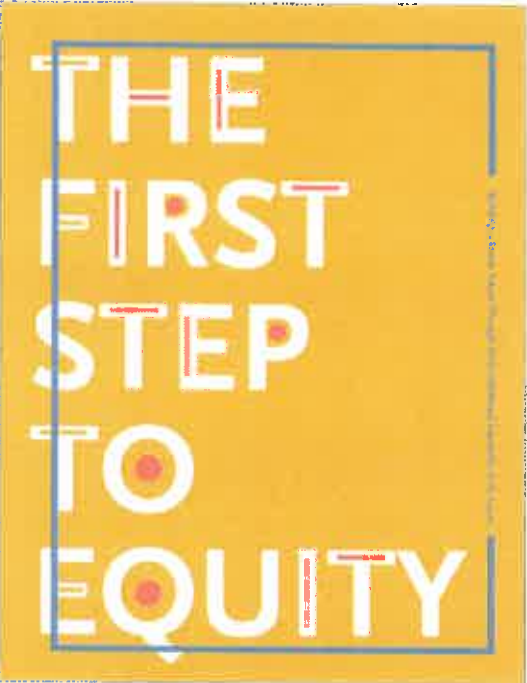
The First Step to Equity

Childhood is defined by firsts. First steps, first words, first time on the playground. A child's first day of school is equally special. It lays the groundwork for every other first in their life, like their first day of college, their first job, even the first child of their own. Let's take the first step to ensure every child in St. Louis has access to a safe, happy, impactful school experience. It may seem like a big to-do, but there's a first time for everything.



First Impression

Cover



Forward

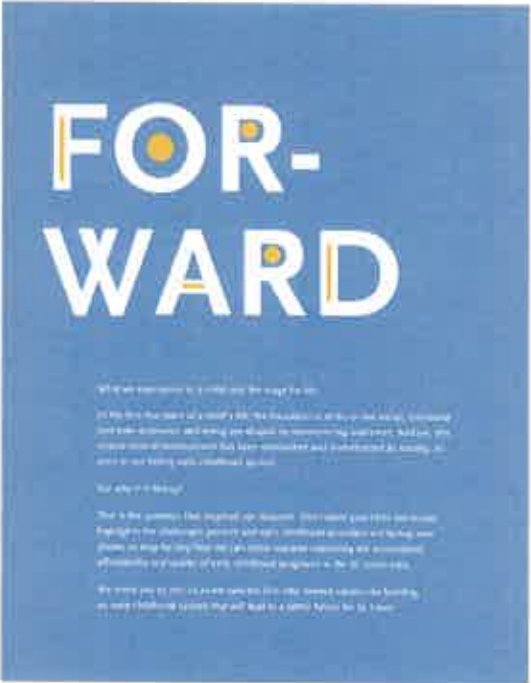
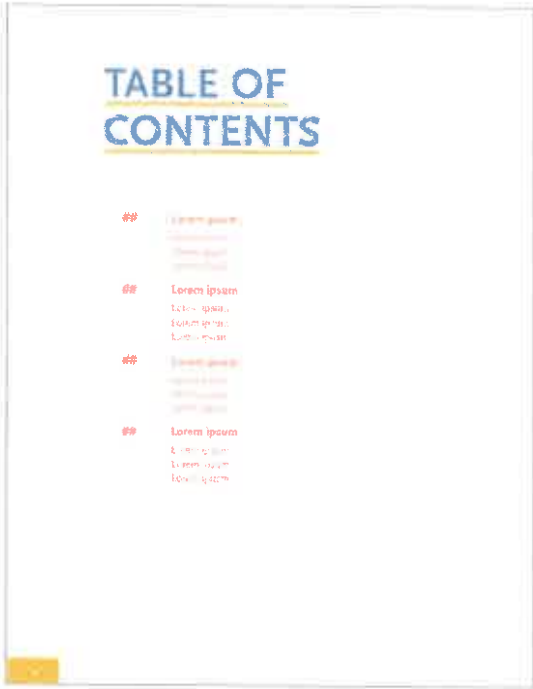
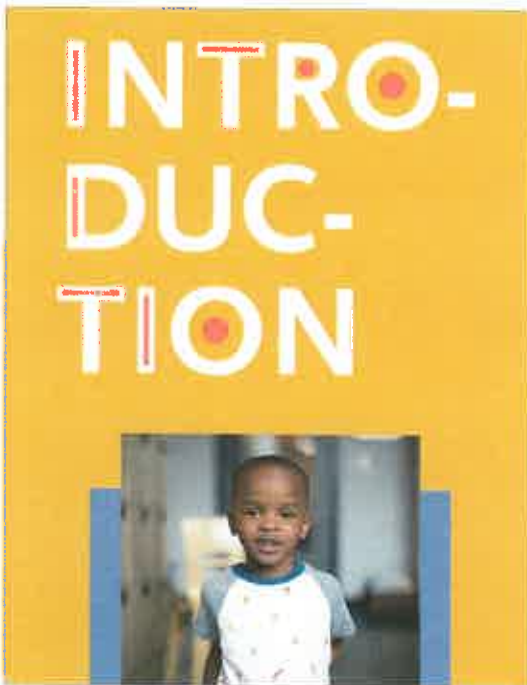


Table of Contents



Introduction

Breaker Slide



Framework Setup

INTRODUCTION

OFF TO SCHOOL AND BEYOND

For the 40,000 children under the age of six that live in the St. Louis area, the first day of school is a pretty big deal. By then, they'll check the power of numbers, explore the furthest reaches of the alphabet, and make their first friends. But preparing for this special day goes further than having a backpack, lunchbox and new pencil. Having access to quality early child-care education (ECE) helps the greatest start. For not only is the first day of school but is every other first in their life, like the first day of high school, first job, even first drink. And the apple doesn't fall far from there.

The Not-So-Small Effects of ECE

- 1.1x More positive**
Children who attend high-quality ECE programs are 1.1 times more likely to be positive in school.
- Walking to school**
Children who attend high-quality ECE programs are 1.1 times more likely to walk to school.
- Excuses: Go with**
Children who attend high-quality ECE programs are 1.1 times more likely to go to school with their parents.
- 1.1x More positive**
Children who attend high-quality ECE programs are 1.1 times more likely to be positive in school.

Framework Content

INTRODUCTION

Introduction to the framework content, including a list of key concepts and a photo of two children sitting on chairs.

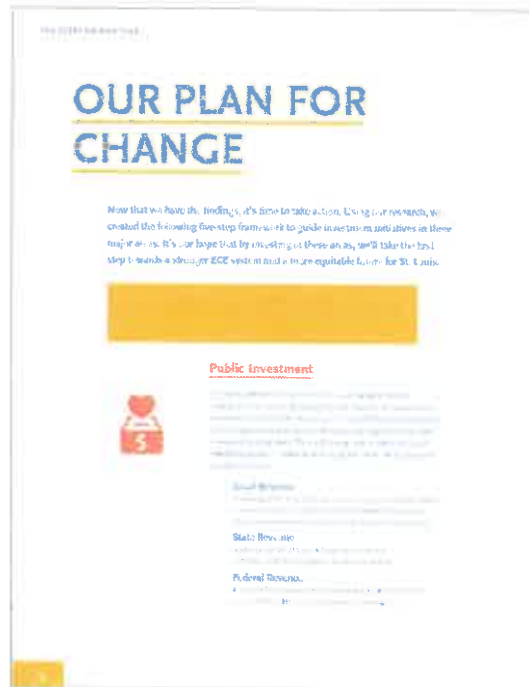
A photograph showing two young children sitting on wooden chairs in a classroom or playroom. The child on the right is wearing a white t-shirt with the word "HAPPY" printed on it and is laughing or shouting joyfully. The child on the left is wearing a red shirt and is looking towards the other child. The background shows a typical classroom setting with a blue shelf and other children in the distance.

Framework for Change

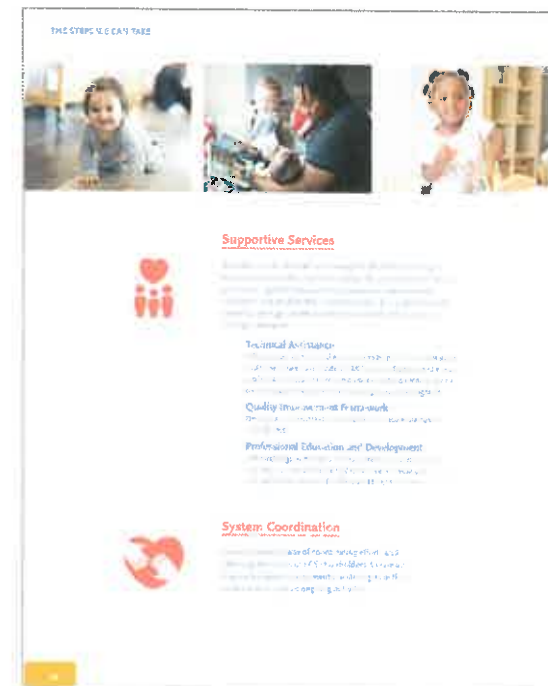
Breaker Slide



Framework Setup



Framework Content



Steps Within Framework

Step 03 Setup

THE STEPS WE CAN TAKE - STEP 03

Step 03 MAKE QUALITY A PRIORITY

As a result of this process, you will have a clear understanding of the quality of the current program and how it compares to the best practices. The process also provides a clear path forward for the program to improve and meet the needs of the community.

Step 03 is the foundation of the Quality Improvement System (QIS). It provides the tools and resources needed to assess the current program and identify areas for improvement. This step is critical to ensuring that the program is meeting the needs of the community and is providing a high-quality experience for all participants.



"The most important thing I learned is that we need to focus on the quality of the program. It's not just about having a program, it's about making sure it's the best possible program for the children. We need to make sure we're providing a high-quality experience for all participants."
- Local parent at program meeting

Step 03 Content

THE STEPS WE CAN TAKE - STEP 03

Public Involvement

Public involvement is a key component of the Quality Improvement System. It ensures that the program is meeting the needs of the community and is providing a high-quality experience for all participants. Public involvement can take many forms, including public meetings, focus groups, and surveys. It is important to involve the community from the beginning of the process and to continue to involve them throughout the process.

Supportive Services

Supportive services are essential for ensuring that the program is meeting the needs of the community and is providing a high-quality experience for all participants. Supportive services can include things like transportation, food, and housing. It is important to identify the needs of the community and to provide the services that are needed to meet those needs.

QUALITY IMPROVEMENT STRATEGIES

Quality improvement strategies are a key component of the Quality Improvement System. They provide a clear path forward for the program to improve and meet the needs of the community. Quality improvement strategies can include things like hiring more staff, providing more training, and improving the program's infrastructure. It is important to identify the areas that need improvement and to develop strategies to address those areas.

Step 03 Content

THE STEPS WE CAN TAKE - STEP 03

Quality Improvement System

The Quality Improvement System (QIS) is a framework for ensuring that the program is meeting the needs of the community and is providing a high-quality experience for all participants. The QIS includes a variety of tools and resources that can be used to assess the current program and identify areas for improvement. The QIS is a continuous process that evolves over time as the program and the community's needs change.

System Coordination

System coordination is a key component of the Quality Improvement System. It ensures that all the different parts of the system are working together to meet the needs of the community and provide a high-quality experience for all participants. System coordination can include things like developing a common vision, setting shared goals, and creating a system of communication and collaboration. It is important to involve all the different stakeholders in the process and to ensure that everyone is working towards the same goals.



Steps Within Framework

Step 03 Spotlight

LOCAL SPOTLIGHT: PARENTS

Parents understand a tremendous weight of pressure for when parents and caregivers receive when making decisions for their child. At every step, they are faced with choices for the delivery of health. Professionals, including parents and caregivers, are often faced with working in a complex and often uncoordinated environment.

- Lack of provider availability
- Inadequate or no insurance
- Lack of health insurance
- Lack of access to transportation
- The quality of food in the system
- Language barriers (or programs for whom English is not their first language)



Step 03 Map + Callout

THE STEPS WE CAN TAKE - STEP 03

MAP CITY AREA

04 03

Low Supply of Providers Meeting Additional Requirements + Limited Infant/Toddler Supply

KEY LEVELS OF DIFFICULTY

Step 03: Low Supply of Providers Meeting Additional Requirements + Limited Infant/Toddler Supply

COMMUNITY AREAS


- Old South, Downtown, Midtown, St. Louis Park, Stone Circle Park, Lyndale Square, The Greenway

LOCALIZED FINDINGS

- High density of providers

TARGETED STRATEGIES

- Expand existing community health centers, street clinics, and mobile clinics



Step 03 Map w/o Callout

THE STEPS WE CAN TAKE - STEP 03

MAP CITY AREA

05 02

Low Supply of Providers Meeting Additional Requirements + Low Household Incomes

COMMUNITY AREAS


- Northeast, Westside

LOCALIZED FINDINGS

- Low density of providers
- High density of low-income households
- High density of low-income households

TARGETED STRATEGIES

- Expand existing community health centers, street clinics, and mobile clinics
- Increase the number of providers
- Increase the number of providers




Conclusion

Conclusion



**CONCL-
USION**

It also sets the Office of Special Development Direct services, which had a previous relationship with us, to the standard of necessity where the child of justice is able to receive where necessary in a right and credible when the scope of our work is defined.

Our program of work is fully and substantially supported and funded across the system. This has given us better control, oversight and supported by what we see through the public that could be done. The conditions also could be done. We support that could be done in our communities.

Would you want the best for every child?

It is the best that our children's education and development, and we can also receive making this more a reality. Many a learning journey and other benefits through commitment and development of our early childhood education system, so our focus is primarily of children who are engaged and motivated to be able to attend for every child, but to show the.

Would you want the best for every child, for every child, for the future of the world?

It is the best that our children's education and development, and we can also receive making this more a reality. Many a learning journey and other benefits through commitment and development of our early childhood education system, so our focus is primarily of children who are engaged and motivated to be able to attend for every child, but to show the.

Would you want the best for every child, for every child, for the future of the world?

It is the best that our children's education and development, and we can also receive making this more a reality. Many a learning journey and other benefits through commitment and development of our early childhood education system, so our focus is primarily of children who are engaged and motivated to be able to attend for every child, but to show the.



| | |
|------------------------|---|
| April 22, 2019 | Issue application |
| May 31, 2019 | Application Deadline |
| June 3-14, 2019 | Staff reviews applications & makes recommendations |
| June 14, 2019 | EDRST Board Receives Applications |
| June 18, 2019 - 6 p.m. | Public Hearing & Presentations by Applicants to EDRST Board |
| July 11, 2019 - 6 p.m. | EDRST Board makes final funding recommendations to City Council. |
| August 12 | City Council & EDRST Board meet to discuss funding and City Council makes final funding awards. |



Economic Development Retail Sales Tax Board

6801 Delmar Boulevard University City, Missouri 63130 314-505-8533

APPLICATION FOR ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS FISCAL YEAR 2020 (JULY 1, 2019 – JUNE 30, 2020)

Directions. Please complete all sections of the application. If a question does not apply to a project, please indicate “n/a” for not applicable. Please refer to “Economic Development Retail Sales Tax Board Funding Priority Guidelines” for guidance.

Applications should be submitted by ***May 31, 2019*** to Libbey Tucker, Director of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or

. For questions call 314-505-8533.

Applications submitted after the deadline will not be considered for funding.

Application Date: *5-10-19*

Project Title: *Restaurant*

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. ***Applicant/Organizational Information***

Name of Applicant/Organization: *Yan Chen*

Contact Person and Title: *Yan Chen /owner*

Mailing Address: *2009 Zumbuhl Rd, St Charles, MO 63303*

Phone Number: *314-223-9188*

E-mail Address: YanChen3000@yahoo.com

Website:

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

- a. n/c
- b. n/c
- c. n/c

Type of Entity:

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

501(c) 3:

- Yes No If no, list type of entity:

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

- Yes No

2. Applicant/Organization Background

Describe the applicant/organization history and mission:

Yan Chen self-employ, restaurants owner (sushi Ai)
Mission; clean up the lot, put land in use,
creat jobs,

Describe the applicant/organization programs and activities:

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.

2 Build a restaurant building
Operate restaurant business

2 Small business are essential
drivers of Cities.

Describe the number of part-time and full-time jobs to be created by the specific request and average wages for these jobs.

at least 5 full time and 5 part time jobs will be
Created, average wage amount \$15 to \$20/hr

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

Put land in use creat jobs, ~~hire~~ hiring locally, buying locally. Small businesses are essential drivers of cities.

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

8141 Olive Blvd

St Louis. MO 63130

Program or Project Timetable:

6 months

Type of Funding Request (check all that apply):

Project: Build a restaurant building and operate business
Program

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

Total Budget: \$ 500,000

Amount of funding requested from EDRST: \$ 50,000


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.

Yan Chen
Name of Applicant Organization

 5-10-19
Authorized Signature Date



Economic Development Retail Sales Tax Board
6801 Delmar Boulevard · University City, Missouri 63130 · 314-505-8533

APPLICATION FOR ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS FISCAL YEAR 2020 (JULY 1, 2019 – JUNE 30, 2020)

Directions. Please complete all sections of the application. If a question does not apply to a project, please indicate “n/a” for not applicable. Please refer to “Economic Development Retail Sales Tax Board Funding Priority Guidelines” for guidance. Applications should be submitted by **May 31, 2019** to Libbey Tucker, Director of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or ltucker@ucitymo.org. For questions call 314-505-8533. Applications submitted after the deadline will not be considered for funding.

Application Date: May 29, 2019

Project Title: Commercial Façade Improvement Program

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: City of University City, Director of Economic Development

Contact Person and Title: Libbey Tucker, Director of Economic Development

Mailing Address: 6801 Delmar Blvd, University City, MO 63130

Phone Number: (314) 505-8533

E-mail Address: ltucker@ucitymo.org

Website: www.ucitymo.org

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

- a. Gregory Rose, City Manager
- b. Libbey Tucker, Director of Economic Development
- c. Adam Brown, Planner

Type of Entity:

Sole-Proprietorship

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

501(c) 3:

- Yes No If no, list type of entity:

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

- Yes No

2. **Applicant/Organization Background**

Describe the applicant/organization history and mission:

University City (City) is an inner-ring suburb on the western boundary of the City of St. Louis, Missouri. The City is located in St. Louis County. It ranks third and sixth with respect to total population and assessed valuation in St. Louis County. The City was founded by Edward Gardner Lewis and was incorporated in 1906.

The form of government established by Charter is Council-Manager. The City Council is the legislative and governing body of the City. It consists of six Council members and the Mayor, all of whom are elected by the residents of the City. Council members are elected from three wards to serve four-year staggered terms. The Mayor is elected at large and serves a four-year term. 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.

The City is considered a residential community with a diverse population. There are about 35,000 residents (U.S. Census Bureau 2017) and 18,000 housing units in the City. The population density is 6,000 inhabitants per square mile. The area of the City is approximately 6 square miles.

Describe the applicant/organization programs and activities:

The City provides a full range of municipal services for its citizens. These include public safety (police and fire), streets, sanitation (solid waste), culture and recreation, public improvements, community development, and general administrative services.

The Director of Economic Development is responsible for pursuing strategic initiatives in regards to economic development, business attraction, retention, and support, and marketing and promotion.

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.

Please see Program Outline (attached). The Program addresses the physical infrastructure of commercial properties and corridors throughout the City. University City has a large number of small, independently owned businesses. The City also has aging building stock, much of which could benefit from updates or improvements. This is particularly clear in the Olive Blvd Corridor, which is the target of redevelopment. The Program seeks to incentivize private owners and businesses to contribute to the redevelopment of these commercial properties, which will lead to further business attraction, retention, and contribute to the health and success of University City's economy.

Describe the number of part-time and full-time jobs to be created by the specific request and average wages for these jobs.

It is difficult to estimate the number of jobs the program would create. Studies show that improvements to façades lead to increased commercial sales. The cumulative indirect effects of improved aesthetics in a commercial corridor should also attract more businesses to the area and create new job opportunities.

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

Given the requested \$150,000 for three years, the Program can be expected to fund an average of 10-20 projects per year, or 30-60 projects over the three year period. The Director of Economic Development, in coordination with the Director of Communications and the Department of Planning and Development, will market the program and solicit projects from the City's various business corridors. The outcomes will be continued improvement to these corridors. Repaired parking lots, new signs, painting, tuck pointing, landscaping and other improvements will, in and of themselves, measurements of success. The number of projects and private investment can be tracked, and qualitative and quantitative data can be gathered by following up with the participating businesses.

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

Any commercially zoned building in University City will be eligible (see zoning map).

Program or Project Timetable:

The Director of Economic Development is seeking approval for three years of funding at \$150,000 per year. The maximum matching grant for each project will be \$15,000. The program is first come, first serve, and will be re-evaluated after three years. If funds run out in a given year, applications will continue to be accepted and held for the following year.

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: \$450,000 (over three years).

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.

See project description.

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.

City of U City

Name of Applicant Organization

Ruby Incher

Authorized Signature

5/31/19

Date

EDRST B-1

**City of University City
Economic Development Retail Sales Tax
FY19 Request for Funds: Budget Cost Summary**

**Applicant: Economic & Community Development Departments
Project: Façade Improvement Program
Amount of Request: \$150,000 allocation for FY 20, 21,22
Provide a listing of each project or program proposed and the associated cost allocation.**

| | Total EDRST Funds | Applicant's Cash Funds | Applicant's Non-Cash Contributions | Other Funds | Project Total |
|--|--------------------------|-------------------------------|---|--------------------|----------------------|
| I. Project or Program Direct Costs* | | | | | |
| Matching Façade Grant Program | | | | | |
| Max of \$15,000 per applicant | | | | | |
| \$150,000 allocation in FY 20, 21, 22 | \$ 450,000 | | | | \$ 450,000 |
| | | | | | |
| | | | | | |
| | | | | | |
| Total Direct Costs | \$ 450,000 | | | | \$ 450,000 |
| II. Indirect Costs** | | | | | |
| Operations | \$ - | | | | \$ - |
| BUDGET TOTAL - ALL ACTIVITIES | \$ 450,000 | | | | \$ 450,000 |

*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 Commercial Façade Improvement Program

Program Summary

Introduction: The City of University City (City) recognizes the positive impact individual façade improvements can have on the overall appearance, quality and vitality of the City's Commercial Districts. The Commercial Façade Improvement Program (Program) is being created as part of a broader set of economic development strategies seeking to support local businesses and to enhance and promote the City's commercial corridors. This program is in keeping with the Comprehensive Plan update of 2005, which calls for the City to "improve the physical appearance of all commercial districts (C-2, page 28).

The Program is designed to facilitate private sector investment in making these desired exterior improvements. The Program offers financial assistance, in the form of a matching grant up to \$15,000, to commercial property owners or business owners seeking to rehabilitate commercial building facades.

Key Goals of the Program are:

- To strengthen and expand the commercial base of the City
- To improve the aesthetic appearance of the City's commercial corridors
- To engage owners and tenants in actively improving their properties through private investment

Eligibility: Any commercial building within University City is eligible for the program. The building owner may apply, or a business owner may apply with documented permission from the building owner.

The following list includes a sample of the kinds of projects eligible for the program:

- Exterior painting, re-siding, or professional cleaning
- Restoration of exterior finishes and materials
- Masonry repairs and tuck pointing
- Removal of architecturally inappropriate or incompatible exterior finishes and materials
- Repair or replacement of windows and doors (if replacement, windows and doors must be architecturally appropriate)
- Window and cornice flashing and repair
- Canopy or awning installation or repair
- Wall, window, hanging, and monument signs advertising the business
- Exterior lighting
- Building must be commercially zoned within the Olive Boulevard International District Pilot Program area
- Applicants must demonstrate the capacity to fund their share of the project
- Property must be free from any judgment liens and all mortgage and tax obligations must be current
- The property owner and all tenants must have current occupancy permits and business licenses on file with City Hall
- Landscaping
- Security systems (including metal roll down gates, window bars, cameras)
- Trash and mechanical enclosures

Property Improvement Standards: All projects must comply with building and zoning regulations and obtain any necessary permits for work performed. In addition, for buildings on Olive Boulevard, the Olive Boulevard Design Guidelines should be followed. City Staff will work with recipients to insure compliance with all relevant ordinances.

In-Eligible Projects: City Staff reserves the right to determine the appropriateness or eligibility of any project application.

Below are a list of some projects that are ineligible for this program:

- Improvements in progress, initiated, or completed prior to application approval
- Routine maintenance not part of an eligible façade improvement project
- Billboards
- Roofing
- Mechanicals and HVAC systems
- New building construction
- Pylon, temporary, or roof signs
- Interior window displays
- Labor performed by unlicensed contractor
- Improvements to in-eligible establishments or those outside the designated property area
- Improvement to the building interior
- Any other improvement not deemed eligible

The City reserves the right to accept, reject or modify any application. Submission of an application in no way guarantees funding. Funding is limited. The determination of eligibility and priority for assistance is at the discretion of the City of University City Director of Economic Development in coordination with the Department of Planning and Development.

TERMS AND CONDITIONS

1. All necessary permits and approvals must be obtained from the City of University City before work is commenced. All work is to be performed to the satisfaction of the City of University City Building Inspectors.
2. Applicant and property owner must sign the Program Agreement.
3. Applicant must receive both a signed Program Agreement and a Notice to Proceed from the City's Department of Planning and Development prior to commencement of construction.
4. Any use of funds must comply with federal, state and local regulations concerning historic properties and environmental review.

In the event of competing applications for the limited funds, City staff will assess applications using the following criteria:

- A. Consistency with the City's goals and objectives redevelopment area;
- B. Adjacency to a recent or proposed redevelopment project;
- C. Projects resulting in the occupancy of a presently vacant building;
- D. Amount of total investment leveraged against Economic Development Retail Sales Tax funds

- E. Assistance to a traditionally underserved population including businesses that are owned by minorities, women, immigrants, or veterans, and;
- F. Receipt of previous Program funding awarded (first time applicants will have priority over repeat applicants).

We would like to implement this program and begin taking applications in August. Planning and Development staff would begin marketing the program to the eligible businesses/property owners immediately after approval. Marketing efforts would include, but not be limited to the following: collaboration with regional business associations including the Northwest, Asian, and African Chambers of Commerce, City social media platforms and community signage, and other methods as determined by the Director of Economic Development (direct mailing, informational meetings, etc.)

The \$150,000 requested will provide a 50% match, up to \$15,000. We are requesting this amount for each of the next three fiscal years (\$150,000 per year).



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

ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS FISCAL YEAR 2020 (JULY 1, 2019 – JUNE 30, 2020)

GENERAL INFORMATION

In August 2006, the City of University City levied a one-quarter (1/4) percent sales tax on retail sales to be used for economic development purposes. This revenue is based on the amount of sales tax generated through point of sales within the City limits and fluctuates from year to year.

Through the Economic Development Retail Sales Tax (EDRST), funds are being invested in University City programs and projects that encourage the physical and economic redevelopment of major corridors, improve infrastructure, support existing successful business districts, and enhance efforts toward business retention, expansion and attraction. The use of revenues generated by the tax are generally for project administration, land acquisition, infrastructure, water and wastewater treatment capacity, matching state or federal grants related to long-term economic development projects, marketing, training, equipment and infrastructure and other specified uses. Please refer to the "Funding Priority Guidelines" for additional information relating to the use of funds.

A nine-member volunteer Economic Development Retail Sales Tax Board helps to oversee the use of the EDRST and serves in an advisory capacity to City Council. City Council will award funds at the August 12 City Council meeting.

WHO CAN APPLY

The EDRST is generally open to any organization, with priority given to non-profit and City sponsored projects. To be considered for funding, please complete and submit the attached application. Organizations requesting funds for multiple programs or projects must complete a separate "Section 2: Program or Project Information" for each funding request.

FY2020 EDRST APPLICATION CALENDAR

| DATE | ACTION |
|------------------------|---|
| April 22, 2019 | Issue application |
| May 31, 2019 | Application Deadline |
| June 3-14, 2019 | Staff reviews applications & makes recommendations |
| June 14, 2019 | EDRST Board Receives Applications |
| June 18, 2019 - 6 p.m. | Public Hearing & Presentations by Applicants to EDRST Board |
| July 11, 2019 – 6 p.m. | EDRST Board makes final funding recommendations to City Council. |
| August 12 | City Council & EDRST Board meet to discuss funding and City Council makes final funding awards. |



Economic Development Retail Sales Tax Board
6801 Delmar Boulevard · University City, Missouri 63130 · 314-505-8533

APPLICATION FOR ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS FISCAL YEAR 2020 (JULY 1, 2019 – JUNE 30, 2020)

Directions. Please complete all sections of the application. If a question does not apply to a project, please indicate “n/a” for not applicable. Please refer to “Economic Development Retail Sales Tax Board Funding Priority Guidelines” for guidance. Applications should be submitted by **May 31, 2019** to Libbey Tucker, Director of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or ltucker@ucitymo.org. For questions call 314-505-8533. Applications submitted after the deadline will not be considered for funding.

Application Date: May 31, 2019

Project Title: Delmar Loop Tree Replacements

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: City of University / Parks, Recreation and Forestry Department

Contact Person and Title: Darren Dunkle, Director of Parks, Recreation and Forestry

Mailing Address: 6801 Delmar Blvd., University City, MO 63130

Phone Number: 314- 505-8552

E-mail Address: ddunkle@ucitymo.org

Website: www.ucitymo.org

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

- a. Gregory Rose, City Manager, City of University City
- b. Darren Dunkle, Director of Parks, Recreation and Forestry, City of University City
- c. Keith Cole, Acting Director of Finance, City of University City

Type of Entity:

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

501(c) 3:

- Yes No If no, list type of entity: Municipal Government

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

- Yes No

2. **Applicant/Organization Background**

Describe the applicant/organization history and mission:

University City, Missouri is an inner-ring suburb of the City of St. Louis, a vibrant, diverse community of about 35,000 people at the heart of the St. Louis metropolitan area. University City is a full-service City, providing its residents with police and fire service; full recreational facilities; a library; and solid waste services.

Describe the applicant/organization programs and activities:

The Parks, Recreation and Forestry Department provides the physical facilities (infrastructure) and services that serves the public needs. The major infrastructure facilities and properties include 19 parks, 129 boulevard strips, 16 play equipment areas, 14 ball diamonds, 12 soccer and football fields, one outdoor swimming pool, two ponds, one nine-hole golf course, a community center, a recreation facility, an indoor soccerfield and approximately 35,000 City-owned trees.

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.

This project includes the removal of 138 existing trees and soils from the existing tree grates along the north and south sides of Delmar Blvd and adjacent side streets from Kingsland to Limit, and replacing them with a more acceptable soil structure, as well as with trees that are better suited (size, shape, root system, heat and cold tolerance, drought tolerances, and salt tolerance) in an urban streetscape environment.

This improvement will provide environmental, economic, and social benefits to the Loop Business District by reducing energy use; providing air temperature reduction; and establish a sense of place where people and businesses can thrive. This project is also consistent with the EDRST's goal of improving streetscapes along Delmar Blvd.

Describe the number of part-time and full-time jobs to be created by the specific request and average wages for these jobs.

Although the project most likely will not create any long-term jobs, a portion of the project will be completed by contractual labor.

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

This project creates an inviting atmosphere to the pedestrians, bikers and drivers visiting the Delmar Loop area, with pleasant and safe environment, thus creating a larger amount of potential business's clientele, and enhancing the economy of the Loop businesses. This will also be reflected in the improved vibrancy of the area, and potentially increased sales of the local businesses.

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

Delmar Blvd and adjacent side streets between Kingsland and Limit.

Program or Project Timetable:

Estimated time for construction is fall/winter of 2019/2020.

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: \$100,000.00

Amount of funding requested from EDRST:

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 funding 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.

City of University City
Name of Applicant Organization

[Signature]
Authorized Signature

5/30/19
Date

**City of University City
Economic Development Retail Sales Tax
FY20 Request for Funds: Budget Cost Summary**

Applicant City of University City – Parks, Recreation and Forestry Department
Amount of Request \$100,000.00

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 * | | | | | |
| Removal of 138 trees and existing soils | \$37,260.00 | | | | \$37,260.00 |
| Installation of 138 new trees and new top soil | \$48,300.00 | | | | \$48,300.00 |
| Application of soil root stimulant | \$1,000.00 | | | | \$1,000.00 |
| Traffic control | \$1,440.00 | | | | \$1,440.00 |
| Prevailing Wage | \$9,000.00 | | | | \$9,000.00 |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| II. Indirect Costs ** | | | | | |
| Mobilization | \$3,000.00 | | | | \$3,000.00 |
| | | | | | |
| | | | | | |
| | | | | | |
| BUDGET TOTAL - ALL ACTIVITIES | \$100,000.00 | | | | \$100,000.00 |

*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.

