



**Economic Development Retail Sales Tax Board**

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

MEETING OF THE ECONOMIC DEVELOPMENT RETAIL SALES TAX BOARD  
(SPECIAL CALLED EMERGENCY MEETING)  
VIA VIDEOCONFERENCE  
Monday, April 27, 2020  
5:00 p.m.

**IMPOTANT NOTICE REGARDING  
PUBLIC ACCESS TO THE EDRSTB MEETING & PARTICIPATION**

**EDRSTB will Meet Electronically on April 27, 2020**

On March 20, 2020, City Manager Gregory Rose declared a State of Emergency for the City of University City due to the COVID-19 Pandemic. Due to the current order restricting gatherings of more than 10 people and the ongoing efforts to limit the spread of the COVID-19 virus, the April 27, 2020 meeting will be conducted via videoconference.

**Observe and/or Listen to the Meeting** (your options to joint the meeting are below):

**Webinar** via the link below:

<https://zoom.us/j/97060337711?pwd=U2lXL1Q3aTdENGM5azhVbWV0TDU2dz09>

Password: 546269

**Audio Only Call**

iPhone one-tap : US: +19292056099,,97060337711# or +13126266799,,97060337711#

Telephone: Dial(for higher quality, dial a number based on your current location):

US: +1 929 205 6099 or +1 312 626 6799 or +1 301 715 8592 or +1 346 248 7799 or +

1 669 900 6833 or +1 253 215 8782 or 888 788 0099 (Toll Free) or 877 853 5247 (Toll Free)

Webinar ID: 970 6033 7711

**Citizen Participation**

Those who wish to provide a comment during the “Public Comments” portion as indicated on the EDRSTB agenda: may provide written comments to the Director of Planning & Development ahead of the meeting.

ALL written comments must be received **no later than 12:00 p.m. the day of the meeting.** Comments may be sent via email to: [ccross@ucitymo.org](mailto:ccross@ucitymo.org) or mailed to the City Hall – 6801 Delmar Blvd. – Attention Clifford Cross, Director of Planning & Development. Such comments will be provided to the EDRST Board prior to the meeting. Comments will be made a part of the official record and made accessible to the public online following the meeting.

Please note, when submitting your comments, a **name and address must be provided.** Please also note if your comment is on an agenda or non-agenda item, and a name and address are not provided, the provided comment will not be recorded in the official record.

The City apologizes for any inconvenience the meeting format change may pose to individuals, but it is extremely important that extra measures be taken to protect employees, residents board/commission members and elected officials during these challenging times.

# AGENDA

## ECONOMIC DEVELOPMENT RETAIL SALES TAX BOARD

1. Roll Call
2. Approval October 15, 2019 Minutes
3. Public Comments – (Limited to 3 minutes for individual’s comments, 5 minutes for representatives of groups or organizations.)

*ALL written comments must be received **no later than 12:00 p.m. the day of the meeting.** Comments may be sent via email to: [ccross@ucitymo.org](mailto:ccross@ucitymo.org) or mailed to the City Hall – 6801 Delmar Blvd. – Attention Clifford Cross, Director of Planning & Development. Such comments will be provided to the EDRST Board prior to the meeting. Comments will be made a part of the official record and made accessible to the public online following the meeting.*

*Please note, when submitting your comments, a **name and address must be provided.** Please also note if your comment is on an agenda or non-agenda item, and a name and address are not provided, the provided comment will not be recorded in the official record.*

4. City Manager Remarks
5. Old Business
6. New Business
  - a. Discussion and Recommendations to City Council Pertaining to the Business Assistance Program Proposal to assist businesses impacted due to COVID-19 outbreak.
  - b. Fusion Media Concepts Development Quote Proposal
7. Next Meeting Date – To be Scheduled
8. Adjournment

**Economic Development Retail Sales Tax Board  
Minutes  
October 15, 2019  
6:00 p.m.**

The Economic Development Retail Sales Tax (EDRST) Board held a meeting at the Heman Park Community Center (HPCC), located at 975 Pennsylvania Ave, University City, Missouri on Tuesday, October 15, 2019. The meeting commenced at 6:00 pm.

**Voting Members Present:**

Matt Bellows  
Matthew Erker  
Robert Kuhlman  
Traci Moore  
Brendan O'Brien  
Byron Price  
Kathleen Sorkin  
Robyn Williams

**Voting Members Absent:**

George Lenard

**Council Liaison:**

Mayor Terry Crow

**Staff Present:**

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

**Others attending:** Councilmember Tim Cusick; Ryan Patterson, LSBDB Board member; Bill Krenn – Winco; Dorothy Davis & Audrey Jones – Mannequins on the Loop

**Approval of Minutes**

Brendan O'Brien moved to approve minutes from September 24, 2019. Matt Erker seconded. The minutes were approved unanimously.

**Public Comments**

Councilmember Tim Cusick spoke regarding the funding request from the Loop Special Business District (LSBD) for the Loop Lighting Study. He noted that the amount requested of \$80,000 far exceeds the cost of the study that was recently presented for discussion at the October 8 LSBDB Board meeting, which was \$19,000. That amount is half the cost of the entire project cost that is to be shared with the East Loop CID.

Ryan Patterson, owner of Wizards Wagon and member of the LSBDB Board stated he would answer any questions regarding their funding requests. He explained that the \$19,000 for the lighting study is half the cost of the study, the other which will be requested from the East Loop CID. In response to Mayor Crow, Mr. Patterson stated the LSBDB Board would like the \$19,000 as a minimum and that the additional funds requested were to carry out the

recommendations of the study. The Mayor suggested the LSBD could always come back and request the additional funds in the future and Mr. Patterson agreed with that suggestion.

In response to questions from Chairperson Sorkin, Mr. Patterson stated that if the East Loop CID did not approve their portion, the LSBD would need to get a separate quote for only a West Loop study. Should that occur, it is possible the LSBD would need additional funding for the study.

**City Manager Remarks** – Relative to the funding applications associated with social services and in response to a request from the EDRST Board at the last meeting, City Manager Gregory Rose stated staff has evaluated those applications and compared them to the codes and state statutes that regulate the EDRST funding. While those services are needed in University City, he stated that staff did not find a clear nexus that exists between those proposals and the intended use of the Economic Development Retail Sales Tax Funds. He noted that staff will more closely evaluate applications and obtain more information about the use of the funds in the future to ensure they meet the guidelines.

## **Old Business**

### Strategic Plan Update.

Libbey Tucker, Director of Economic Development, stated that City Council approved to engage the i5 Group to conduct the Economic Development Strategic Plan at their October 14 meeting. The contract will be on the October 28 City Council agenda for final approval of the cost and scope. The next steps will be for a kick-off meeting in November at a Council meeting to introduce the consultant and their timeline for the work. January will begin the community engagement portion of the work. Chairperson Sorkin requested that the Board be kept informed of future meetings regarding the Strategic Plan.

### Discussion and Recommendations of Fall FY 20 Funding Applicants

1. H&B Supplies-Medical Supplies for those in need in the amount of \$212,356: Based on comments made earlier by Mr. Rose, Byron Price made a motion to **deny** this application. A second was made by Brendan O'Brien. The motion passed unanimously.
2. It was noted by Mr. Rose that the LSBD Illuminated Welcome Sign project had been removed from their requests.
3. LSBD – Lighting Study (Kingsland to Limit) in the amount of \$80,000: Chairman Sorkin noted that their request is now for \$19,000 vs. \$80,000. Traci Moore motioned that \$19,000 be **approved** for this request. The motion was seconded by Robert Kuhlman. The motion passed with Robyn Williams opposed.
4. LSBD – Brochures & Directory Signs in the amount of \$14,000: Mr. Kuhlman noted that this amount has been consistent year after year and made a motion to **approve** \$14,000 for updating of the LSBD Brochures and Directory Signs. The motion was

seconded by Traci Moore and passed with Robyn Williams opposed.

5. LSBD – St. Louis Visitor’s Guide in the amount of \$14,000: A motion was made by Robert Kuhlman and seconded by Matt Erker to **approve** \$14,000 for advertising in the St. Louis Visitor’s Guide. The motion passed unanimously.
6. LSBD – Special Events in the amount of \$85,000: In response to statement by Mr. Kuhlman regarding the ever increasing amount requested, Mayor Crow noted that City Council has requested that the LSBD increase the number of special events, perhaps up to four, which will take more funding, and; therefore, suggested that the amount remain as requested. Mr. Price asked if an itemization of each event could be provided. Mr. Rose stated that the intent of Council is to have the LSBD provide a detailed budget for each event. In response to Chairman Sorkin, Mr. Rose noted that in most instances the event costs are reimbursed rather than provided in advance. He noted that at the joint meeting of City Council and LSBD, they discussed bringing back the Loop in Motion and Taste of the Loop events and to continue with the Ice Carnival along with other smaller events.

Traci More moved to **approve** the funding request for \$85,000 for LSBD events. It was seconded by Matt Erker and unanimously approved.

7. LSBD-Painting of Traffic Boxes in the amount of \$3,000: A motion was made by Mr. Kuhlman to **deny** this request and it was seconded by Robyn Williams. The motion passed 4-3 with votes as follows:

Yes: O’Brien, Williams, Price and Kuhlman

No: Erker, Moore and Sorkin

8. Mannequins on the Loop in the amount of \$29,147: There was discussion regarding the comparison of this public art project vs. the painting of the traffic boxes. Mr. O’Brien noted that it’s more unique and promotes recycling. He made a motion to **approve** the funding in the amount of \$21,000 which is the amount they were awarded for FY 2019, rather than the \$29,147 requested in 2020. The motion was seconded by Robyn Williams. The motion unanimously passed.
9. H&B Supplies – Adult Day Care Facility in the amount of \$272,299: Mr. Rose noted that this project request also falls into a category that is difficult to match with the criteria of the EDRST funding. He stated that similar to the medical supplies request, the staff analysis did not show how this project would expand the economy, noting that it has no reflection on the work of the organization or the need that exists.

Robert Kuhlman made a motion to **deny** the request and it was seconded by Byron Price. The motion to deny unanimously passed.

10. STORGE – Strength Based Therapeutic Education Workforce Development Program in the amount of \$148,940. Based upon the previous discussions, Mr. Kuhlman made a motion to **deny** the request. The motion was seconded by Mr. Price and unanimously passed.

11. WINCO Windows Automation Equipment Upgrade in the amount of \$463,900: Mr. Rose stated that staff's review of this request indicated that regardless of whether the grant is provided, they plan to move ahead with the purchase of the equipment, and that is positive. To help them add jobs and expand our economy, yet be prudent with the EDRST funds, he suggested that the Board consider offering a lesser amount than requested, or roughly \$175,000 with \$150,000 being a no-interest loan for which we can work out the terms for payback and tie it to job creation. The other \$25,000 could be structured as a forgivable loan in the long term should they add the appropriate number of jobs based upon the agreement.

Mayor Crow stated that we want to recognize WINCO for being a long-standing business and show our support of their expansion plans. By funding a portion of the project, it allows us to maintain funds for other projects or help them with future projects.

In response to a question from Mr. Kuhlman, Mr. Rose stated that the projects approved do not yet affect reserves. The current funding is budgeted and we are planning for those projected revenues will come in, but stressed the importance of maintaining some reserves. Mr. Kuhlman noted that in the past the Board did not exceed the projected annual revenues with the grant awards and noted it appears that was the case with those awarded to date.

Relative to employment, Mr. Price asked if the Board could require a certain number of University City residents be interviewed. Chairman Sorkin stated they addressed that issue at the last meeting and that they do recruit from within U City and nearby areas.

WINCO President Bill Krenn thanked the Board for their consideration stated that the intent was purchase the equipment without using bank financing. An interest free loan will accomplish this and let them better invest their resources rather than pay traditional interest. He noted that they do recruit locally and work with the U City school district to promote manufacturing and skills-related jobs. He did not know how many U City residents are employed out of the 190 employees.

With no further discussion, Traci Moore made a motion to **approve** the total funding in an amount of \$175,000 with \$150,000 being a no-interest loan and \$25,000 a no-interest forgivable loan based upon future job creation attainment. The motion was seconded by Mr. Kuhlman and was unanimously approved.

**New Business** – There was no new business.

### **Closing Remarks**

Traci Moore reported that she and Chairman Sorkin attended the open house of the students of STL Artworks and the students had a presentation for them regarding the mural. She encouraged that for future events better communication be made and that efforts to participate be made by the Board. In response to a question, Ms. Tucker stated that the students went before the City's Arts & Letter's commission last week for review of two

designs and gained good feedback and approval for one. An unveiling event will be held once it is installed.

Dorothy Davis with Mannequins on the Loop thanked the Board for their contribution to the project and noted that the mannequins will be featured in the City's calendar for 2020 in partnership with the Arts & Letters Commission. There will be an event on November 15 as a reception to celebrate the artists and the calendar. Details will be forthcoming, and she invited everyone to attend. Ms. Tucker will forward the event information when received.

The meeting was adjourned at 6:44 p.m.

DRAFT



**Department of Planning and Development**

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

**M E M O R A N D U M**

TO: Gregory Rose, City Manager  
FROM: Clifford Cross, Director of Planning & Development  
DATE: April 25, 2020  
SUBJECT: Business Assistance Program Multi-Round Funding Option  
CC: John Mulligan, City Attorney

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**Program Proposal**

Economic development staff has been working on a University City Business Assistance forgivable loan opportunity to assist affected businesses during the COVID-19 crises. As a result, staff has evaluated the option of utilizing EDRST Funds to implement a forgivable loan program in accordance to the provisions of Section 120.520 C of the City Code. As part of this program evaluation staff completed an analysis of EDRST business license fee revenues that were collected in 2019 based upon applicable data. The purpose of this review was to determine the available revenue, to fund this project, and carefully consider how each business and their individual districts contribute to the total revenue stream of EDRST funding. The goal, of this determination, was to provide a basis to determine how to fairly redistribute these proposed emergency loan program funds back to each individual business and district based upon their total contributions. In summary, the goal was to ensure that each individual business and their district peers funding availability was based upon their contributions to the total revenue stream.

In evaluating multiple businesses, the contributions were across the board and resulted in various options that would be difficult to administer. As a result, staff is proposing a simple allocation option that we believe ensures that each eligible business has the opportunity to obtain a loan amount equaling 100% of their 2019 annual EDRSTB fee contributions.

The specific dollar amount, that is anticipated to fund this program, is approximately \$1,004,903 as identified in the attached "Proposed University City Business Assistance Program Utilizing EDRST Funds" proposal. The proposed funding amount was carefully considered to ensure that all committed expenses, thru June 30, 2020, could be met while further insuring the required 20% long term economic development funding allocations are still available in accordance with Section 120.510(B) of the Code. In addition, this number also considers that approximately \$334,968, or approximately 25%, of EDRST funds would remain in reserve.

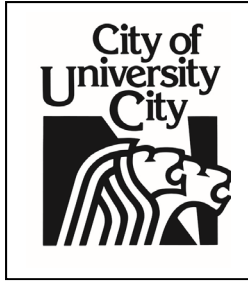


Furthermore, a goal of this program is to provide the funding availability to businesses that also were unable to qualify for federal and state programs. As a result, the proposal recommends two funding cycles which would reduce the eligibility restrictions, via a second round of funding, to those businesses that did not qualify for federal, state or round 1 of this program.

In moving forward, with this proposal, the intent is to present the option of two funding cycles to the EDRST Board on Monday April 27<sup>th</sup> to seek their input and recommendation. Upon completion, of that meeting, the proposal is expected to go before Mayor and City Council for their formal approval of the program. Staff has attached a proposal summary and a drafted "COVID-19 Business Assistance Program" draft that explains the specifics, qualifications, sources, etc that we would utilize to administer the proposed program upon approval.

**Attachments:**

1. University City Business Assistance Program Summary
2. COVID-19 Business Assistance Program Drafts For Rounds 1 & 2



## Proposed University City Business Assistance Program Utilizing EDRST Funds

The primary purpose of the COVID-19 Business Assistance Program is to serve as a business retention tool during this national, state and local emergency, utilizing the Economic Development Retail Sales Tax fund. This should qualify as an allowable economic development purpose under Municipal Code Section 120.520.C

As of March 30, 2020, of the \$2,552,593 EDRST fund balance, \$1,339,871 is available for retail development projects or other economic development purposes after setting aside \$702,203 for committed expenses through June 30, 2020 and \$510,519 for long-term economic development projects (20% of the total as required under Section 120.510.B). The calculation is included as an attachment to this proposal.

To avoid depleting the fund reserves, it is recommended that 75% of this amount be allocated to the COVID-19 Business Assistance Program, for an amount of \$1,004,903.

The Loop Special Business District Board requested in their letter of March 24, that "20% of the [EDRST] reserves be distributed to each Loop business based on an allocation fraction, the numerator of which fraction shall be the business license fees paid by that business in 2019 and the denominator of which fraction shall be the total business license fees paid by all Loop businesses."

### Business License Fee Data for 2019:

Total Amount Collected:	<b>\$529,569.46</b>
Delmar Loop Business Licenses Fees collected:	\$ 85,718.57 (16.19%)
Olive Blvd. Business License Fees Collected:	\$277,433.62 (52.39%)
All Other Business License Fees Collected:	\$166,417.27 (31.42%)

The actual amount of EDRST funds contributed by Loop businesses in 2019 was 17.9%, rather than the suggested 20%. Olive Blvd. businesses contributed 36.25%.

Total EDRST 2019 Revenues:	\$678,776
Loop Businesses:	\$121,508 (17.9%)
Olive Businesses:	\$246,065 (36.25%)

Using the actual contribution of 17.9%, The Delmar Loop businesses would be allocated \$179,877 of the \$1,004,903 for assistance. At 36.25%, Olive Blvd. businesses would be allocated \$364,277. The remainder would be allocated to businesses outside these districts.

There is precedent in that on January 11, 2016, the City Council approved the use of \$50,000 of EDRST funds and \$50,000 of LSBDF funds for a forgivable loan program, the

“Small Business Retention Program for the Delmar Loop.” The Loop businesses experienced a 20-60% decline in sales in 2015 during the Trolley construction, and the \$50,000 approved by the EDRST Board on September 3, 2015 was for basic business expenses, including payroll, inventory, rent/mortgage, utilities, taxes and marketing.

### Qualifications

- Businesses would need to apply for assistance to the Director of Planning & Development under the program and be able to demonstrate a need for the assistance using an established form and submit current financial statements.
- Applicants would have until May 31, 2020 to apply for assistance.
- Applicants would need to demonstrate their approval for available State or Federally-funded programs, including the Payroll Protection Program and programs under the SBA’s assistance program (Economic Injury Disaster Loan, Debt Relief or other SBA loan resources), and disclose funds awarded by these efforts.
- Assistance would be in the form of a loan, forgivable under the following conditions:
  - The business reopens within two weeks after applicable governmental emergency orders expire or are amended to allow the business to reopen;
  - Full-time employment and salary levels as of February 15, 2020 are attained by June 30, 2020; and
  - The business requests loan forgiveness by July 31 and submits documentation that verifies the above requirements were met.
- If the above conditions are not met, the term of the loan will be two years at an annual rate of .5%\*

*\*These terms and forgivable loan qualifications mirror that of the Payroll Protection Program.*

### Business License Fee Deferment

Business license renewals are due on May 1, 2020. As a part of this assistance program, late fees will be waived until September 1, 2020. At such time, all business licenses must be paid in full, otherwise full penalties will be charged as of the May 1 due date.

<b>Economic Development Retail Sales Tax FY 20</b>				
<b>As of 03/25/2020</b>				
	\$2,264,066	Beginning Fund Balance - 06/30/2019		
	\$400,160	Revenues FY 20		
	(\$178,752)	Expenses FY 20 as of 3/25		
	\$76,639	Liabilities (Payroll to move to General Fund)		
	(\$9,520)	Reserve for Encumbrance (FY 2019 POs)		
	<b>\$2,552,593</b>	<b>Ending Fund Balance - 03/25/2020</b>		
	\$510,519	Less 20% for Long-Term Ec Dev		
	<b>\$2,042,074</b>	<b>Remaining</b>		
		<b>LESS Previously Committed but not spent</b>		
	\$9,413.65	U City Farmer's Market		
	\$25,276.50	U City in Bloom		
	\$46,162.82	EMT Academy		
	\$148,712.00	Façade Improvement Program		
	\$19,000.00	Loop Lighting Study		
	\$6,000.00	Loop Brochures/Wayfinding Sign Updates		
	\$14,000.00	Loop-STL Visitor's Guide		
		LSBD Events		
	\$21,000.00	Mannequins on the Loop (postponed)		
	\$175,000.00	WINCO Equipment Loan		
	\$30,000.00	Delmar Blvd Tree Grates		
	\$42,500.00	Olive Blvd Sidewalk Repair		
	\$100,000.00	Olive Blvd Master Plan		
	\$65,138.00	Economic Development Strategic Plan Remaining		
	<b>\$702,202.97</b>	<b>Total Committed not Spent</b>		
	<b>\$1,339,871.43</b>	<b>Remaining Fund Reserves</b>		
	\$669,935.72	Less 50%		
	\$119,918.49	17.9% of \$669,935 Generated by Loop for 2019 EDRST		
	\$242,851.44	36.25 % of \$669,935 Generated by Olive Businesses for 2019 EDRST		
		<b>Total Amount for Paid Licenses in 2019</b>	<b>\$ 529,569.46</b>	
		<b>Loop Business Licenses Paid in 2019</b>	<b>\$ 85,718.57</b>	<b>16.19%</b>
		<b>Olive Blvd Business Licenses Paid in 2019</b>	<b>\$ 277,433.62</b>	<b>52.39%</b>
			<b>\$ 166,417.27</b>	<b>31.43%</b>

# City of University City – COVID-19 Business Assistance Program (Round 1 - Guidelines)



## Department of Planning and Development

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

### Program Guidelines

#### Overview

The City of University City is pleased to announce a multi-round forgivable Small Business Assistance Program. The program will be implemented in two funding cycles and is intended to help eligible local retail and creative for-profit businesses address cash for short term financial operational needs such as payroll, payment to suppliers, payment to service providers or payment of utilities. This Grant may not be used for capital expenditures or rent. The intent of this program is to provide local businesses relief due to their economic loss during the current COVID-19 Pandemic.

#### Funding Qualifications

A limited number of projects will be approved through this program. Proposals will be evaluated based on the following Qualifications:

1. Businesses would need to apply for assistance to the Director of Planning & Development under the program and be able to demonstrate a need for the assistance using an established form and submit current financial statements.
2. Applicants would have until May 31, 2020 to apply for assistance.
3. Applicants would need to demonstrate their approval for available State or Federally Funded programs, including the Payroll Protection Program and programs under the SBA's assistance program (Economic Injury Disaster Loan, Debt Relief or other SBA loan resources), and disclose funds awarded by these efforts.
4. Assistance would be in the form of a loan, forgivable under the following conditions:
  - The business reopens within two weeks after applicable governmental emergency orders expire or are amended to allow the business to reopen;
  - Full-time employment and salary levels as of February 15, 2020 are attained by June 30, 2020; and
  - The business requests loan forgiveness by July 31, 2020 and submits documentation that verifies the above requirements were met.
5. If the above conditions are not met, the term of the loan will be two years at an annual rate of .5%\*

*\*These terms and forgivable loan qualifications mirror that of the Payroll Protection Program.*

## **Business Eligibility**

To be considered an eligible business, to receive grant assistance, a business must meet the following requirements:

1. Have and maintain a current and valid City of University City Business License;
2. Business must have not permanently ceased operations as of the date of the funds are to be dispersed. Businesses that have ceased operations, per the Governor's or St. Louis County's "Stay at Home" order, will not be considered to have permanently ceased operations;
3. Business must generate municipal sales tax as part of its operations and sales;
4. Business shall not be part of a chain consisting of more than 4 units;
5. Business shall not be part of a franchise system;
6. Business shall not be a private club and must be open to the general public;
7. Business shall not be a home occupation;

## **Business License Fee Deferment**

Business license renewals are due on May 1, 2020. As a part of this assistance program, late fees will be waived until September 1, 2020. At such time, all business licenses must be paid in full, otherwise full penalties will be charged as of the May 1 due date.

## **Forgivable Loan Amount: Based Upon 2019 EDRSTB Fee Contributions**

The loan does not require payments and is forgiven if the recipient meets program guidelines identified in the Funding Qualifications section of this program. The eligible loan opportunities are based upon the following formula;

1. Eligible amount equaling 100% of 2019 EDRSTB Fee Contributions from applicant.

## **Funding Source**

University City Economic Development Retail Sales Tax - \$500,000 Committed to Round 1

## **Application Process**

Interested businesses must contact Clifford Cross, Director of Planning & Development at 314-505-8516 or by email at [ccross@ucitymo.org](mailto:ccross@ucitymo.org) **BEFORE** submitting an application in order to learn more about the program and determine preliminary eligibility.

Applications will be reviewed on funding availability. Applications which are complete and meet program criteria will be evaluated for compliance with funding priorities. Detailed information about the business and the project will be required.

# City of University City – COVID-19 Business Assistance Program (Round 2 - Guidelines)



## Department of Planning and Development

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

### Program Guidelines

#### Overview

The City of University City is pleased to announce a multi-round forgivable Small Business Assistance Program. The program will be implemented in two funding cycles and is intended to help eligible local retail and creative for-profit businesses address cash for short term financial operational needs such as payroll, payment to suppliers, payment to service providers or payment of utilities. This Grant may not be used for capital expenditures or rent. The intent of this program is to provide local businesses relief due to their economic loss during the current COVID-19 Pandemic.

#### Funding Qualifications

A limited number of projects will be approved through this program. Proposals will be evaluated based on the following Qualifications:

1. Businesses would need to apply for assistance to the Director of Planning & Development under the program and be able to demonstrate a need for the assistance using an established form and submit current financial statements.
2. Applicants would have from May 15, 2020 to July 17, 2020 to apply for assistance.
3. Assistance would be in the form of a loan, forgivable under the following conditions:
  - The business reopens within two weeks after of obtaining funds;
  - The business requests loan forgiveness by September 1, 2020 and submits documentation that verifies the above requirements were met.
4. If the above conditions are not met, the term of the loan will be two years at an annual rate of .5%\*

*\*These terms and forgivable loan qualifications mirror that of the Payroll Protection Program.*

## **Business Eligibility**

To be considered an eligible business, to receive grant assistance, a business must meet the following requirements:

1. Have and maintain a current and valid City of University City Business License;
2. Business must generate municipal sales tax as part of its operations and sales;
3. Business shall not be part of a chain consisting of more than 4 units;
4. Business shall not be part of a franchise system;
5. Business shall not be a private club and must be open to the general public;
6. Business shall not be a home occupation;
7. Business has not received prior funding from Round 1 of the Business Assistance Loan Program

## **Business License Fee Deferment**

Business license renewals are due on May 1, 2020. As a part of this assistance program, late fees will be waived until September 1, 2020. At such time, all business licenses must be paid in full, otherwise full penalties will be charged as of the May 1 due date.

## **Forgivable Loan Amount: Based Upon 2019 EDRSTB Fee Contributions**

The loan does not require payments and is forgiven if the recipient meets program guidelines identified in the Funding Qualifications section of this program. The eligible loan opportunities are based upon the following formula;

1. Eligible amount equaling 100% of 2019 EDRSTB Fee Contributions from applicant.

## **Funding Source**

University City Economic Development Retail Sales Tax - \$500,000 Committed to Round 2

## **Application Process**

Interested businesses must contact Clifford Cross, Director of Planning & Development at 314-505-8516 or by email at [ccross@ucitymo.org](mailto:ccross@ucitymo.org) **BEFORE** submitting an application in order to learn more about the program and determine preliminary eligibility.

Applications will be reviewed on funding availability. Applications which are complete and meet program criteria will be evaluated for compliance with funding priorities. Detailed information about the business and the project will be required.





## Department of Planning and Development

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

### MEMORANDUM

TO: EDRST Board Members  
FROM: Clifford Cross, Director of Planning & Development  
DATE: April 25, 2020  
SUBJECT: Fusion Media Concepts Website Development Quote  
CC: Gregory Rose, City Manager

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On March 25, 2020 University City entered into a contract to utilize Fusion Media Concepts to work with City staff in our marketing and overall economic development efforts to assist University City businesses. As part of Fusion Media Concepts efforts, they are presenting a proposal quote to develop a new website to assist the City to better market, track and report on the various businesses that are within the City. This proposal is being presented, to the City, to aid staff in the development of a new website known as [exploreucity.com](http://exploreucity.com).

Staff has attached the April 4, 2020 Fusion Media Concepts development quote, for EDRST's review and recommendation, to move forward with the execution of the contract to fund a One Time Website development cost of either \$2,000 or \$3,000 depending on the recommended option.

#### **Attachments:**

1. Fusion Media Concepts Development Quote



# Development Quote

Date: 04/04/2020

This quote is valid for 45 days from the above date.

## U. City New Website Overview

This proposal is for developing a new website for **exploreucity.com** which includes the following:

- Setup of your website on a content management system (WordPress)
- Install and modify Jupiter Theme & corresponding plug-ins to best represent the city brand (ie. Background, menu, icon, color schemes, logo)
- Create new page structures, and implement new content, functionality and SEO optimization
- Create Implement new graphics for sliders, backgrounds, and headers
- **Homepage**
- **Business Directory for 186 Businesses:**
  - Restaurant (88)
  - Retail/Service Businesses (98)
  - Any Additional Businesses Not Listed on Original List
- **Business “District” Pages For:** (The purpose is to highlight businesses in each area)
  - 170 & Delmar
  - Forsyth
  - North & South
  - Old Bonhomme & Delmar
  - Olive
  - Pershing
  - U City Loop
  - Vernon
- **Events Page Setup**
- **Instagram Feed Photo Gallery** (We can connect it to the loop’s Instagram or a new U City Instagram account)
- **History Page**
- **Contact Page**
- Setup and install Google Analytics (to tell you who is coming to your website)
- Setup your keywords and descriptions for Search Engine Optimization (SEO)
- Setup and implement Social Meta Information for Social Sharing (Including Graphics)
- Setup XML Sitemap for search engine indexing and optimization

## Out of Scope Work

Only the above items are defined in the costing and timeline. Any tasks outside the above scope of work will be quoted on separately with a new quote and timeline.

## Development Time

The site will be ready for sign off within 20 business days of receiving all the website content from the client.



# Development Quote

## Hosting

We will need full access to your hosting panel in order to develop and upload the content for your new website.

## Warranty

We warrant the site for 60 days after it is accepted and goes live. After this time, we will waive the standard monthly cost of \$250 to maintain and update the website during the time period in which Fusion Media Concepts is contractually employed with University City.

## Development One Time Cost

*Retail/Service and Restaurant Directory*

*\$9,000 - \$6,000 [COVID19 Discount] = **\$3,000***

*or*

*Restaurants only Directory*

*\$7,000 - \$5,000 [COVID19 Discount] = **\$2,000***

## Costs Not Included

The following costs are not included in the website development and will be charged back to the client at cost (no markup):

- Website Domain Name – 5 year approximately \$65 or FREE with hosting provider below
- Website Hosting Server – \$28.95/month for business hosting includes 1 domain name [LINK](#)
- Images not provided/owned by the client
- Salient Theme [ \$59 one-time fee + \$29 annual support/updates ] [LINK](#)
- Directories Pro Plug-in [ \$39.00 one-time fee + Recurring fee \$12.75 12/month support ] [LINK](#)
- EventON Plugin [ \$20 one-time fee + \$29 annual support/updates ] [LINK](#)
- Instagram Feed Pro Plugin [ \$49 one-time with 1/year support ] [LINK](#)



# Development Quote

## Content and Project Start

We will start building the website live on your hosting server for you once we receive the necessary credentials along with payment of the project cost and this signed document returned. During development, there will only be a front facing standard homepage until the client gives a verbal sign-off on the website completion. Or asks for us to make pages and content it live as we are developing.

## Reactivation Fee

If the development goes inactive for more than 45 days without response or directive from the client, a \$150.00 re-activation fee will be applied to continue development of the website and ensure all items are updated accordingly.

## Image Changes

All image changes/edits to images are acceptable during development, provided the client owns them.

## Meetings

We provide in-person or online virtual meetings (via Zoom or GoTo Meeting) during development at no charge. Additional training is available at a cost of \$40/hour.

## Waiver

All content including images, videos, links, downloadable items, and other goods are the responsibility of the client, and they assume full responsibility of all items included in this website development.

## CLIENT SIGN-OFF

The Client hereby agrees to the above services on the terms of service contained herein and acknowledges this agreement either by signing the below form.

Date: \_\_\_\_\_

Company: \_\_\_\_\_

Name (print): \_\_\_\_\_

Signature: \_\_\_\_\_