



**Economic Development Retail Sales Tax Board**

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

MEETING OF THE ECONOMIC DEVELOPMENT RETAIL SALES TAX BOARD  
**VIA VIDEOCONFERENCE**  
Thursday, April 7, 2022  
6:30 p.m.

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

**EDRSTB will Meet Virtually on April 7, 2022**

On March 20, 2020, City Manager Gregory Rose declared a State of Emergency for the City of University City due to the COVID-19 Pandemic. Due to the current order restricting gatherings of people and the ongoing efforts to limit the spread of the COVID-19 virus, the April 7, 2022 meeting will be conducted via videoconference.

**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/83293625728?pwd=T0tDV3RlSElNZWgySHo2czNYK2Zqdz09>

Passcode: 374768

**Audio Only Call**

One tap mobile:

US: +19292056099,,83293625728#,,,,\*374768# or +13017158592,,83293625728#,,,,\*374768#

Or Telephone:

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

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

Webinar ID: 832 9362 5728

Passcode: 374768

**Citizen Participation**

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

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

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

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

## **AGENDA**

### **ECONOMIC DEVELOPMENT RETAIL SALES TAX BOARD**

1. Roll Call
2. Minutes – January 27, 2022
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](mailto:bsmith@ucitymo.org) or mailed to the City Hall – 6801 Delmar Blvd. – Attention Brooke A. Smith, Deputy City Manager. 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.*

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4. Mayor Comments
5. Old Business
  - i. Update – Funded Projects through FY22
  - ii. Update – Winco Windows Company
6. New Business
  - i. EDRST Fund Balance Update
  - ii. Projected Budget for FY23
  - iii. Funding Recommendations for FY23 Projects
  - iv. Funding for PT Trash Collection Position
7. Board Member Comments
8. Next Meeting Date – July 7, 2022 at 6:30 p.m. (Tentative)
9. Adjourn

**Economic Development Retail Sales Tax Board**  
**Minutes**  
**January 27, 2022**  
**6:30 p.m.**

The Economic Development Retail Sales Tax (EDRST) Board held a virtual meeting on Thursday, January 27, 2022. The meeting commenced at 6:39 pm and adjourned at 7:35 pm.

**Voting Members Present:**

Matt Bellows  
Brandon Bradshaw  
Brendan O'Brien  
Byron Price  
Kathleen Sorkin  
Cynthia Martin  
Matthew Bellows

**Voting Members Absent:**

**Council Liaison:**

Mayor Terry Crow

**Staff Present:**

Brooke A. Smith, Assistant City Manager/Interim Dir. of Planning and Development  
Gregory Rose, City Manager

**Others attending:**

None

**Approval of Minutes**

There were no minutes to approve. There were no minutes from the meeting held on December 16, 2021, because there was no quorum.

**Public Comments**

Public Comments were received from the Midwest Association of Farmers Markets. The letter is attached to the minutes and incorporated herein by reference.

**Mayor Comments (6:41 pm)**

The Mayor informed the Board of the progress with the Costco site and noted that it is scheduled to open in October. He also noted that some of the dirt from the site was being relocated to Olive and Midland to bring that property out of the floodplain to make it marketable. He noted that the apartments at Delmar and 170 on the east side are being erected, the plans have been approved on the west side for the 264 apartments that Charles Deutsch is putting up for market rate apartments. The Mayor also noted that there is a planned development going through the Plan Commission for the QuikTrip that will be located at Olive and North and South. The land was sold for \$1.1 million to QuikTrip. Discussion was had on the public dialogue being had about the project. The Mayor informed the board of the project located at 7701 Canton Avenue on the 10 acre site. He briefly informed the board of the fire tax that would be on the ballot for the April election. Lastly, the Mayor provided a brief update on the renovation of the annex and Trinity building.

Chair Sorkin asked the Mayor to comment on the state of affairs in The Loop. The Mayor stated that The Loop has experienced a generational change and that the LSBDB Board now has business owners engaged that were not engaged before. A challenge is that the restaurant that was supposed to go in the old Cicero's space backed out due to COVID. The Commerce bank is still sitting vacant and a previous development agreed to go the corner of Skinker and Delmar at the old Church's Fried Chicken site, but they are encountering the same issue they did with University City in that they would have too many students and not enough parking. Nobu's from the Costco site is moving to The Loop across from Peacock Diner. The Tivoli building changed hands from Joe Edwards to a church and computer software company. The city always worries about vacancies but the restaurants survived with PPP loans and take out services. The Mayor also discussed the status of the Trolley and getting it up and running in the near future. The Mayor noted that the merchants are tired of paying the 1% sales tax, stating that the four blocks in University City is paying the largest percentage of the sales tax into the TDD just because of volume, so at some point in time it has to get up and running or the city needs to move past it.

City Manager Gregory Rose added information on extending the Free Parking Initiative in The Loop as an important part of bringing the loop back.

Vice Chair Byron Price asked for confirmation on Costco taking ownership of the land at Olive and 170. City Manager Rose noted that the pad should be transferring in the next few weeks, but that Costco owns the property, which was how the city obtained the \$3 million dedicated to the revitalization of the third ward.

Chair Sorkin asked about the status of the relocation assistance for existing businesses. Assistant City Manager Brooke Smith provided an update on this matter and noted that Nobu's will receive reimbursement for 10% of their buildout costs up to \$30,000 upon completion of their buildout, which they anticipate to be done in May. Chair Sorkin asked how much Nobu's request and City Manager Rose noted that a significant amount was requested but that Council only approved reimbursement of 10% of the buildout costs, up to \$30,000, noting the importance of being able to leverage the funds in the best possible way. Mayor Crow asked for the total cost of the build out and ACM Brooke Smith responded that it was a little over \$250,000 and that Council considered the proposal and decided on 10% of the building out cost, up to \$30,000, noting that the size of the new space was a factor in determining the reimbursement amount.

### **New Business (6:53 pm)**

The first item of business was discussion of program funding for FY22. ACM Brooke Smith gave a brief overview of the memorandum included in the packet for the Board. The memo included the fund balances as of December 31, 2021 and projected revenue for the rest of the fiscal year. The memorandum is attached to these minutes and incorporated herein by reference. Smith stated that the fund balance is about \$2.7 million and the projected revenue for the rest of the fiscal year is about \$400,000. Included in the memorandum was how the charter requires the funding be allocated: 25% to go to administrative cost, 20% goes to long term economic development planning, and the remaining funds used for initiative such as marketing, workforce development, etc. The memo also included examples of various programs funded in the past, such as the Façade Improvement Program. ACM Smith informed the board that she is working on closing out 4 projects under this program that were

funded in the previous fiscal year but had yet to be completed. Local Business Programs and Projects was another funding initiative, but ACM Smith noted that there were really no parameters for the program and that business were allowed to submit any type of project for funding. Lastly, ACM Smith discussed the forgivable loan program. ACM Smith noted that at this point she is asking whether the Board intends to fund programs this year, what types of programs does the board want to fund, and how should staff handle the process (funding rounds vs. accepting applications on a rolling basis).

Cynthia Martin asked if the applications could be bundled as submitted at one time. ACM Smith responded that this leads to the second agenda item, which is setting a quarterly meeting, noting that if the Board agrees to a quarterly meeting, then any application received during those three months could be bundled and brought to the EDRST Board for consideration.

Brandon Bradshaw noted that he preferred the quarterly meetings and bundling the applications.

Brendon O'Brien noted that he also preferred the quarterly meetings but would err on the side of getting more applications.

ACM Smith noted that if a quarterly meeting is set, she would have an internal deadline for accepting applications in anticipation of the upcoming meeting so that she could do her due diligence and prepare applications for the Board ahead of their meeting. ACM Smith also brought up the prospect of making the organizations that receive funding every year entitlement organizations where they will automatically get the funding every year. She also discussed marketing the programs and getting the word out to reach businesses that have not received funding in the past.

Cynthia Martin stated that she would not be opposed to having entitlement organizations, but that it would have to be attached to some type of compliance or accountability for the renewal to ensure that the funding objectives were met.

City Manager Rose clarified that the entitlement status would only mean that it would not be required to be considered by the EDRST Board, but that it would still have to go to the City Council for approval each year, noting that the Council is obligated to approve the funding each year. ACM Smith added that it is still a reimbursement and so the organizations would still be required to submit supporting documentation before we would process a reimbursement.

Brendon O'Brien asked how programs would work that staff would administer, asking whether that would be an entitlement, too. Using the Façade Improvement Program as an example, ACM Smith responded that she wasn't clear on whether applications were vetted by staff or if they came back to the Board. Chair Sorkin said she didn't recall applications coming back to the Board for approval, but expressed the importance of having parameters for the programs. Chair Sorkin clarified that the Board doesn't want to get into administering the programs, but should place parameters and safeguards into place for staff to follow.

City Manager Rose clarified that there were parameters for the Façade Improvement Program and noted that he would want to bring any city-sponsored project back to the board. He would not recommend that being an entitlement because the city should meet a higher standard.

Staff should come back and explain to the board how the program has operated, how it has benefitted the city, and make that same explanation to the Mayor and Council.

Chair Sorkin asked when the FY22 budget of \$525,000 was adopted and asked if the \$2.7 million was the amount the board had to spend. ACM Smith explained that the FY22 budget number was obtained from the Finance Director and included smaller costs like administrative costs, funding for city-wide events, etc. Smith noted that any funding approved for programming would have to go Council for final approval as a budget amendment. Smith noted that to date there is no funding in the budget for any of the programs.

Chair Sorkin asked what the upper limit of the discretionary funds is once the administrative costs are taken care of and what would the staff and/or City Manager recommend making available for programs. City Manager Rose responded that staff would make some assessment about what the restrictions are on the funding sources and then what's available and how would we categorize each application that comes in. He noted that it was difficult to answer because if an application comes in and is requesting assistance with, for example, a plumbing company that wants assistance with infrastructure within our rights of way. That would be considered business recruitment and would qualify, but is a different bucket of money than funding for a job training program. There are limitations based upon the activity that is being pursued. Staff needs to identify what the amount of money is that is available in each of those budgets so when the board considers an application, it is clear what amount of money available to allocate. City Manager Rose indicated the goal for this meeting was to get an idea of the types of projects the board would have an interest in. He noted that the statute provides some guidance, but that it doesn't talk about job training programs or the arts, for example. City Manager Rose noted that ACM Smith would like to be targeted in the areas being focused on instead of taking a blanket approach to accepting applications. ACM Smith confirmed that this was her goal for this meeting, which would then allow her to pull together information for the programs and put together a recommended budget.

Smith noted that she wanted to make sure that a decision was made with the Farmers Market who still needed to be approved for funding for FY22. Chair Sorkin asked for the amount the Farmers Market is requesting. ACM Smith noted that their application had not been received yet, but that the amount to be request was \$28,000, which is the same amount they were awarded in the previous fiscal year. Cynthia Martin asked if the funds would be restricted or unrestricted. Smith answered that their funds usually go towards marketing, music, etc. Chair Sorkin asked if there was anyone else besides the Farmers Market that was a previously funded and successful program that needed to know funds were on the way. ACM Smith answered Mannequins in the Loop but noted that she had not had the chance to research prior projects. ACM Smith also noted the SHED intended to apply for workforce development funds but had not applied yet. Chair Sorkin asked for the amount of the funding request for Mannequins in the Loop. Brendon O'Brien said they usually ask for \$10,000 or \$15,000 in funding. Chair Sorkin said it was a very positive and popular program.

Chair Sorkin called for a motion to approve the Farmers Market for \$28,000 and the Mannequins in the Loop for \$15,000 for FY22.

Motioned by Brandon Bradshaw, seconded by Brandon O'Brien and carried by voice vote to approve funding for Farmers Market for \$28,000 and Mannequins in the Loop for \$15,000 for FY22.

Vice Chair Byron Price asked if it would be appropriate to establish set meetings for the board. Chair Sorkin answered yes, which opened the discussion for quarterly meetings. The board members agreed that a quarterly meeting would be beneficial. The first quarterly meeting was set for the first Thursday at the start of the quarter (April).

Chair Sorkin motioned to set the quarterly meeting for the first Thursday at the beginning of the quarter. Seconded by Vice Chair Byron Price and carried by voice vote.

Motion passed.

City Manager Rose discussed the Free Parking Initiative in the Loop and noted they intend to continue it. He wanted to make sure there would be no concerns by the EDRST Board in continuing the initiative. He noted that the last time it cost roughly \$150,000 for a 6 month period. Chair Sorkin asked if a motion was needed. Rose said it would be good to have approval of it, noting the approach last time was to seek reimbursement. Chair Sorkin said it would be best to be proactive. She opened the floor for discussion. Brendon O'Brien asked who would be getting reimbursed. City Manager Rose noted that the funding that was approved last time was to reimburse the city its costs and if approved for an extension, the city would be approved for the revenues it loses for the free parking initiative. Mayor Crow noted that the free parking has pleased just about everyone as well as the outside dining.

Chair Sorkin called for a motion to approve up to \$150,000 to reimburse the city for lost revenue due to the free parking initiative in The Loop. Motioned by Cynthia Martin, seconded by Byron Price and carried by voice vote.

Motion passed.

Chair Sorkin raised the topic of allocating funding to the different programs.

Brandon Bradshaw stated that he would be interested to see marketing the programs to bring businesses in. ACM Smith agreed to prepare program parameters and a recommended budget for the next EDRST meeting in April for the board members to consider. This would allow for an application period at the end of the fiscal year and allow staff to bundle applications for consideration at the next quarterly meeting.

Mayor Crow asked about the interest free loan given to Winco and whether it was paid back or if it is being paid back on time. He stated he believed it was \$250,000 and he wanted to know the status. Mayor Crow also asked Matthew Bellows if he could facilitate the appointment of another School Board member to fill the vacant seat.

Regarding the loan to Winco, City Manager Rose responded that Winco elected not to pursue the loan from the EDRST board. He was not sure why. Mayor Crow requested we circle back to make sure that we didn't loan them the money. Chair Sorkin noted that with the changeover in staff, there hasn't been a report on activities and that she would like to see this given to the EDRST. Cynthia Martin asked if there was a way to see if the allocation buckets were overspent or underspent. Is there a way to focus on how the money is being spent and reallocating funds if they are underspent? City Manger Rose stated that going forward the intention is to keep the board updated on the status of the funding for each bucket and that staff would do a better job of advising the board on how the programs that have approved are advancing.

ACM Smith noted that she would research the Winco matter and report back to the board at the April meeting.

Chair Sorkin called for a motion to adjourn. Motioned by Brandon Bradshaw, seconded by Brendon O'Brien and carried by voice vote.

The meeting adjourned at 7:35 p.m.

DRAFT





**OFFICE OF THE CITY MANAGER**

6801 Delmar Boulevard, University City, Missouri 63130, Phone: (314) 505-8531

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

TO: Members of the Economic Development Retail Sales Tax Board

FROM: Brooke A. Smith, Deputy City Manager/Dir. of Economic Development

DATE: April 5, 2022

SUBJECT: Previously Funding Projects/Programs

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The purpose of this memorandum is to provide an update on previously funded projects/programs.

During FY20, the EDRST Board recommended funding several projects and programs. Below is an update on how each of these projects/programs performed.

**U City Farmers Market - \$28,500**

*Summary of Project:* U City Farmers Market has received annual funding for events and operations to provide direct access to farm fresh products and other locally produced foods on a weekly basis.

In FY20, this program was awarded \$28,500. Please note that this is one of the programs that is funded annually. To date, all funds due to the Farmers Market have been dispersed. Recall that this board voted to approve funding up to \$28,500 for FY22. This matter will be taken to the City Council for final approval on April 11<sup>th</sup>.

**St. Louis Artworks - \$11,100**

*Summary of Project:* St. Louis ArtWorks' project consisted of designing, painting, and installing a mural at the Barbara C. Jordan Elementary School in University City. The awarded funds supported 18 paid apprenticeships to youth who received instruction and hands-on experience in the design and painting of a mural.

In FY20, this program was awarded \$11,100. All funds have been dispersed.

**EMT Academy – U City Schools - \$68,300**

*Summary of Project:* This project was a partnership between the School District of University City and the University City Fire Department. The goal was to address the shortfall of EMTs in the St. Louis County region by partnering to educate the next generation of fire fighters at the high school level.

In FY20, this project was awarded \$68,300. To date, \$36,862.54 has been dispersed. On

February 28, 2022, the City Council approved the rollover of the remaining funds, \$31,437.46, for use in FY22.

### **U City in Bloom - \$50,573**

*Summary of Program:* U City in Bloom (UCIB) has received annual funding for maintaining various landscape projects throughout the city to improve the image, identity and aesthetic appeal of the city.

In FY20, UCIB was awarded \$50,573. These funds were exhausted during the fiscal year. UCIB received the same allocation in FY21. Please note that UCIB received the same allocation for FY22 following an emergency request submitted to the City Council. Recall that this board convened in December of 2021 to hear this matter, but because there was no quorum, no formal action was taken by the EDRSTB.

### **Façade Improvement Program - \$150,000**

*Summary of Program:* This program targets businesses in the city and offers to match up to \$15,000 per project. The goal of the program is to strengthen and expand the commercial base by improving the aesthetic appearance and incentivizing the private investment in commercial properties throughout the city.

In FY20, \$150,000 was allocated to the Façade Improvement Program. 14 applications were approved for the program. The total amount awarded was \$127,493.71. To date we have paid out \$94,557.96. We currently have 3 files that remain open, and I am working with the business owners to have these projects closed by the end of the fiscal year. Our total remaining obligation for these projects is \$31,314.50. Please note that the amount paid out and the amount we owe does not total the amount awarded because at least two applicants were paid less than they were awarded. It is not clear from the records why this occurred.

### **Loop Special Business District - \$132,000**

*Summary of Projects:* In FY20, The Loop Special Business District (LSBD) was awarded funding for the following projects:

- Lighting Study from Kingsland to Limit - \$19,000
- Brochures and Illuminated Directory - \$6,000
- STL Visitor's Guide ad and promotions - \$14,000
- Special Events - \$85,000

To date, the lighting study project has been paid in full. The Finance Director and I are researching whether the other projects have been paid (with the exception of the Special Events Project, which has not been fully reimbursed as of the date of this memorandum).

### **Mannequins in the Loop - \$21,000**

*Summary of Project:* Artist and designers compete by using recyclable and sustainable materials aligned on the streets of the Delmar Loop. The goal is to help market Loop businesses, expose artists and designers and beautify the community.

In FY20, this project was awarded \$21,000. The funds for FY20 have been dispersed. Recall that this board voted to approve funding up to \$15,000 for FY22. This matter will be taken to the City Council for final approval on April 11<sup>th</sup>.

### **Forgivable Loan Program – Small Business Assistance - \$1,000,000**

*Summary of Program:* During FY20, the EDRST Board recommended, and the City Council approved, the COVID-19 Business Assistance Program. The program was intended to provide for-profit business with cash in the form of forgivable loans for short term financial needs such as payroll, payment of suppliers, etc. Funding was allocated based on the businesses' FY19 EDRST contributions and the businesses would be eligible to receive up to 100% of their contributions.

In FY20, \$1,000,000 million was allocated to this program with \$500,000 going to Round 1 and \$500,000 going to Round 2. Staff is still reviewing the files to determine the amount expended. In September of 2020 (FY21), the EDRST Board recommended, and the City Council approved, a third round of funding and allocated \$850,000. Staff is still reviewing the files to determine the amount expended.

It is important to note that, per City Council minutes dated September 29, 2020, Round 3 was intended to be the final round of funding for this program. This funding was not carried over into FY22.

Please do not hesitate to contact me with any questions.

Balance as of March 31, 2022

Fund Balance (Actual)	\$2,798,780.00
Projected Revenue through 6.30.22	\$200,000.00

Total Funds	\$2,998,780.00
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**FY22 Projects Funded**

UCIB	\$50,573.00
Farmers Market	\$28,000.00
<u>Mannequins in the Loop</u>	<u>\$15,000.00</u>
<b>TOTAL</b>	<b>\$93,573.00</b>

**Previously Committed Funds**

LSBD Events	\$105,000.00
Relocation Assistance	\$500,000.00
Free Parking Initiative - Loop	\$150,000.00
Façade Improvement	\$31,314.50
<u>EMT Academy</u>	<u>\$31,437.46</u>
<b>TOTAL</b>	<b>\$817,751.96</b>

Remaining Funds	\$2,087,455.04
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**FY23 Funding**

Projected Revenue FY23	\$420,699.00
Fund Balance (Projected)	\$2,508,154.04

Administrative Costs (25%)	\$627,038.51
Long-term Econ Development (20%)	\$501,630.81
Remaining Balance	\$1,379,484.72
<u>Less Reserve of \$325,000</u>	<u>\$1,054,484.72</u>

<b><u>Remaining Balance for FY23 Budget</u></b>	<b><u>\$1,054,484.72</u></b>
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<b><u>"Entitlement Orgs" Total for FY23</u></b>	<b><u>\$325,173.00</u></b>
(Requested, not approved)	

UCIB	\$50,573.00
Farmers Market	\$28,000.00
Mannequins in the Loop	\$15,000.00
LSBD	\$231,600.00

<b>Amount Left for Other Programs/Projects in FY23</b>	<b>\$729,311.72</b>
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**Other Programs Total for FY23**

(Recommended, not approved)

**\$200,000.00**

Façade Improvement

\$100,000.00

Local Projects and Programs

\$100,000.00

Category	Amount	Explanation
<b><u>Admin</u></b>		
Personnel	\$109,367.50	75% of Deputy CM/Dir of Econ Development Position
Professional Services	\$41,000.00	Jessica Bueler contract with City of E.D. along Olive
Advertising and Public Notices	\$4,000.00	
Marketing and Promotional	\$5,000.00	CM recommended increase
Printing Services	\$2,500.00	CM recommended increase
Office Equipment Maintenance	\$1,000.00	
Memberships and Certifications	\$3,000.00	
<u>Office Supplies</u>	<u>\$1,000.00</u>	
<b>Total</b>	<b>\$166,867.50</b>	
Alloted Admin	\$627,038.51	
<b>Remaining Balance</b>	<b>\$460,171.01</b>	



## **Department of Community Development**

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

# **ECONOMIC DEVELOPMENT RETAIL SALES TAX BOARD FUNDING PRIORITY GUIDELINES**

### **Purpose**

The purpose of these guidelines is to establish priorities for the use of the Economic Development Retail Sales Tax (EDRST) funds. These priorities and associated evaluation criteria shall be used as a guide for the orderly review and disposition of applications and requests for EDRST funds, and will be used to make funding recommendations to the City Council.

### **Strategic Goals and Objectives or General Funding Priorities**

The recommended use of the EDRST funds are aligned with the following University City economic development priorities:

1. To expand efforts and partnerships to encourage the physical and economic redevelopment of Olive Boulevard.
2. To continue infrastructure improvements to the Olive Boulevard and Delmar Boulevard streetscapes.
3. To continue to support existing successful business districts, such as the Loop.
4. To enhance the City's efforts of business retention, attraction and expansion.

These priorities are in keeping with Chapter 2.41 of the City's Municipal Code and other economic development planning documents.

### **Evaluation Criteria**

Applications submitted to the Economic Development Retail Sales Tax Board for consideration will be evaluated on the following criteria:

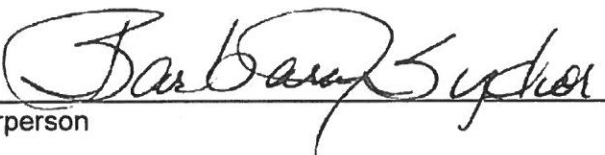
- Alignment of the project with the City's Comprehensive Plan or other approved planning documents.
- Ability of the applicant to leverage additional financial resources for the project.
- Ability of the project to be a long-lasting and value added investment.
- Ability of the project to redevelop vacant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

## Use of Funds

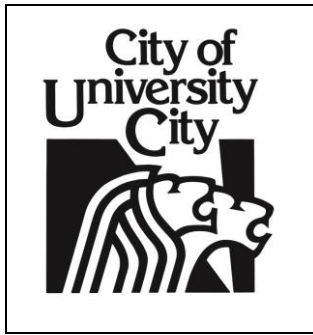
The use of the Economic Development Retail Sales Tax Funds is prescribed by the Municipal Code as follows:

- | 2.41.050 - Use of revenue generated by the tax.
  - A. No revenue generated by the tax shall be used for any retail development project, except for the redevelopment of downtown areas and historic districts. Not more than twenty-five (25) percent of the revenue generated shall be used annually for administrative purposes, including staff and facility costs.
  - B. At least twenty (20) percent of the revenue generated by the tax shall be used solely for projects directly related to long-term economic development preparation, including, but not limited to, the following:
    - 1. Acquisition of land;
    - 2. Installation of infrastructure for industrial or business parks;
    - 3. Improvement of water and wastewater treatment capacity;
    - 4. Extension of streets;
    - 5. Public facilities directly related to economic development and job creation; and
    - 6. Providing matching dollars for state and federal grants relating to such long-term projects.
  - C. The remaining revenue generated by the tax may be used for, but shall not be limited to the following:
    - 1. Marketing;
    - 2. Providing grants and loans to companies for job training, equipment acquisition, site development, and infrastructures;
    - 3. Training programs to prepare workers for advanced technologies and high skill jobs;
    - 4. Legal and accounting expenses directly associated with the economic development planning and preparation process; and
    - 5. Developing value-added and export opportunities for Missouri agricultural products.

Endorsed by the Economic Development Retail Sales Tax Board this 7<sup>th</sup> day of May, 2013.

  
Chairperson





## University City Façade Improvement Program

The City of University City (City) recognizes the positive impact individual façade improvements can have on the overall appearance, quality and vitality of the City's Commercial Districts. The program is in keeping with the economic development strategies outlined in the City's 2005 Comprehensive Plan Update, section C-2 ("Improve the physical appearance of all commercial districts").

The Program is designed to facilitate private sector investment in making these desired exterior improvements. The Program offers financial assistance, in the form of a matching grant up to \$15,000, to commercial property owners or business owners seeking to rehabilitate commercial building facades in any of the City's commercial areas. Several key goals of the Program are:

- To strengthen and expand the commercial base of University City.
- To improve the architectural and aesthetic appearance of the City's commercial corridors.
- To provide opportunities for owners and tenants to participate in the revitalization of their properties by stimulating private investment in the City's commercial districts.
- To generate additional revitalization by focusing the investment on improvements visible to customers, neighboring merchants, and residents.
- To increase business by making commercial areas and individual businesses more attractive.

### Eligibility to Apply

- Applicants must demonstrate the capacity to fund their share of the project
- Property must be free from any judgment liens and all mortgage and tax obligations must be current
- The property owner and all tenants must have current occupancy permits and business licenses on file with City Hall
- The Program is open to all commercially and industrially zoned areas in University City. Please confirm the zoning district of your property before applying.
- Buildings zoned commercial or industrial are eligible under the Program.
- Building owner must demonstrate approval of proposed improvement.
- Proposed projects on Olive Blvd must be in compliance with the Olive Boulevard Design Guidelines to receive funding through the Program. Guidelines are available from University City Department of Planning and Development, 6801 Delmar Blvd, University City, 63130 or at <http://www.uCitymo.org/index.aspx?nid=468>

- Special consideration will be given to minority-owned, women-owned, immigrant-owned, or veteran-owned businesses

### **Generally Eligible Improvements**

The following is a list that includes a sampling of improvements that may include, but are not limited to, classification of projects eligible for program funding:

- Exterior painting, re-siding, or professional cleaning
- Restoration of exterior finishes and materials
- Masonry repairs and tuck pointing
- Removal of architecturally inappropriate or incompatible exterior finishes and materials
- Repair or replacement of windows and doors (if replacement, windows and doors must be architecturally appropriate)
- Window and cornice flashing and repair
- Canopy or awning installation or repair
- Wall, window, hanging, and monument signs advertising the business
- Exterior lighting
- Landscaping
- Security systems (including metal roll down gates, window bars, cameras)
- Trash and mechanical enclosures

The City of University City may require building permits for some of the eligible improvements listed above. It is critical that business and building owners work with City Zoning staff on designs and obtain all necessary permits before beginning work.

### **Generally In-Eligible Improvements**

Including, but not limited to the following activities are not eligible for the program:

- Improvements in progress, initiated, or completed prior to application approval
- Routine maintenance not part of an eligible façade improvement project
- Billboards
- Roofing
- Mechanicals and HVAC systems
- New building construction
- Pylon, temporary, or roof signs
- Interior window displays
- Labor performed by unlicensed contractor
- Improvements to in-eligible establishments or those outside the designated property area
- Improvement to the building interior

The City reserves the right to accept, reject or modify any application. Submission of an application in no way guarantees funding. Funding is limited. The determination of eligibility and priority for assistance is at the discretion of the City of University City Department of Community Development.

### **Property Improvement Standards**

All construction must be in compliance with the Olive Boulevard Design Guidelines (for properties on Olive), the City's building codes and all other applicable laws and regulations including zoning laws.

### **Terms and Conditions**

1. All necessary permits and approvals must be obtained from the City of University City Department of Planning and Development before work is commenced. All work is to be performed to the satisfaction of the City of University City Building Inspectors.
2. Applicant and property owner must sign the Program Agreement.
3. Applicant must receive both a signed Program Agreement and a Notice to Proceed from the City's Director of Economic Development prior to commencement of construction.
4. Any use of funds must comply with federal, state and local regulations concerning historic properties and environmental review.
5. In the event of competing applications for the limited funds, City staff will assess applications using the following criteria:
  - A. Consistency with the City's goals and objectives in the Comprehensive Plan;
  - B. Projects resulting in the occupancy of a presently vacant building;
  - C. Amount of total investment leveraged against Economic Development Retail Sales Tax funds
  - D. Minority-owned, women-owned, immigrant-owned, or veteran-owned businesses will receive priority.
  - E. Receipt of previous Program funding (first time applicants will have priority over repeat applicants).



## University City Commercial Façade Improvement Program Application FY 2019/20, 2020/21

Date of Application: \_\_\_\_\_

### I. APPLICANT AND BUSINESS INFORMATION

Name of Applicant: \_\_\_\_\_

Name of Business: \_\_\_\_\_

Business Address: \_\_\_\_\_

Project Address (if different): \_\_\_\_\_

Phone Number: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

Type of Business: \_\_\_\_\_

Minority/Women/Veteran Owned?  If Yes, please provide documentation.

### II. PROPERTY OWNER INFORMATION (if different from Applicant)

Name of Property Owner: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Business Address: \_\_\_\_\_

### III. PROJECT FINANCING INFORMATION

Total Project Cost: \_\_\_\_\_

Amount of Grant Funds Requested: \_\_\_\_\_

Percentage of Total Project Cost Requested: \_\_\_\_\_

**(Maximum funding request cannot exceed 50% of the proposed project cost, up to \$15,000)**

Please explain how the applicant’s portion of the project will be financed (loan, etc.). Include any documentation and supporting evidence of applicant’s ability to finance their portion of the project.

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IV. PROPOSED FAÇADE IMPROVEMENTS

Please provide a summary of the proposed project and how the requested funds will be used. Be specific in describing the project elements. Attach additional pages if necessary. Note: A pre-application meeting and/or site visit with the applicant and City may be necessary to understand the scope and nature of the project.

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Please provide a project schedule and a tentative completion date. (Example, within six months, as soon as possible, summer, etc.)

**NOTE: Applicant must complete project within one (1) year of application approval**

V. ADDITIONAL SUBMISSIONS AND REQUIREMENTS

1. Color photographs of the existing building exterior. Need to show all sides of the building, with emphasis on the area to be improved
2. Design plans/renderings of the anticipated façade improvements, including any signage
3. Three (3) bids from contractors detailing the following:
  - Description of the materials to be used and the construction procedure
  - Itemized cost estimate of the project
4. Applicants, if a tenant, must provide signature approval from the property owner (see below)
5. By signing below, applicant agrees:
  - Façade improvements will comply with all applicable city codes, ordinances, and the Olive Boulevard Design Guidelines (if applicable).
  - To complete the façade improvements within one (1) year of approval of this application
  - To attend a pre-application meeting with City staff, if needed

VI. CERTIFICATION

Please read the following and sign below. **Property owner and tenant must sign, if different.**

The information contained in this application is accurate to the best of my knowledge. Applicants understand that personal, business and/or property information may be requested pursuant to this application and hereby give their consent for such information to be provided. The City of University City retains the sole decision as to whether this grant application is approved, denied, or modified.

Applicant agrees to accept future maintenance and other associated costs occurring after the completion of the project. Applicant also agrees to allow the City to provide and maintain landscape elements (flower planters, etc.) along the building façade when appropriate.

**APPLICANT**

**PROPERTY OWNER (if different)**

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

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

\_\_\_\_\_  
Title

\_\_\_\_\_  
Title

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

=====

**FOR OFFICE USE ONLY**

Approved Amount of Funding: \_\_\_\_\_ Parcel ID Number (St. Louis County): \_\_\_\_\_

Business License and Occupancy Permit current? YES  NO

Project Approved as stated in Application YES  NO

If No, Explain Modifications \_\_\_\_\_

Application Approved:

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Date

Applicant Notified to Proceed:

\_\_\_\_\_  
Date

\_\_\_\_\_  
Notification Method (Email, Phone, etc.)

Submit completed application to Jenny Wendt, City of University City, , 6801 Delmar Blvd., University City, MO 63130 or email to [jwendt@ucitymo.org](mailto:jwendt@ucitymo.org). Questions, call 314-505-8562



**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**

<b>DATE</b>	<b>ACTION</b>
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](mailto:bsmith@ucitymo.org). For questions call 314-505-8536. Applications submitted after the deadline will not be considered for funding.

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

Project Title: \_\_\_\_\_

**SECTION 1: APPLICANT/ORGANIZATION INFORMATION**

**1. Applicant/Organizational Information**

Name of Applicant/Organization: \_\_\_\_\_

Contact Person and Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Website: \_\_\_\_\_

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

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_



Type of Entity:

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

501(c) 3:

- Yes  No     If no, list type of entity:

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

- Yes  No

2. **Applicant/Organization Background**

Describe the applicant/organization history and mission:

Describe the applicant/organization programs and activities:

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

## SECTION 2: PROGRAM OR PROJECT INFORMATION

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

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

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

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

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

Program or Project Timetable:

Type of Funding Request (check all that apply):

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

Total Budget:

Amount of funding requested from EDRST:

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

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

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

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Name of Applicant Organization

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Authorized Signature

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Date