



SPECIAL MEETING OF THE CITY COUNCIL
VIA VIDEOCONFERENCE
Monday, December 20, 2021
6:00 p.m.

City Council will Meet Electronically on December 20, 2021

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

Live Stream via YouTube:

https://www.youtube.com/channel/UCyN1EJ_-Q22918E9EZimWoQ

Citizen Participation and Public Hearing Comments:

*Citizen may provide written comments ahead of the meeting; they must be received **no later than 12:00 p.m. the day of the meeting**. Comments may be sent via email to: councilcomments@ucitymo.org, or mailed to the City Hall – 6801 Delmar Blvd. – Attention City Clerk. Such comments will be provided to City Council prior to the meeting. Comments will be made a part of the official record and made accessible to the public online following the meeting. **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.*

A. MEETING CALLED TO ORDER

B. ROLL CALL

C. APPROVAL OF AGENDA

D. CITIZEN PARTICIPATION

Procedures for submitting comments for Citizen Participation and Public Hearings:

*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: councilcomments@ucitymo.org, or mailed to the City Hall – 6801 Delmar Blvd. – Attention City Clerk. Such comments will be provided to City Council 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.*

E. CONSENT AGENDA

1. Midwest Association of Farmers Markets Reimbursement Request of Funds
2. U City in Bloom Funding Request

F. EXECUTIVE SESSION

Motion to go into a Closed Session according to Missouri Revised Statutes 610.021 (1) Legal actions, causes of action or litigation involving a public governmental body and any confidential or privileged communications between a public governmental body or its representatives or attorneys.

G. COUNCIL COMMENTS

H. ADJOURNMENT

Posted 17th day of December 2021.

LaRette Reese
City Clerk



**CITY OF UNIVERSITY CITY COUNCIL MEETING
AGENDA ITEM**

NUMBER: <i>For City Clerk Use</i>	CA20211220-01
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SUBJECT/TITLE: Midwest Association of Farmers Market Reimbursement Request			
REQUESTED BY: Brooke A. Smith		DEPARTMENT / WARD City Manager's Department	
AGENDA SECTION:		CAN ITEM BE RESCHEDULED?	
CITY MANAGER'S RECOMMENDATION OR RECOMMENDED MOTION: City Manager recommends the Council authorize him to rollover funds in the amount of \$13,699 from the EDRST Fund Reserves			
FISCAL IMPACT: Fund Reserves will be reduced by \$16,339			
AMOUNT:	\$13,699	ACCOUNT No.:	11.45.78.6040
FROM FUND:	Fund 11 Fund Reserves	TO FUND:	
EXPLANATION: Midwest Association of Farmers Market was awarded funding by the EDRST Board during the previous fiscal year. They are requesting reimbursement from this approved funding.			

STAFF COMMENTS AND BACKGROUND INFORMATION:

CIP No.	
RELATED ITEMS / ATTACHMENTS: Reimbursement Request for Funds	

LIST CITY COUNCIL GOALS (5):			
RESPECTFULLY SUBMITTED:	City Manager, Gregroy Rose	MEETING DATE:	December 20, 2021

Brooke Smith

From: Deb Henderson <midwestmarkets1@gmail.com>
Sent: Wednesday, October 27, 2021 9:53 AM
To: Brooke Smith
Subject: EDRST
Attachments: EDRST-FY21_MAFM Exp Rep 2020-9.pdf; EDRST FY21 Exp Rep 2020-9 Docs1.pdf; EDRST FY21 Exp Rep 2020-9 Docs2.pdf

Follow Up Flag: Follow up
Flag Status: Completed

CAUTION: This email originated from outside your organization. Exercise caution when opening attachments or clicking links, especially from unknown senders.

Hi Brooke,

I'm submitting some EDRST Expense Reports to you. It's come to my attention that Cliff is no longer with the City and that EDRST reports and other information should be directed to you. Is that correct?

In this email please find our EDRST FY21 Expense Report for September 2020. The various documents are attached. I'll submit the report for October 2020 later today. Please let me know if you have any questions or require more information.

Since it's so late for submitting the report, is it possible to process it quickly so we can be reimbursed for monies spent?

RE EDRST FY22: I haven't received any information about it yet. Would you let me know if and how much MAFM on behalf of the U City Farmers Market was granted?

I have a couple other procedure questions that would be best to handle in a phone conversation first then I can follow-up in emails. Would you phone me at your convenience?

Thank you,
Deb

Deborah Henderson
Executive Director
Midwest Association of Farmers Markets
PO Box 440340, St Louis, MO 63144
314-913-6632

Midwest Association of Farmers Markets
PO Box 440340
St. Louis, MO 63144



December 6, 2021

University City Mayor and Council
6801 Delmar Boulevard
University City, MO 63130

Dear Mayor and Members of the Council,

On behalf of the U City Farmers Market, I'm pleased to have the opportunity to provide more information about our communications with staff regarding EDRST Grant Funding for fiscal years 2020 and 2021.

In early 2020 as news of the pandemic spread Mr. Clifford Cross told us that we would not need to submit an EDRST FY21 application. He said it had been approved that we would automatically receive funding matching the previous year. The amount was \$28,000.

In early 2021 we were again told that the same process for FY21 would be followed for FY22; that it was not necessary to submit a FY22 application in order to receive funding. We proceeded accordingly with the market season with the expectation of reimbursement for monies spent according to EDRST guidelines.

We greatly appreciate the City's continued support of the U City Farmers Market through the EDRST program. Please let us know if you have any questions or require further information.

Sincerely,

Deborah Henderson

Deborah Henderson
Executive Director, MAFM
midwestmarkets1@gmail.com
314-913-6632

U City Farmers Market
6655 Delmar Blvd

C/c
MAFM Board Members

City of University City
 Economic Development Retail Sales Tax
 Request for Funds¹
 EDRST FY21

Applicant: Midwest Assoc of Farmers Market
 Address: PO Box 440340, St. Louis, MO 63144
 Project Manager: Deborah Henderson
 Email: midwestmarkets1@gmail.com
 Phone: 314-913-6632

Project Direct Costs (Vendor Names) ^{2,4}	EDRST Funds	Match ³
Market Work/J Wike (Invoice & Statement)	\$593.00	
Market Work/L Michaud (Invoice Statement)	\$315.00	
Marketing & Events Services (Invoice & Statement)	\$3560.00	
Event Supply and Décor Expenses (receipts, statements)	\$132.00	
Paypal Advertising (receipts)	\$25.00	
TOTAL	\$4,625.00	See Quarterly Report

Applicant's Funding Information	
Submittal Date	Dec 10 2021
Project Title	Farmers Market
Project No	#6040
Project Time Frame	July 2020-June 2021
Report Time Frame	Mar-Apr 2021
Original Amount	\$28,000.00
Funds Already Used	\$15,456.94
Available Balance	\$12,532.06
Funds Used This Report	\$4,625.00
Funds Remaining	\$7,907.06
Notes:	

1. Submit to: City of University City, Community Development Office, 6801 Delmar Blvd, University City, MO 63130
2. Funds will be paid directly to the applicant, not the vendors. Attach invoices or other documentation supporting the request amount to this form.
3. 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. 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.

FIRST

Midwest Association of Farmers Markets

Primary Account Number:
Statement Date:
Page Number:

XXXXX4073
March 31, 2021
3 of 3

Checks Paid Account # XXXXX4073

Date Paid	Check Number	Amount	Reference Number	Date Paid	Check Number	Amount	Reference Number
03-09	1723	175.00 ✓	540933974	03-01	1728	75.00 ✓	540452104
03-01	1724	174.00 ✓	540433719	03-16	1729 <i>FIRST</i> 1729	165.00 ✓	540338124
03-15	1725	74.40 ✓	540227337	03-15	1730 <i>FIRST</i> 1730	90.00 ✓	540236831
03-02	1726	234.15 ✓	610230221	03-31	1731 <i>FIRST</i> 1731	82.50 ✓	540095772
03-16	1727	90.00 ✓	540338125	03-31	1732	34.20 ✓	540095771

Total Checks Paid

\$1,194.25

	Total for this period	Total year-to-date
Total Overdraft Fees.....	\$0.00	\$0.00
Total Returned Items Fees.....	\$0.00	\$0.00

IN CASE OF ERRORS OR QUESTIONS ABOUT YOUR ELECTRONIC TRANSFERS

Contact us at 1000 Walnut Kansas City MO 64106-3686 or call us at 800-453-BANK. If you think your statement or receipt is wrong or if you need more information about a transfer on the statement or receipt, please contact us as soon as possible. We must hear from you no later than 60 days after we sent you the FIRST statement on which the error or problem appeared.

- 1) Tell us your name and account number.
- 2) Describe the error or the transfer you are unsure about, and explain as clearly as you can why you believe there is an error or why you need more information.
- 3) Tell us the dollar amount of the suspected error.

We will investigate your complaint and will correct any error promptly. If we take more than 10 business days to do this, we will recredit your account for the amount you think is in error, so that you will have use of the money during the time it takes us to complete our investigation.

The information above applies to checking, savings, or other consumer accounts established for personal, family, or household purposes.

If your checking or money market account has no activity for 12 consecutive months it will be considered dormant and assessed a \$8 monthly fee. Regular savings accounts with no activity for 18 consecutive months will be considered dormant and assessed a \$5 monthly fee.

NOT TRANSFERABLE AS DEFINED IN 12 CFR PART 204

ERRAT #

Service Charge Summary Account # ~~XXXXX4073~~

	\$0.00
Monthly Service Charge	
Transaction Counts	
Debits	9
Credits	0
Deposited Items	0
Total Transactions	9
Free Transactions	150
Billable Transactions¹	0
Transaction Service Charge²	\$0.00
Cash Units¹	
Total Cash Units	0
Free Cash Units	100
Billable Cash Units	0
Cash Unit Service Charge	\$0.00
Total Service Charge³	\$0.00

1 Refer to the Small Business Fee Schedule for specific per transaction and cash unit costs.
 2 You may receive charges on this statement for items not included in the above counts (statement fees, ATM fees, Online Banking fees, International ACH fees, etc.).
 3 If you do not have sufficient funds in your account to cover the Total Service Charge, any outstanding fees will be deducted in the next billing cycle.

Daily Balance Summary Account # ~~XXXXX4073~~

Date	Balance	Date	Balance	Date	Balance
04-05	3,362.95	04-19	2,976.49	04-27	2,625.24
04-12	3,201.49	04-23	2,831.49	04-30	2,620.24
04-15	3,081.49				

Withdrawals & Other Debits Account # XXXXX4073

Description	Date Paid	Amount
Statement Fee	04-30	5.00 ✓
Total Withdrawals & Other Debits		\$5.00

Checks Paid Account # XXXXX4073

Date Paid	Check Number	Amount	Reference Number	Date Paid	Check Number	Amount	Reference Number
04-05	1733	112.82 ✓	610846420	04-12	1738*	22.71 ✓	540710032
04-23	1734	45.00 ✓	650852434607	04-23	1739	100.00 ✓	650852434580
04-12	ERRAT 1735	138.75 ✓	540710033	04-27	ERRAT 1740	101.25 ✓	540490982
04-15	ERRAT 1736	120.00 ✓	540889165	04-27	ERRAT 1790*	105.00 ✓	540490983



LOWE'S HOME CENTERS, LLC
2300 MAPLEWOOD COMMONS DR
MAPLEWOOD, MO 63143 (314) 450-1000

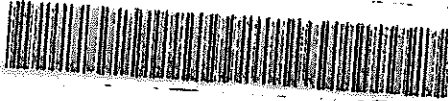
- SALE -

SALES#: S1966PCT 3519733 TRANS#: 19993352 04-09-21

99415 1.50-GAL FERN HB 120.00
MINIMUM RETAIL PRICE APPLIED TO THIS ITEM
12 @ 10.00

SUBTOTAL: 120.00
TAX: 12.59
INVOICE 19208 TOTAL: 132.59
N/C: 132.59

H/C: XXXXXXXXXXXX9170 AMOUNT: 132.59 AUTHCD: 081742
CHP REFID: 196619008533 04/09/21 13:35:31
APL: CAPITAL ONE TR: 0000008000
AID: A000000041010 TSI: E800
STORE: 1966 TERMINAL: 19 04/09/21 13:35:52
OF ITEMS PURCHASED: 12
EXCLUDES FEES, SERVICES AND SPECIAL ORDER ITEMS



THANK YOU FOR SHOPPING LOWE'S.
FOR DETAILS ON OUR RETURN POLICY, VISIT
LOWES.COM/RETURNS
A WRITTEN COPY OF THE RETURN POLICY IS AVAILABLE
AT OUR CUSTOMER SERVICE DESK

STORE MANAGER: CHRISTOPHER JOHNSON

LOWE'S PRICE MATCH GUARANTEE
FOR MORE DETAILS, VISIT LOWES.COM/PRICEMATCH

* SHARE YOUR FEEDBACK! *
* ENTER FOR A CHANCE TO BE *
* ONE OF FIVE \$500 WINNERS DRAWN MONTHLY! *
* ENTRE EN EL SORTEO MENSUAL *
* PARA SER UNO DE LOS CINCO GANADORES DE \$500! *
* ENTER BY COMPLETING A SHORT SURVEY *
* WITHIN ONE WEEK AT: www.lowes.com/survey *
* YOUR ID #192086 196690 993330 *
* NO PURCHASE NECESSARY TO ENTER OR WIN. *
* VOID WHERE PROHIBITED. MUST BE 18 OR OLDER TO ENTER. *
* OFFICIAL RULES & WINNERS AT: www.lowes.com/survey *

STORE: 1966 TERMINAL: 19 04/09/21 13:35:52

Receipt for Your Payment to Facebook

1 message

service@paypal.com <service@paypal.com>
To: Deborah Henderson <midwestmarkets1@gmail.com>

Fri, Apr 30, 2021 at 2:55 PM

Hello, Midwest Assoc of Farmers Markets



**You sent a payment of \$25.00 USD to
Facebook**

It may take a few moments for this transaction to appear in your account.

Transaction ID
50G188674K735910Y

Transaction date
Apr 30, 2021 14:54:35 CDT

Merchant
Facebook
<https://www.facebook.com/help/contact/1998316600435522>

Instructions to merchant
You haven't entered any instructions.

Invoice ID
P3923094164472753

Description	Unit price	Qty	Amount
Facebook Ads	\$25.00 USD	1	\$25.00 USD

Invoice For Services Rendered To MAFM
PO Box 440340, St. Louis, MO 63144

For the U City Farmers Market
6655 Delmar Blvd, University City, MO 63130

Date of Service: March 13 + 27, April 10, 17, + 24

Name of Vendor or Organization: John Wike

Description of Service: Event Mkt wk

Fee for Service: \$ 138.75, \$105, \$101.25, \$165⁵⁰, \$82.50

Person Receiving Payment: John Wike

Signature: 

Invoice For Services Rendered To MAFM
PO Box 440340, St. Louis, MO 63144

For the U City Farmers Market
6655 Delmar Blvd, University City, MO 63130

Date of Service: Mar 13 + ~~27~~ April 16 + 17

Name of Vendor or Organization: Lita Michael

Description of Service: Mkt Event wk

Fee for Service: \$90, \$120, \$105

Person Receiving Payment: Lita Michael

Signature: 

Marketing and Event Services
 6124 Victoria Ave.
 St. Louis, MO 63139
 314-913-6632



Invoice for Marketing/Event Services
 March-April 2021
 December 12, 2021

Bill To	Attention	Instructions
MAFM PO Box 440340 St. Louis, MO 63144	MAFM Accounting	Submit to EDRST

Date(s)	Service Description	Hours	Total
Mar 11 & 25 Apr 8, 15, 22	Weekly Constant Contact E-Newsletter Photos, Content, Contacts, Fliers , etc	50	\$1000.00
March-April	Preseason marketing; Monthly Social Media Administration Facebook, Twitter, Nextdoor, etc	80	\$1600.00
March-April	Press Releases to Local Media, Community Newsletters, etc; Covid-19 Info Focus	18	\$360.00
March-April	Graphics and Design Work for Market; Banners, Signs and Fliers;	30	\$600.00
March-April	Digital Networking Communications; With U City Staff & Other Groups	(4)	NC

Subtotal	178	\$3560.00
Other		
Total Due		\$3560.00

MAFM Reimbursement
Date:
Recipient:
Check #:
Amount: \$

City of University City
 Economic Development Retail Sales Tax
 Request for Funds¹
 EDRST FY21

Applicant: Midwest Assoc of Farmers Market
 Address: PO Box 440340, St. Louis, MO 63144
 Project Manager: Deborah Henderson
 Email: midwestmarkets1@gmail.com
 Phone: 314-913-6632

Project Direct Costs (Vendor Names) ^{2,4}	EDRST Funds	Match ³
Market Work/J Wike (Invoice & Statement)	\$600.75	
Market Work/L Michaud (Invoice Statement)	\$529.50	
Marketing & Events Services (Invoice & Statement)	\$2520.00	
Other Ads-WKT and Sauce (receipts)	\$1,200.00	
TOTAL	\$4,850.25	See Quarterly Report

Applicant's Funding Information	
Submittal Date	Dec 12 2021
Project Title	Farmers Market
Project No	#6040
Project Time Frame	July 2020-June 2021
Report Time Frame	May 2021
Original Amount	\$28,000.00
Funds Already Used	\$20,081.94
Available Balance	\$7,907.06
Funds Used This Report	\$4,850.25
Funds Remaining	\$3,056.81
Notes:	

1. Submit to: City of University City, Community Development Office, 6801 Delmar Blvd, University City, MO 63130
2. Funds will be paid directly to the applicant, not the vendors. Attach invoices or other documentation supporting the request amount to this form.
3. 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. 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.

sauce

sauce**magazine.com**

1826 Chouteau Ave.
St. Louis, MO 63103

Bent Mind Creative Group,
LLC Tax ID: 43-1835101
AP Ph: 314-530-7001
Office: 314-772-8004

Bill To: **Midwest Association of Farmers Markets**
6124 Victoria Ave
St. Louis, MO 63139

Invoice #: 00038963

Date: 5/17/2021

Page: 1

Customer PO #

New

Invoice

DATE	DESCRIPTION	AMOUNT
	Edible weekend banner ads 5/19, 6/9, 6/30	\$750.00

Terms: PLEASE NOTE: ALL services are to be PRE-PAID or due on receipt of invoice. Late fees will be applied to past due balances. Balances over 30 days will place account in suspended status.

Sales Tax: \$0.00

Total Amount: \$750.00

Amount Applied: \$0.00

Balance Due: \$750.00

Advertising Receipt

Date: 05/12/21
Salesperson: JOYNER, CATHY
Cust#: 27573

Midwest Association of Farmers Market
c/o Deborah Henderson
P.O. Box 440340
St. Louis, MO
63144

<u>Edition</u>	<u>Insertion Date</u>	<u>Amount</u>
Online WKT/SCT/WEW	05/14/21	midwestfarmersmarkets.org/5.14.21 Newsletter 50.00
Total:		50.00

<u>Grand Total</u>		50.00
PAID	05/12/21 Visa	-500.00
<u>Balance Due</u>		-450.00

Notice
TERMS:

PAID

Marketing and Event Services
 6124 Victoria Ave.
 St. Louis, MO 63139
 314-913-6632



Invoice for Marketing/Event Services
 May 2021

December 12, 2021

Bill To	Attention	Instructions
MAFM PO Box 440340 St. Louis, MO 63144	MAFM Accounting	Submit to EDRST

Date(s)	Service Description	Hours	Total
Apr 29, May 6 13, 20, 27	Weekly Constant Contact E-Newsletter Photos, Content, Contacts, Fliers , etc	40	\$800.00
May	Preseason marketing; Monthly Social Media Administration Facebook, Twitter, Nextdoor, etc	60	\$1200.00
May	Press Releases to Local Media, Community Newsletters, etc; Covid-19 Info Focus	10	\$200.00
May	Graphics and Design Work for Market; Banners, Signs and Fliers;	16	\$320.00
May	Digital Networking Communications; With U City Staff & Other Groups	(5)	NC

Subtotal 126 \$2520.00

Other

Total Due \$2520.00

MAFM Reimbursement

Date:

Recipient:

Check #:

Amount: \$

Midwest Assn of Farmers Markets

Primary Account Number:
Statement Date:
Page Number:

~~XXXXX4073~~
May 28, 2021
3 of 4

Withdrawals & Other Debits Account # ~~XXXXX4073~~

Description	Ref Nbr:	Date Paid	Amount
Inst Xfer Paypal	1123001117510	05-03	25.00 ✓
Trace No: 091000018585170			
Qr Payment 487301000131548	1124002844901	05-05	281.78 ✓
101000012844901 Cbkccomm Card			
ACH Presented Check	Checkpmt 1745	05-18	116.98 ✓
1745 Ref: 1138000253958	043301605938229 Charter		
Service Charge		05-28	9.00 ✓
Statement Fee		05-28	5.00 ✓
Total Withdrawals & Other Debits			\$437.76

Checks Paid Account # ~~XXXXX4073~~

Date Paid	Check Number	Amount	Reference Number	Date Paid	Check Number	Amount	Reference Number
05-07		✓ 200.00	650818253653	05-12	1749	38.13 ✓	540356742
05-05	1741	90.00 ✓	540954484	05-12	1750	100.96 ✓	540356741
05-10	1742	105.00 ✓	540125918	05-11	1751	153.00 ✓	540226235
05-11	1743	261.00 ✓	540230249	05-13	1752	120.00 ✓	540386926
05-24	1744	117.00 ✓	540913617	05-18	1753	117.75 ✓	540652801
05-27	1746*	233.09 ✓	540171319	05-17	1754	90.00 ✓	540545683
05-10	1747	49.44 ✓	540207860	05-24	1755	138.00 ✓	540957284
05-12	1748	25.63 ✓	540356839	05-24	1756	120.00 ✓	540921516

* - Indicates a skip in sequential check numbers.

Total Checks Paid **\$1,959.00**

	Total for this period	Total year-to-date
Total Overdraft Fees.....	\$0.00	\$0.00
Total Returned Items Fees.....	\$0.00	\$0.00

Midwest Assn of Farmers Markets

Primary Account Number:
Statement Date:
Page Number:

XXXXX4073
June 30, 2021
3 of 4

Deposits & Other Credits Account # XXXXX4073 (Cont.)

Description		Date Credited	Amount
Deposit	Ref Nbr: 650854634216	06-29	155.00 ✓
Total Deposits & Other Credits			\$4,969.13

Withdrawals & Other Debits Account # XXXXX4073

Description		Date Paid	Amount
Statement Fee		06-30	5.00 ✓
Total Withdrawals & Other Debits			\$5.00

Checks Paid Account # XXXXX4073

Date Paid	Check Number	Amount	Reference Number	Date Paid	Check Number	Amount	Reference Number
06-09	1757	481.57 ✓	610924323	06-24	1765	150.00 ✓	540628988
06-14	1758	100.00 ✓	600071789	06-29	1767*	127.50 ✓	540785475
06-07 <i>EDRS</i>	1759	102.00 ✓	540607704	06-29	1768	60.00 ✓	540786565
06-07	1761*	208.25 ✓	540607705	06-30	1769	271.20 ✓	540904739
06-15	1762	60.00 ✓	540069888	06-30	1770	58.50 ✓	540904742
06-14	1763	140.25 ✓	540001594	06-29	1771	90.00 ✓	540785467
06-17	1764	90.00 ✓	540232930	06-29	1772	60.00 ✓	540786567

* - Indicates a skip in sequential check numbers.

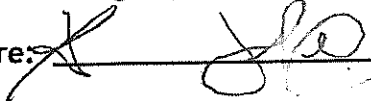
*0/5 # 1760
1966*

Total Checks Paid **\$1,999.27**

	Total for this period	Total year-to-date
Total Overdraft Fees.....	\$0.00	\$0.00
Total Returned Items Fees.....	\$0.00	\$0.00

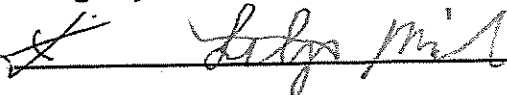
Invoice For Services Rendered To MAFM
PO Box 440340, St. Louis, MO 63144

For the U City Farmers Market
6655 Delmar Blvd, University City, MO 63130

Date of Service: May 1, 8, 15, 22 + 29
Name of Vendor or Organization: John Wike
Description of Service: Mkt Wk
Fee for Service: \$ 90, \$ 153, \$ 117⁷⁵, \$ 138, \$ 102⁰⁰
Person Receiving Payment: John Wike
Signature: 

Invoice For Services Rendered To MAFM
PO Box 440340, St. Louis, MO 63144

For the U City Farmers Market
6655 Delmar Blvd, University City, MO 63130

Date of Service: May 1, 8, 15, 22, + 29
Name of Vendor or Organization: Liz & Michael
Description of Service: Mkt Wk
Fee for Service: \$ 105, \$ 120, \$ 90, \$ 120, \$ 97⁵⁰
Person Receiving Payment: L. Michael
Signature: 

City of University City
 Economic Development Retail Sales Tax
 Request for Funds¹
 EDRST FY21

Applicant: Midwest Assoc of Farmers Market
 Address: PO Box 440340, St. Louis, MO 63144
 Project Manager: Deborah Henderson
 Email: midwestmarkets1@gmail.com
 Phone: 314-913-6632

Project Direct Costs (Vendor Names) ^{2,4}	EDRST Funds	Match ³
Market Work/J Wike (Invoice & Statement)	\$276.25	
Market Work/L Michaud (Invoice Statement)	\$307.50	
Market Work/S Marshall (Invoice Statement)	\$180.00	
Marketing & Events Services (Invoice & Statement)	\$2560.00	
Paypal Advertising (receipts)	\$150.00	
Feast Mag Ads (receipts)	\$750.00	
TOTAL DUE	\$4223.75	See Quarterly Report

Applicant's Funding Information	
Submittal Date	Dec 12 2021
Project Title	Farmers Market
Project No	#6040
Project Time Frame	July 2020-June 2021
Report Time Frame	June 2021
Original Amount	\$28,000.00
Funds Already Used	\$24,932.19
Available Balance	\$3,067.81
Funds Used This Report	\$4223.75 (due)
Funds Remaining	\$00.00
Notes:	

1. Submit to: City of University City, Community Development Office, 6801 Delmar Blvd, University City, MO 63130
2. Funds will be paid directly to the applicant, not the vendors. Attach invoices or other documentation supporting the request amount to this form.
3. 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. 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.

Receipt for Your Payment to Facebook

1 message

service@paypal.com <service@paypal.com>
To: Deborah Henderson <midwestmarkets1@gmail.com>

Wed, Jun 30, 2021 at 4:02 PM

Hello, Midwest Assoc of Farmers Markets



It may take a few moments for this transaction to appear in your account.

Transaction ID
6WS68660SJ293244J

Transaction date
Jun 30, 2021 16:01:41 CDT

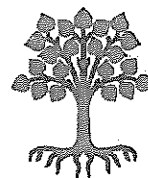
Merchant
Facebook
<https://www.facebook.com/help/contact/1998316600435522>

Instructions to merchant
You haven't entered any instructions.

Invoice ID
P4096841060431395

Description	Unit price	Qty	Amount
Facebook Ads	\$150.00 USD	1	\$150.00 USD

Marketing and Event Services
 6124 Victoria Ave.
 St. Louis, MO 63139
 314-913-6632



Invoice for Marketing/Event Services
 June 2021

December 12, 2021

Bill To	Attention	Instructions
MAFM PO Box 440340 St. Louis, MO 63144	MAFM Accounting	Submit to EDRST

Date(s)	Service Description	Hours	Total
June 3, 10, 17 & 24	Weekly Constant Contact E-Newsletter Photos, Content, Contacts, Fliers , etc	40	\$800.00
June	Preseason marketing; Monthly Social Media Administration Facebook, Twitter, Nextdoor, etc	60	\$1200.00
June	Press Releases to Local Media, Community Newsletters, etc; Covid-19 Info Focus	8	\$160.00
June	Graphics and Design Work for Market; Banners, Signs and Fliers;	20	\$400.00
June	Digital Networking Communications; With U City Staff & Other Groups	(4)	NC

Subtotal 128 \$2,560.00

Other

Total Due \$2,560.00

MAFM Reimbursement

Date:
 Recipient:
 Check #:
 Amount: \$

Invoice For Services Rendered To MAFM
PO Box 440340, St. Louis, MO 63144

For the U City Farmers Market
6655 Delmar Blvd, University City, MO 63130

Date of Service: June 5, 19, 26

Name of Vendor or Organization: Steve Marshall

Description of Service: Mkt wk.

Fee for Service: \$ 60 , \$ 00 , \$ 60.

Person Receiving Payment: S. Marshall

Signature: _____

Invoice For Services Rendered To MAFM
PO Box 440340, St. Louis, MO 63144

For the U City Farmers Market
6655 Delmar Blvd, University City, MO 63130

Date of Service: June 12, 19.

Name of Vendor or Organization: J. Wike

Description of Service: Mkt wk.

Fee for Service: \$ 140.25 , \$ 136.00

Person Receiving Payment: J. Wike

Signature: 

Invoice For Services Rendered To MAFM
PO Box 440340, St. Louis, MO 63144

For the U City Farmers Market
6655 Delmar Blvd, University City, MO 63130

Date of Service: June 12, 19, 26

Name of Vendor or Organization: Lilja Michaud

Description of Service: Mkt wk

Fee for Service: \$ 90 , \$ 127.50 , \$ 90.

Person Receiving Payment: L. Michaud

Signature: Lilja Michaud

Invoice For Services Rendered To MAFM
PO Box 440340, St. Louis, MO 63144

For the U City Farmers Market
6655 Delmar Blvd, University City, MO 63130

Date of Service: _____

Name of Vendor or Organization: _____

Description of Service: _____

Fee for Service: _____

Person Receiving Payment: _____

Signature: _____

Midwest Assn of Farmers Markets

Primary Account Number:
Statement Date:
Page Number:

XXXXX4073
June 30, 2021
3 of 4

Deposits & Other Credits Account # XXXXX4073 (Cont.)

Description	Ref Nbr:	Date Credited	Amount
Deposit	650854634216	06-29	155.00 ✓
Total Deposits & Other Credits			\$4,969.13

Withdrawals & Other Debits Account # XXXXX4073

Description	Date Paid	Amount
Statement Fee	06-30	5.00 ✓
Total Withdrawals & Other Debits		\$5.00

Checks Paid Account # XXXXX4073

Date Paid	Check Number	Amount	Reference Number	Date Paid	Check Number	Amount	Reference Number
06-09	1757	481.57 ✓	610924323	06-24	1765	150.00 ✓	540628988
06-14	1758	100.00 ✓	600071789	06-29	EDRST 1767*	127.50 ✓	540785475
06-07	1759	102.00 ✓	540607704	06-29	EDRST 1768	60.00 ✓	540786565
06-07	1761*	208.25 ✓	540607705	06-30	1769	271.20 ✓	540904739
06-15	EDRST 1762	60.00 ✓	540069888	06-30	1770	58.50 ✓	540904742
06-14	EDRST 1763	140.25 ✓	540001594	06-29	EDRST 1771	90.00 ✓	540785467
06-17	EDRST 1764	90.00 ✓	540232930	06-29	EDRST 1772	60.00 ✓	540786567

* - Indicates a skip in sequential check numbers.

O/S # 1760
1966

Total Checks Paid **\$1,999.27**

	Total for this period	Total year-to-date
Total Overdraft Fees.....	\$0.00	\$0.00
Total Returned Items Fees.....	\$0.00	\$0.00

EDRST #

Midwest Assn of Farmers Markets

Primary Account Number:
Statement Date:
Page Number:

XXXXX4073
July 30, 2021
3 of 4

Deposits & Other Credits Account # XXXXX4073 (Cont.)

Description	Date Credited	Amount
Direct Dep 000000000002809 053100300628340 Novo Dia Group	07-28	50.00 ✓
Ref Nbr: 1208008796172		
Total Deposits & Other Credits		\$2,947.00

Withdrawals & Other Debits Account # XXXXX4073

Description	Date Paid	Amount
Inst Xfer Paypal Trace No: 091000012981525	07-01	150.00 ✓
ACH Presented Check 1774 Ref: 1187006277667	07-06	257.87 ✓
Bus Prods 10112227 042000012444737 Deluxe Bus Sys	07-12	83.65 ✓
Direct Dep 000000000002809 053100308706445 Novo Dia Group	07-21	25.00 ✓
Statement Fee	07-30	5.00 ✓
Ref Nbr: 1182004702431		
Ref Nbr: 1193009907194		
Ref Nbr: 1201005112553		
Total Withdrawals & Other Debits		\$521.52

Checks Paid Account # XXXXX4073

Date Paid	Check Number	Amount	Reference Number	Date Paid	Check Number	Amount	Reference Number
07-09		400.00 ✓	650844781831	07-16	1781	75.00 ✓	540709585
* 07-19	EDRST 1766	136.00	540789493	07-14	1783*	20.00 ✓	540629822
07-01	1773*	1,519.75 ✓	610280164	07-20	1785*	150.00 ✓	540921456
07-12	1775*	91.80 ✓	540434470	07-20	1786	90.00 ✓	540851257
07-06	1776	100.00 ✓	540156641	07-20	1787	20.00 ✓	540899606
07-09	1777	100.00 ✓	653283399387	07-26	1792*	50.00 ✓	540167358
07-06	1778	90.00 ✓	540111838	07-26	1793	90.00 ✓	540114057
07-12	1779	10.00 ✓	540464752	07-30	1794	20.00 ✓	540412827
07-15	1780	150.00 ✓	540694526	07-30	1795	653.93 ✓	610745216

* - Indicates a skip in sequential check numbers.

Total Checks Paid **\$3,766.48**

ORDER TICKET

ORDER INFORMATION -- U City Farmers Market -- STL

ORDER # 62937

Customer # 60003684
 Address: 6124 VICTORIA AVE.
 City, St, Zip: ST LOUIS MO 63144
 Ad Type: Online > Banner
 Ad Taker: Amanda Origliosso
 PO Number:
 Order Desc: FEAST BIG AD

Phone: 3149136632
 Fax:
 E-mail: midwestmarkets1@gmail.com
 Dates: 5/24/2021 -- 6/4/2021
 # Inserts: 22
 Order Price: \$750.00

AD INFORMATION -- Feast Digital -- U City Farmers Market

AD KEY # 62937-1

Start Date: 5/24/2021	End Date: 6/4/2021	# Inserts: 12
Pub Group:	Section: Big Ad ROS	Category: Retail Digital
Position:	Alt Position:	Price: \$550.00
Coupon:	Reverse:	Rate: Feast 1-3
Salesrep(s): Dylan Smyth (L152)		Cols: 1.000
Color:	Color 1:	Inches: 1.000
URL: https://midwestfarmersmarkets.org/	Color 2:	Color 3:
Ad Notes:		

PRODUCTION INFO

Copy Del By: Email FTP Adsend Other: _____
 Production Method: Pickup From:
 Complexity Level: Ext. Ad Nbr:
 Additional Notes:

INSERT(S) 05/24/2021, 05/25/2021, 05/26/2021, 05/27/2021, 05/28/2021, 05/29/2021, 05/30/2021, 05/31/2021, 06/01/2021, 06/02/2021, 06/03/2021, 06/04/2021

Feast Ad



**CITY OF UNIVERSITY CITY COUNCIL MEETING
AGENDA ITEM**

NUMBER: <i>For City Clerk Use</i>	CA20211220-02
--------------------------------------	---------------

SUBJECT/TITLE: Application for EDRST Funding			
REQUESTED BY: Brooke A. Smith		DEPARTMENT / WARD City Manager's Office	
AGENDA SECTION:		CAN ITEM BE RESCHEDULED?	
CITY MANAGER'S RECOMMENDATION OR RECOMMENDED MOTION: City Manager recommends approval			
FISCAL IMPACT: The Econ Dev Fund will be reduced by \$50,573 in FY22			
AMOUNT:	\$50,573	ACCOUNT No.:	TBD
FROM FUND:	Econ Dev	TO FUND:	N/A
EXPLANATION: U City in Bloom is seeking EDRST Funds to maintain various planters and gardens around the city in the Loop.			

STAFF COMMENTS AND BACKGROUND INFORMATION: U City in Bloom requests \$50,573 of EDRST Funds to maintain the planters and gardens in the Loop. Because funding for this year has yet to be allocated, the EDRST Board members took this matter up in an emergency session on December 16th. There were no objections to the funding request. (Please note that there was not a quorum present for the emergency meeting, therefore no official vote was taken.)

CIP No.	
RELATED ITEMS / ATTACHMENTS: 1. UCIB Complete App FY22	

LIST CITY COUNCIL GOALS (5):	
RESPECTFULLY SUBMITTED:	City Manager, Gregroy Rose
MEETING DATE:	December 20, 2021



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

Jack Breier
President

Janet Schoedinger
Vice President

Craig Schriewer
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*

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



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.