



Economic Development Retail Sales Tax Board
6801 Delmar Boulevard University City, Missouri 63130 - 314-505-8500

MEETING OF THE ECONOMIC DEVELOPMENT RETAIL SALES TAX BOARD
VIA VIDEOCONFERENCE
Thursday, December 16, 2021
6:30 p.m.

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.

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

Webinar via the link below:

<https://us02web.zoom.us/j/87380890968?pwd=SUJ5Vk4vcVpQYlYrYzZtYm9HNXhuZz09>

Passcode: 439060

Audio Only Call

Or One tap mobile :

US: +13017158592,,87380890968# or +13126266799,,87380890968#

Or Telephone:

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

US: +1 301 715 8592 or +1 312 626 6799 or +1 929 205 6099 or +1 253 215 8782 or +1 346 248 7799 or +1 669 900 6833 or 877 853 5247 (Toll Free) or 888 788 0099 (Toll Free)

Webinar ID: 873 8089 0968

International numbers available: <https://us02web.zoom.us/j/87380890968?pwd=SUJ5Vk4vcVpQYlYrYzZtYm9HNXhuZz09>

Citizen Participation and Public Hearing Comments:

Those who wish to provide a comment during the “Public Comments” portion as indicated on the EDRSTB agenda: may provide written comments to the Interim 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: bsmith@ucitymo.org, or mailed to City Hall – 6801 Delmar Blvd. – Attention Brooke Smith. 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. If 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, and elected officials during these challenging times.

AGENDA

ECONOMIC DEVELOPMENT RETAIL SALES TAX BOARD

1. Roll Call
2. U City in Bloom - Funding Consideration
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: bsmith@ucitymo.org or mailed to the City Hall – 6801 Delmar Blvd. – Attention Brooke Smith, Interim 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. Mayor Comments
5. Adjourn



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 2022 (JULY 1, 2021 – JUNE 30, 2022)**

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 make the final award decisions.

WHO CAN APPLY

The EDRST is generally open to any business entity or organization. To be considered for funding, please complete and submit the attached application. Those requesting funds for multiple programs or projects must complete a separate “Section 2: Program or Project Information” for each funding request.

FY2022 EDRST APPLICATION CALENDAR

DATE	ACTION
TBD	Issue application
TBD	Application Deadline
TBD	Staff reviews applications & forwards to EDRST Board
TBD	EDRST Board Receives Applications
TBD	Public Hearing & Presentations by Applicants to EDRST Board
TBD.	EDRST Board makes final funding recommendations to City Council.
TBD	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 2022 (JULY 1, 2021 – JUNE 30, 2022)

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 **TBD** to Brooke A. Smith, Assistant City Manager, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or bsmith@ucitymo.org. For questions call 314-505-8536. Applications submitted after the deadline will not be considered for funding.

Application Date: _____

Project Title: Design, Plant, water and maintain containerized gardens Delmar Blvd in the Loop

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: U City in Bloom

Contact Person and Title: Judy Prange, Executive Director

Mailing Address: 7005 Amherst Ave. 63130

Phone Number: 314-725-8243

E-mail Address: 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. President – Jack Breier, 511 Midvale, 63130, 314-283-0854, jack.breier@coldwellbanker.com

b. VP – Janet Schoedinger, 541 Purdue, 63130, 314863-6579. jnschoendinger@gmail.com

c. Treasurer - Craig Schriewer, 8744 W. Kingsbury Ave, 63124, 314-660-8511, cschriewer@greatsourhernbank.com

Type of Entity:

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

501(c) 3:

Yes No If no, list type of entity:

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

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.

SECTION 2: PROGRAM OR PROJECT INFORMATION

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

Description of the Program or Project. In addition to a detailed description of the project, include a summary of the need for the program or project, goals and objectives, partners, and how the program or project meets any City plans or policies.

See 4 attached project descriptions:

- Delmar Loop
- Olive Blvd. Planters
- Olive Blvd. Gardens
- Olive Blvd. Trees and Groundcover

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

U City in Bloom employs 4 full time horticulturists and 1 part time horticulturist. Average wage for these 4 is \$19.00 per hour. The Director of Horticulture is salaried

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

The outcome is the beautification of University City, Olive Blvd. and the Loop.

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

Olive Blvd. and the Loop.

Program or project timetable:

This is an annual project.

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: \$50,573 for the 4 projects.

Amount of funding requested from EDRST: \$50,573

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.

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

12/10/2021

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

December 10, 2021

Judy Prange
Executive Director

Department of Economic Development
City of University City
6801 Delmar Boulevard
University City MO 63130

Jack Breier
President

Janet Schoedinger
Vice President

Dear Members of the Economic Development Retail Sales Tax Board,

Craig Schriewer
Treasurer

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.

Jo Seltzer
Secretary

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.

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

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.

Jesse Gilbertson
Horticulture Director

Sincerely,

Judy Prange

Jack Breier

Judy Prange, Executive Director
U City in Bloom

Jack Breier, President



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, 2021 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: \$21,063 (EDRST, \$10,519 Loop Special Business District, \$6,000, UCB volunteers \$5,086.)

Amount of funding requested from EDRST: \$10,519

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
FY21 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 \$ 10,519

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	\$ 2,722				\$ 2,722
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	\$ 9,327				\$ 19,871
II. Indirect Costs**					
Operations	\$ 1,192				\$ 1,192
BUDGET TOTAL - ALL ACTIVITIES	\$ 10,519		\$ 5,086	\$ 6,000	\$ 21,063

*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 nine year history, 1991 to 2020, 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
FY21 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 amendmets, Irrigation repairs	\$ 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
FY21 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
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: \$10,831 (UCB Volunteers – 45 hours @ \$25.43/hr, \$1,272.00)

Amount of funding requested from EDRST: \$9,559

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
FY21 Request for Funds: Budget Cost Summary**

Applicant U City In Bloom
Project Olive Blvd - Care, maintenance, replacement & watering of Trees and Groundcover
Amount Requested \$ 9,559

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	\$ 1,600				\$ 1,600
Volunteers - 50 hours @ \$25.43/hour			\$1,272		\$ 1,272
Total Direct Costs	\$ 9,018				
II. Indirect Costs**					\$ 10,290
Operations	541				\$ 541
BUDGET TOTAL - ALL ACTIVITIES	\$ 9,559		\$1,272		\$ 10,831

*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.