



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 6, 2023
6:30 p.m.

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

EDRSTB will Meet Virtually on April 6, 2023

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/89315318598?pwd=ZlU4bG1iaHJpdk5kdkpiV2piTUdXUT09>

Passcode: 247658

Audio Only Call

Or One tap mobile :

US: +13017158592,,89315318598#,,,,*247658# or
+13052241968,,89315318598#,,,,*247658#

Or Telephone:

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

US: +1 301 715 8592 or +1 305 224 1968 or +1 309 205 3325 or +1 312 626 6799 or +1
646 931 3860 or +1 929 205 6099 or +1 253 205 0468 or +1 253 215 8782 or +1 346 248
7799 or +1 360 209 5623 or +1 386 347 5053 or +1 507 473 4847 or +1 564 217 2000 or +1
669 444 9171 or +1 669 900 6833 or +1 689 278 1000 or +1 719 359 4580

Webinar ID: 893 1531 8598

Passcode: 247658

International numbers available: <https://us02web.zoom.us/j/89315318598?pwd=ZlU4bG1iaHJpdk5kdkpiV2piTUdXUT09>

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 Deputy City Manager/Dir. of Economic Development ahead of the meeting.

ALL written comments must be received **no later than 12:00 p.m. the day of the meeting.** Comments may be sent via email to: bsmith@ucitymo.org or mailed to 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.

AGENDA

ECONOMIC DEVELOPMENT RETAIL SALES TAX BOARD

1. Roll Call
2. Minutes – July 7, 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 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.*

4. Mayor Comments
5. Introduction of Montez Miles
6. New Business
 - i. FY23 Façade Improvement Applications
Vote Required
 - ii. Farmers Market Request for Additional Funds in FY23
Vote Required
7. Board Member Comments
8. Next Meeting Date –July 6, 2023 at 6:30 p.m. (Tentative)
9. Adjourn

**Economic Development Retail Sales Tax Board
Minutes
July 7, 2022
6:30 p.m.**

The Economic Development Retail Sales Tax (EDRST) Board held a virtual meeting on Thursday, July 7, 2022. The meeting commenced at 6:34 pm and adjourned at 7:05 pm.

Voting Members Present:

Bobette Patton
Brendan O'Brien
Cynthia Martin
Brandon Bradshaw
Byron Price
Kathleen Sorkin

Voting Members Absent:

Matthew Bellows
Matthew Erker

Council Liaison:

Mayor Terry Crow was not present for this meeting.

Staff Present:

Brooke A. Smith, Deputy City Manager/Dir. of Economic Development
Gregory Rose, City Manager

Others attending:

None

Approval of Minutes

Chair Sorkin called for the approval of the minutes from the April 7, 2022 meeting.

Motioned by Cynthia Martin, seconded by Brandon Bradshaw and carried by voice vote to approve the minutes from the April 8, 2022 meeting.

Public Comments

Chair Sorkin called for Public Comments. There were none.

Mayor Comments

Mayor Crow did not attend the meeting.

City Manager Rose commented on the Costco Development, noting the opening would occur in the October/November timeframe. He also noted that in the next three weeks there would be activity on the south side. He discussed the Crescent Plumbing development, noting that the site plan was on the Council agenda. City Manager Rose noting that a beautification project would be brought to the EDRST board for consideration in the future. Further discussion was had on this topic. City Manager Rose stated that TRU Hotel would be moving forward and that information should be getting presented to the Plan Commission soon. He also noted that Deputy City Manager Brooke Smith is the staff liaison for the Housing and

Third Ward Revitalization Task Force which kicked off the previous month, noting that the next meeting is July 18th.

Mr. Rose answered questions about the updates given.

Old Business

Report on Projects Funded in FY22

Deputy City Manager Brooke Smith reported on the projects funded in FY22. There were three entities funded: U City in Bloom at \$50,573, U City Farmers Market at \$28,000, and Mannequins in the Loop at \$15,000.

UCIB has been reimbursed \$37,929. Smith noted that she is expecting their final invoice in the next month. Smith also discussed what their project included. She also noted that UCIB intended to ask for a nominal increase for their FY23 funding due to inflation.

U City Farmers Market has been reimbursed for \$28,000. Smith discussed what their project included.

Mannequins in the Loop has been reimbursed for \$15,000. Smith discussed what their project included and noted that they were able to expand their footprint due to popularity.

Smith briefly discussed the Façade Improvement Program, noting that there are three projects still open from FY20 due to supply chain issues. She also mentioned that with the new fiscal year, staff will be preparing to accept new applications.

Ms. Smith answered questions related to her report, including marketing for the Façade Improvement Program.

Application Process for “Entitlement Organizations for FY23”

Chair Sorkin opened the floor for this agenda item.

Chair Sorkin asked questions about this process. Deputy City Manager Smith discussed two options that would allow the entities to receive automatic renewals of their funding as long as they are performing the same project(s) at the same amounts. She discussed how this process would work.

Discussion was had on the topic.

Motioned by Cynthia Martin, seconded by Byron Price to recommend UCIB, Farmers Market, and Mannequins in the Loop be considered entitlement organizations whose applications automatically renews with no more than a 5% increases without having to submit an application.

Discussion was had on the topic.

Motion was approved by voice vote.

Board Member Comments

No Comments.

Next Meeting Date – October 6, 2022 at 6:30 p.m. (Tentative)

Chair Sorkin reminded everyone that the next meeting would be on October 6th and asked if the Board wanted to consider getting together in person.

Discussion was had on the topic. The majority agreed to host the next meeting via Zoom.

Adjourn

Chair Sorkin called for a motion to adjourn. Motioned by Brandon Bradshaw, seconded by Cynthia Martin and carried by voice vote.

The meeting adjourned at 7:05 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 4, 2023

SUBJECT: Agenda Item 6(i) – FY23 Façade Improvement Applications – **Vote Required**

This agenda item asks the Board to review and approve the FY23 Façade Improvement Applications.

The FY23 budget allocated \$150,000 to the Façade Improvement Program. Staff began accepting applications on November 14th. We received 22 applications from local businesses. We experienced several delays due to receiving incomplete applications and difficulty getting bids.

Attached to this memorandum is a summary of the applications we received and the projects the applicants wish to undertake. Rajaye Smith will be present on Thursday evening to walk the Board through the applications.

The requested funding currently exceeds our budget of \$150,000. Staff will be meeting on Wednesday to come up with recommendations on the funding to make sure we are within budget. We will provide this information via email on Thursday and discuss in more detail at Thursday's meeting.

Recommendation: Motion to recommend to Council the approval of th

Attachments: Project Summaries
Checklist for each Application

Please do not hesitate to contact me with any questions.

University City

Façade Improvement Program

Merced Realty – 8123 Delmar Blvd.

Requested Amount: \$12,500

Project Total: \$25,000

Improvements:

- Exterior Paint, trim painted in contrasting Colors
- Replace second floor windows and windows adjacent to doorways
- Repair concrete pad leading to side door
- Fascia repair in front of building.
- Shutters removed
- Repair apron trim below bay window



Singer Office Acquisitions – 7505 Delmar Blvd.

Requested Amount: \$15,000

Project Total: \$30,000

Improvements:

- Slate roof on front of building repair
- Door replacements
- Window sealing
- Concrete repair in drive and parking area
- Painting door, frames, and windows



Wiese USA -1435,1445,1455 Woodson Road

Requested Amount: \$15,000x3 = \$45,000

Project Total: \$94,788.80

Improvements:

- 1435 – Landscape improvements
- 1445- Matching landscape improvements
- 1455- Matching landscape improvements



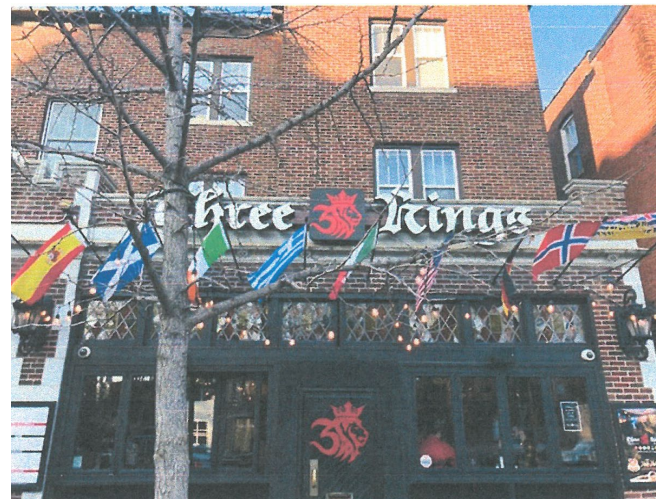
Bobby's Creole Inc. – 6307-6309 Delmar Blvd

Requested Amount: \$15,000

Project Total: \$53,300

Improvements:

- Cutout, tuckpoint entire building, Including stone work on the front of building and waterproofing.



Johnson Pediatrics – 6973 Olive Blvd.

Requested Amount: \$15,000

Project Total: \$30,000

Improvements:

- Glass façade replacement
- Signage replacement
- Landscaping



C&B Properties, LLC – 8327 Olive Blvd.

Requested Amount: \$15,000

Project Total: \$34,500

Improvements:

- New door and window removal/ installation
- Replace exterior lighting
- Gutter replacement



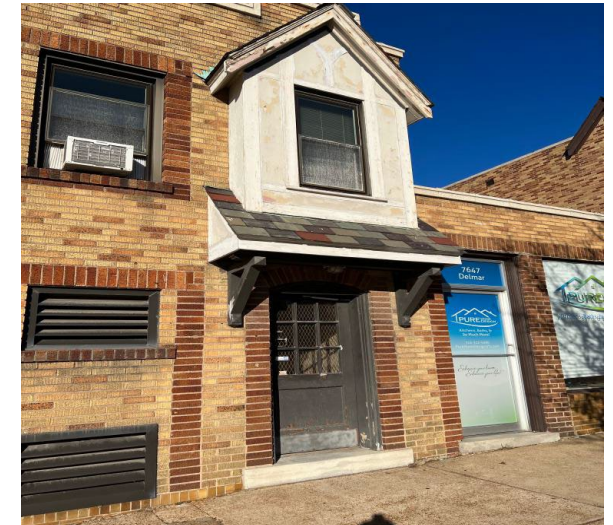
606 North & South LLC – 7649 Delmar Blvd.

Requested Amount: \$8,250

Project Total: \$16,500

Improvements:

- Window replacement with trim
- Paint window trims
- Repair and paint overhead eave and entire bay above eave including wood.
- Trash removal



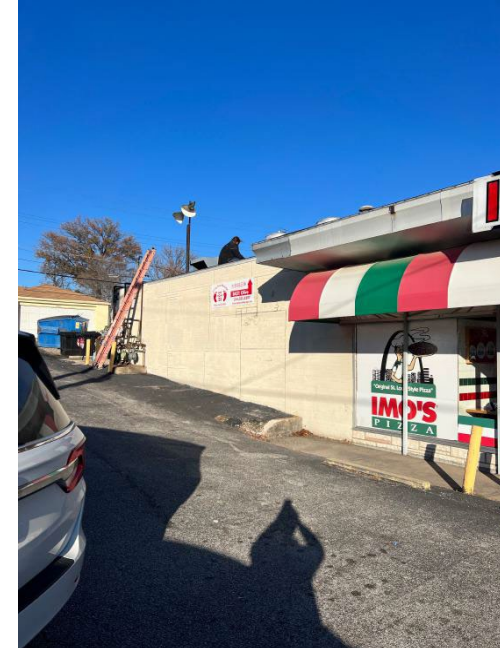
AGR Investments, LLC - 8423-37 Olive Blvd.

Requested Amount: \$9,800

Project Total: \$19,600

Improvements:

- Remove and install new exterior lighting
- Broken sign replacement
- Exterior brick painting
- Spot tuckpoint



1991 Properties, LLC – 8129-35 Delmar Blvd.

Requested Amount: \$15,000

Project Total: \$32,800

Improvements:

- Remove/replace wood shakes on both awnings
- Replace all gutters and downspouts
- Repair/replace rotting soffits
- Repair/replace all soffit lighting



Tulane Realty, LLC– 7301 Tulane Avenue

Requested Amount: \$15,000

Project Total: \$30,000

Improvements:

- Tuckpointing and painting
- New window installation
- Landscaping upgrade
- Exterior lighting installation



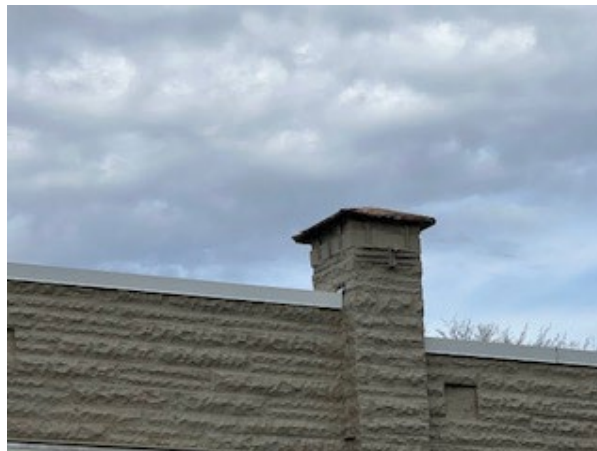
University Dental Care – 7843 Olive Blvd

Requested Amount: \$15,000

Project Total: \$35,000

Improvements:

- Landscaping improvements
- Parking improvements
- Security System
- Exterior updates



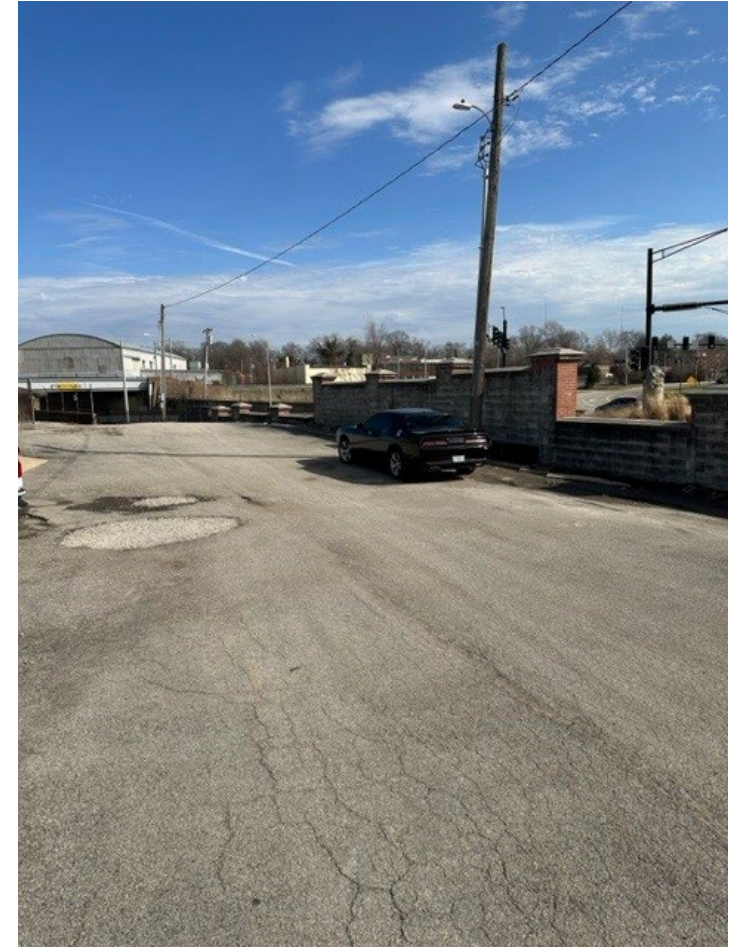
1-800 Got Junk– 6185 Olive Blvd

Requested Amount: \$7,266

Project Total: \$14,532

Improvements:

- Fence installation behind U City Monument



Façade Program Review

Date Received: 11/28/22
 Project Address: 8123 Delmar Blvd.
 Business Name: Merced Realty LLC
 Amount Requested: \$12,500 Total Project Cost: \$25,000
 Demonstrated capacity to fund their share of the project? Yes NO
 Property is free of judgment liens and all mortgage and tax obligations are current:
 Yes NO

Additional Submissions and Requirements

Color photographs	<input checked="" type="checkbox"/>
Designs/Plans	<input checked="" type="checkbox"/>
Three Bids	<input checked="" type="checkbox"/>
Property Owner Approval	<input checked="" type="checkbox"/>
Current Occupancy Permit	<input checked="" type="checkbox"/>
Current Business License	<input checked="" type="checkbox"/>
Minority/Women/Veteran Owned	NO
Eligible Improvements	<input checked="" type="checkbox"/>
Previous Funding	NO

Additional Comments: ~~owner is 50% owner of property.~~
~~who's in charge of LLC? ← Done~~

Rec. Approval: _____ Rec. Amount: _____

Façade Program Review

Date Received: 12/5/2022

Project Address: 1505 Delmar Blvd.

Business Name: Singer Office Acquisitions LLC

Amount Requested: \$15,000

Total Project Cost: \$30,000

Demonstrated capacity to fund their share of the project? Yes NO

Property is free of judgment liens and all mortgage and tax obligations are current:
 Yes NO

Additional Submissions and Requirements

Color photographs	<input checked="" type="checkbox"/>
Designs/Plans	<input checked="" type="checkbox"/>
Three Bids	<input checked="" type="checkbox"/>
Property Owner Approval	<input checked="" type="checkbox"/>
Current Occupancy Permit	<input checked="" type="checkbox"/>
Current Business License	<input checked="" type="checkbox"/>
Minority/Women/Veteran Owned	NO
Eligible Improvements	<input checked="" type="checkbox"/>
Previous Funding	NO

Additional Comments: emailed 2/6/23 for remainder of app.
50% woman owned.

Rec. Approval: _____

Rec. Amount: _____

Façade Program Review

Date Received: 1/11/23

Project Address: 1435, 1445 + 1455 Woodson Road

Business Name: Wiese USA

Amount Requested: \$45,000 Total Project Cost: \$94,788.80

Demonstrated capacity to fund their share of the project? Yes NO

Property is free of judgment liens and all mortgage and tax obligations are current: Yes NO ~~Need mortgage statement~~

Additional Submissions and Requirements

Color photographs	<input checked="" type="checkbox"/>
Designs/Plans	<input checked="" type="checkbox"/>
Three Bids <i>Need at least one bid</i>	<input checked="" type="checkbox"/>
Property Owner Approval <i>Need pen + ink signature</i>	<input checked="" type="checkbox"/>
Current Occupancy Permit	<input checked="" type="checkbox"/>
Current Business License	<input checked="" type="checkbox"/>
Minority/Women/Veteran Owned	No
Eligible Improvements	<input checked="" type="checkbox"/>
Previous Funding	No

Additional Comments: Needs pen + ink signature from owner and documentation of who owner of LLC is. IS this one building or three?
Two buildings are owned. Free & Clear. 1 building has a mortgage, attached.

Rec. Approval: _____

Rec. Amount: _____

Façade Program Review

Date Received: 11/30/2022

Project Address: 6307 - 6309 Delmar Blvd.

Business Name: Bobbys Creole Inc.

Amount Requested: \$15,000 Total Project Cost: \$28,500 - \$53,300

Demonstrated capacity to fund their share of the project? Yes NO

Property is free of judgment liens and all mortgage and tax obligations are current:
 Yes NO Applicant owns building and is free/clear.

Additional Submissions and Requirements

Color photographs	<input checked="" type="checkbox"/>
Designs/Plans	<input checked="" type="checkbox"/>
Three Bids	<input checked="" type="checkbox"/>
Property Owner Approval	<input checked="" type="checkbox"/>
Current Occupancy Permit	<input checked="" type="checkbox"/>
Current Business License	<input checked="" type="checkbox"/>
Minority/ <u>Women</u> /Veteran Owned	<input checked="" type="checkbox"/>
Eligible Improvements	<input checked="" type="checkbox"/>
Previous Funding	<u>NO</u>

Additional Comments: Emailed 2/7/23 for occupancy permit.
Had "historical" occupancy permit on file with
city.

Rec. Approval: _____

Rec. Amount: _____

Façade Program Review

Date Received: 11/18/22

Project Address: 6973 Olive Blvd.

Business Name: Johnson Pediatrics, P.C.

Amount Requested: \$15,000 Total Project Cost: \$30,000

Demonstrated capacity to fund their share of the project? Yes NO

Property is free of judgment liens and all mortgage and tax obligations are current:
 Yes NO owns building free/clear

Additional Submissions and Requirements

Color photographs	<input checked="" type="checkbox"/>
Designs/Plans	<input checked="" type="checkbox"/>
Three Bids	<input checked="" type="checkbox"/>
Property Owner Approval	<input checked="" type="checkbox"/>
Current Occupancy Permit	<input checked="" type="checkbox"/>
Current Business License	<input checked="" type="checkbox"/>
Minority/Women/Veteran Owned	<input checked="" type="checkbox"/>
Eligible Improvements	<input checked="" type="checkbox"/>
Previous Funding	<u>NO</u>

Additional Comments: ~~Waiting for design plans~~

Rec. Approval: _____

Rec. Amount: _____

Façade Program Review

Date Received: 11/22/22

Project Address: 8327 Olive Blvd.

Business Name: C + B Properties LLC

Amount Requested: \$15,000 Total Project Cost: \$34,500

Demonstrated capacity to fund their share of the project? Yes NO

Property is free of judgment liens and all mortgage and tax obligations are current:
 Yes NO

Additional Submissions and Requirements

Color photographs	<input checked="" type="checkbox"/>
Designs/Plans	<input checked="" type="checkbox"/>
Three Bids	<input checked="" type="checkbox"/> (1)
Property Owner Approval	<input checked="" type="checkbox"/>
Current Occupancy Permit	Vacant
Current Business License	Vacant
Minority/Women/Veteran Owned	NO
Eligible Improvements	<input checked="" type="checkbox"/>
Previous Funding	NO

Additional Comments: Building is vacant. Building is
owned free & clear. NO mortgage. NO
B.L. or O.P.

Rec. Approval: _____

Rec. Amount: _____

Façade Program Review

Date Received: 11/22/22

Project Address: 7649 Delmar Blvd.

Business Name: 606 North & South LLC

Amount Requested: \$8,250 Total Project Cost: \$16,500

Demonstrated capacity to fund their share of the project? Yes NO

Property is free of judgment liens and all mortgage and tax obligations are current:
 Yes NO

Additional Submissions and Requirements

Color photographs	<input checked="" type="checkbox"/>
Designs/Plans	<input checked="" type="checkbox"/>
Three Bids	<input checked="" type="checkbox"/> (1)
Property Owner Approval	<input checked="" type="checkbox"/>
Current Occupancy Permit	<input checked="" type="checkbox"/>
Current Business License	<input checked="" type="checkbox"/>
Minority/Women/Veteran Owned	NO
Eligible Improvements	<input checked="" type="checkbox"/>
Previous Funding	NO

Additional Comments: Included descriptions of changes on pictures. Property under LLC. Address is actually 7649. Application has a typo. Applicant is LLC owner

Rec. Approval: _____

Rec. Amount: _____

Façade Program Review

Date Received: 11/22/22

Project Address: 8423-37 Olive Blvd.

Business Name: AGR Investments LLC

Amount Requested: \$9,800 Total Project Cost: \$19,600

Demonstrated capacity to fund their share of the project? Yes NO

Property is free of judgment liens and all mortgage and tax obligations are current:
 Yes NO

Additional Submissions and Requirements

Color photographs	<input checked="" type="checkbox"/>
Designs/Plans	<input checked="" type="checkbox"/>
Three Bids	<input checked="" type="checkbox"/> (1)
Property Owner Approval	<input checked="" type="checkbox"/>
Current Occupancy Permit	<input checked="" type="checkbox"/>
Current Business License	<input checked="" type="checkbox"/>
Minority/Women/Veteran Owned	NO
Eligible Improvements	<input checked="" type="checkbox"/>
Previous Funding	NO

NO -

Additional Comments: _____

Rec. Approval: _____

Rec. Amount: _____

Façade Program Review

Date Received: 11-22-22

Project Address: 8129-35 Delmar Blvd.

Business Name: 1991 Properties LLC

Amount Requested: \$15,000

Total Project Cost: \$32,800

Demonstrated capacity to fund their share of the project? Yes NO

Property is free of judgment liens and all mortgage and tax obligations are current:

Yes NO

Additional Submissions and Requirements

Color photographs	<input checked="" type="checkbox"/>
Designs/Plans	<input checked="" type="checkbox"/>
Three Bids	<input checked="" type="checkbox"/> (1)
Property Owner Approval	<input checked="" type="checkbox"/>
Current Occupancy Permit	<input checked="" type="checkbox"/>
Current Business License	<input checked="" type="checkbox"/>
Minority/Women/Veteran Owned	ND
Eligible Improvements	<input checked="" type="checkbox"/>
Previous Funding	ND

Additional Comments: Designs are included on photos.

Rec. Approval: _____

Rec. Amount: _____

Façade Program Review

Date Received: 11/29/22
 Project Address: 7301 Tulane Ave.
 Business Name: Tulane Realty LLC
 Amount Requested: \$15,000 Total Project Cost: \$30,000
 Demonstrated capacity to fund their share of the project? Yes NO
 Property is free of judgment liens and all mortgage and tax obligations are current:
 Yes NO

Additional Submissions and Requirements

Color photographs	<input checked="" type="checkbox"/>
Designs/Plans	<input checked="" type="checkbox"/>
Three Bids	<input checked="" type="checkbox"/>
Property Owner Approval	<input checked="" type="checkbox"/>
Current Occupancy Permit	vacant
Current Business License	vacant
Minority Women Veteran Owned	<input checked="" type="checkbox"/>
Eligible Improvements	<input checked="" type="checkbox"/>
Previous Funding	NO

Additional Comments: Applicant is 50% owner. may
need approval/documentation from LUV.
Tulane Realty is property owner, no business is operating
out of it. No occupancy permit.

Rec. Approval: _____

Rec. Amount: _____

Façade Program Review

Date Received: 11/28/22

Project Address: 7843 Olive Blvd.

Business Name: University Dental Care

Amount Requested: \$15,000 Total Project Cost: \$35,000

Demonstrated capacity to fund their share of the project? Yes NO

Property is free of judgment liens and all mortgage and tax obligations are current:
 Yes NO

Additional Submissions and Requirements

Color photographs	<input checked="" type="checkbox"/>
Designs/Plans	<input checked="" type="checkbox"/>
Three Bids	<input checked="" type="checkbox"/> (2)
Property Owner Approval	<input checked="" type="checkbox"/>
Current Occupancy Permit	<input checked="" type="checkbox"/>
Current Business License	<input checked="" type="checkbox"/>
Minority Women Veteran Owned	<input checked="" type="checkbox"/>
Eligible Improvements	<input checked="" type="checkbox"/>
Previous Funding	NO

Additional Comments: Need design plans; Requested
2/10- emailed that plan was for landscape
removal, etc. Do we need renderings? ← Received.

Rec. Approval: _____

Rec. Amount: _____

Façade Program Review

IC

Date Received: 12/5/22

Project Address: 6185 Olive Blvd

Business Name: 1-800-Got Junk

Amount Requested: \$7,266 Total Project Cost: _____

Demonstrated capacity to fund their share of the project? Yes _____ NO

Property is free of judgment liens and all mortgage and tax obligations are current:
 Yes _____ NO

Additional Submissions and Requirements

Color photographs	<input checked="" type="checkbox"/>
Designs/Plans	<input checked="" type="checkbox"/>
Three Bids	<input checked="" type="checkbox"/>
Property Owner Approval	<input checked="" type="checkbox"/>
Current Occupancy Permit	<input checked="" type="checkbox"/>
Current Business License	<input checked="" type="checkbox"/>
Minority/Women/Veteran Owned	NO
Eligible Improvements	<input checked="" type="checkbox"/>
Previous Funding	<input checked="" type="checkbox"/> (2020)

Additional Comments: Need docs showing who owns
Landco Midwest LLC - Received. Emailed
for color photos - told they would arrive Friday

Rec. Approval: _____

Rec. Amount: _____



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 4, 2023

SUBJECT: Agenda Item 6(ii) – Farmers Market Request for Additional Funds in FY23
Vote Required

This agenda item asks the Board to consider application materials from the U City Farmers Market for FY23.

The U City Farmers Market is one of four entities that receives annual EDRST funding for their weekly farmers market held on Saturday mornings. They have received \$28,000 annually for the last few years. They are seeking expand their services by providing new programming. They are requesting additional funds in FY23 to implement their new programming.

Wednesday Farmers Market

U City Farmers Market is requesting **\$18,400** in new funding to support a once-a-month Wednesday Farmers Market. This new initiative would run from mid-June through October from 2:30 p.m. – 6:30 p.m.

The goal of this new programming is to develop a vendor and customer base that has the potential of growing into a weekly market that will increase visitor attendance to the Loop in the middle of the week. The schedule as proposed above will allow the Farmers Market to test the concept and build a solid base.

Winter Markets and Spring Events

U City Farmers Market is requesting **\$7,500** to provide increased marketing and support for their Winter Farmers Market which is held from January through March. They are also looking to host various new spring events at the regular Saturday market. It is their hope that by increasing their offerings of Special Events, it will boost attendance.

Recommendation: Motion to recommend approval of the Farmers Market request for additional funds in FY23, not to exceed \$25,000

Attachments: Presentation on U City Farmers Market
Application Materials – Wednesday Farmers Market
Budget – Wednesday Farmers Market
Applications Materials – Winter Markets and Spring Events
Budget – Winter Market and Spring Events

Please do not hesitate to contact me with any questions.



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

**ADDITIONAL FUNDING REQUEST
WEDNESDAY FARMERS MARKET**

**ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS
FISCAL YEAR 2023 (JANUARY 1, 2023 – JUNE 30, 2023)**

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 **January 30, 2023** to Brooke Smith, Director of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or bsmith@ucitymo.org.

Application Date: January 30, 2023
Project Title: Wednesday Farmers Market

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. APPLICANT/ORGANIZATIONAL INFORMATION

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

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

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

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

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

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

Type of Entity:

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

501(c) 3:

Yes No If no, list type of entity:

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

Yes No

SECTION 2: PROJECT INFORMATION—2023 WEDNESDAY FARMERS MARKET

2. PROGRAM OR PROJECT SUMMARY

- A. **Description of the Program or Project:** We are requesting EDRST Funds to support a new once-a-month Wednesday Farmers Market. This market will be open from about mid-June through sometime in October. The hours will be from 2:30pm to 6:30pm. It will include local farmers, food entrepreneurs and craft makers. Farmers and vendors may include some from our Saturday market as well as vendors new to the area.

The initial goal with a once-a-month schedule is to develop a vendor and customer base that has the potential of growing into a weekly market. We expect this market to increase visitor attendance to The University City Loop in the middle of the week. This schedule will allow us to test the concept and build a solid base.

The funding request is for four categories. Kick-Off Campaign, Special Events Implementation, Weekly Marketing and Shade Structures.

- **Kick-Off Marketing Campaign:** A strong kick-off campaign ensures the market gets off to a great start. The goal is to attract a unique customer base which is specific to a midweek market and does not detract from our Saturday market.

A Direct Mail Campaign offered by the USPS is highly recommended. The Lake St Louis Farmers and Artisans Market used this during its second year of operation. The market had moved from another location and was not well attended the first year. The Direct Mail Campaign increased the number of new patrons who came to the market by a large margin.

We'll also place some digital announcement ads in a few select magazines and newspapers. We found these types of ads are good for something big and new like our Wednesday Farmers Market.

- **Special Events Implementation:** We'll start off simple with a Market Music Series and a few "Special Themed" Markets. These are very popular. We found when we offer regular live music, patrons not only stay longer, they shop more! Market Music has a proven track record as a marketing tool to increase customer participation as well as attract visitors to the area.

Hosting a Specially Themed Market requires little cost while potentially delivering a big impact. Themes can center around a national holiday like the Fourth of July or around the produce available at different types of the season, like peaches and fall harvests. Themes may also be unique to the local area.

Weekly Marketing: This will include a strong social media presence (Facebook, Instagram and Twitter), Constant Contact weekly newsletter and posts on community digital forums like Nextdoor. We'll also continue with press releases and announcement to food-based writers as well as local magazines and newspapers.

- **Shade Structures**: In the last three years, the temperatures in the summer have gone up and lasted for longer time frames. The market site is partially in Parking Lot #4. The parking lot radiates the sun's rays and causes the temperatures to increase even more. For example, the temperature in the shade can be up to 20 degrees cooler than in the sun on concrete or asphalt.

Last year some vendors decided not to participate in our Saturday market in the summer saying "it was too hot because on the parking lot." We began using the front plaza again because the area stays shady for a longer period of time. With this change, we were able to attract more vendors, however, market goers still avoided the sun and didn't stay as long, even in this area.

By erecting shade structures in the form of shade sails or pergolas, making mobile green-scape planters and installing large fans we can greatly reduce the negative impact of the extreme heat in the summer. Making these changes would increase both vendor and visitor participation in the market.

Reducing the negative impacts of extreme temperatures is imperative to implementing a successful market season. These changes are crucial to the viability of a new Wednesday market which includes creating an attractive and comfortable market site which is appealing to both visitors and vendors.

- B. **Summary of the need**: Requests for a midweek market began coming in about six years ago from area market-goers and University City residents, as well as from farmers and vendors. We thought it was a great idea too and we applied for and received initial approval from the City.

Unfortunately, the trolley construction project prevented us from implementing a new Wednesday market at that time. The construction continued for two years. We then focused on rebuilding the market for a year in 2019. In 2020 the Pandemic began which caused another 2-year delay in starting a midweek market.

This is the year to make a midweek market happen. We enjoyed a successful 2022 Season for our Saturday market so this would be a perfect time to launch a new Wednesday Market.

3. GOALS AND OBJECTIVES:

With the addition of EDRST Funds, we plan to meet our goals of opening and operating a successful once-a-month Wednesday Farmers Market. We'll also be able to get off to an early start in 2023 with a "Kick-Off Marketing Campaign".

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

4. **EXPECTED OUTCOMES:**

- Successful new market with more vendor and market-goer participation
- Increased visitors to University City on Wednesday afternoons and early evenings
- Successful incubation of small start-up businesses
- Greater participation and collaboration with community partners and local residents

5. **PROGRAM OR PROJECT LOCATION (ATTACH PHOTOS OF LOCATION OR SITE):**

The U City Farmers Market is located at the "Market in the Loop" facility at 6655 Delmar Blvd. We also use part of Public Parking Lot # 4 through an agreement with the City of University City. See Attachment for Map.

6. **PROGRAM OR PROJECT TIMETABLE:**

- March-April 2023: Season Planning and Organization
- May-June 2023: Shade Structures Built and Installed
- April-May 2023: Pre-Season Marketing and Advertising
- June 2023: New Wednesday Market Opens and Events are Implemented
- June 30, 2023: EDRST Fiscal Year 23 Ends

7. **FUNDING—TYPE (CHECK ALL THAT APPLY):**

- Project Program
 Other (marketing, legal or professional services; grants or loans for job training)

FUNDING—TOTAL PROJECT BUDGET: \$57,800 (Includes In-Kind Valuations)

FUNDING—AMOUNT OF REQUESTED FROM EDRST: \$18,400 (Please See Attachment.)

FUNDING—COMPLETE AND ATTACH FORM EDRST B-1 WITH BUDGET COST SUMMARY.

8. **MULTI-YEAR REQUEST:** In order to continue the Wednesday through October 2023, we will make a request for continued funding for FY2024 which begins July 1. However, some items in this application are one-time requests. These include the Kick-Off Campaign and the Shade Structures.

I certify that all information in this application is true and complete to the best of my knowledge.

Midwest Association of Farmers Markets for the U City Farmers Market

Name of Applicant Organization

Deborah Henderson

Authorized Signature

January 30, 2023

Date

DH April 2, 2023 (Amended)

EDRST B-1

City of University City

Economic Development Retail Sales Tax

FY23 Request for Funds: Wednesday Farmers Market

January 30, 2023

Applicant

MAFM for the U City Farmers Market

Amount of Request

\$18,400

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

	EDRST Funds	Applicant's Cash Funds	Applicant's Non-Cash Contributions	Other Funds	Total
I. Project or Program Direct Costs *					
Kick-Off Campaign: Direct Mail	\$5,000.00	\$2,000.00			\$7,000.00
Kick-Off Campaign: Digital Ads	\$3,000.00				\$3,000.00
Special Events: Music & Themed Markets	\$900.00		\$400.00		\$1,300.00
Marketing & Event Services	\$1,000.00		\$1,000.00		\$2,000.00
Other Event Services	\$700.00		\$700.00		\$1,400.00
Graphic Design and Artwork	\$500.00	\$200.00	\$200.00		\$900.00
Banner, Sign and Poster Printing	\$300.00				\$300.00
Shade Structures	\$5,000.00	\$2,000.00	\$1,000.00	\$2,000.00	\$10,000.00
Mobile Planter Units and Fans	\$2,000.00		\$1,000.00	\$500.00	\$3,000.00
Culinary Series & Cooking Demos			\$2,500.00	\$1,000.00	\$3,500.00
SNAP/EBT, DUBF Programs			\$300.00	\$300.00	\$600.00
Market Set-Up and Security			\$5,000.00		\$5,000.00
Other Grants and Sponsorships				\$3,000.00	\$3,000.00
Program Management					
SUB-TOTAL DIRECT	\$18,400.00	\$4,200.00	\$12,100.00	\$6,800.00	\$41,000.00
II. Indirect Costs **				Other In-Kind	
Facility Rent; In-Kind Donation				\$30,000.00	\$30,000.00
Facility Utilities-Charter, R & R, Other		\$6,600.00			\$6,600.00
Facility and Grounds Maintenance			\$12,000.00		\$12,000.00
Event and Liability Insurance		\$1,200.00			\$1,200.00
General Operating Expenses		\$4,500.00			\$4,500.00
SUBTOTAL INDIRECT		\$12,300.00	\$12,000.00	\$30,000.00	\$54,300.00
BUDGET TOTAL - ALL ACTIVITIES	\$18,400.00	\$16,500	\$14,100	\$36,800	\$95,300.00



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

**ADDITIONAL FUNDING REQUEST
WINTER MARKETS AND NEW SPRING EVENTS**

**ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS
FISCAL YEAR 2023 (JANUARY 1, 2023 – JUNE 30, 2023)**

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 January 30, 2023 to Brooke Smith, Director of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or bsmith@ucitymo.org.

Application Date: January 30, 2023
Project Title: Winter Markets and New Spring Events

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. APPLICANT/ORGANIZATIONAL INFORMATION

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

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

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

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

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

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

Type of Entity:

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

501(c) 3:

Yes No If no, list type of entity:

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

Yes No

SECTION 2: PROJECT INFORMATION—WINTER MARKETS & SPRING SPECIAL EVENTS

2. PROGRAM OR PROJECT SUMMARY

A. **Description of the Program or Project:** We are requesting EDRST Funds to provide increased marketing and support for our series of Winter Farmers Markets January through March. We are also seeking funding to host various “New” Spring Events at our regular Saturday Market.

- **Winter Farmers Markets:** Even though we've been hosting Winter Markets since we opened in 2014, we have never received funding for them. In the early years of the market's operation, the staff at the time only recommended funding for our regular season market which runs from April through October.

If we submit funding EDRST reimbursement requests from January through March, it's because we have done marketing for our regular season. We often use the March markets to promote the main season which begins in April.

- **New Spring Special Events:** Previously, we focused our special events on the markets in the late summer and fall months to help boost market-goer attendance. These later season markets lagged behind the June and July markets which tended to be the busiest ones. Last year October was the market's busiest month. Hosting late season events were successful in achieving our goals of boosting attendance later in the season

Now we would like to do the same for our early season spring markets which run from April-June. Spring weather has not been favorable the last 2-3 years causing attendance to drop. Increasing our offerings of Special Events during this time will increase market-goer attendance and vendor participation.

B. **Summary of the need:** The increase in EDRST Funding is needed for the following reasons:

- **Winter Farmers Markets Provide the Following:**
 - **Keep people coming to the market and the area year-round.** They keep the U City Farmers Market fresh in peoples' minds. We've received feedback that even if someone can't make it to a Winter Market, they enjoy receiving the news about what's happening.
 - **Provide continued business and economic development** opportunities available for farmers and other vendors during the slower part of the year.
 - **Provide marketing** for the regular season which begins in April. We have found the winter markets to be an invaluable marketing asset.
- **New Spring Special Events Provide the Following:**
 - **New Culinary Series:** Cooking and food prep demonstrations are favorite events at the farmer's market. They inspire people to try new foods, buy more local products and to make healthier choices. Market-goers love to watch and learn from chefs and other culinary professionals.

We had to discontinue our Chef at the Farmers Market series during the pandemic. Last year we offered a few demos and tastings to test the response. They were very popular. We are seeking funding to bring our Culinary Series back on more frequently and on a larger scale.

- **Spring Petting Farm Visit:** This was very popular in the fall with people of all ages. Children aren't the only ones who have never seen farm animals before. Adults ranging in age from their teens to their sixties petted their very first farm animal.

We've been asked many times to offer this fun and educational event more than once a year. It would help attract more visitors to the spring markets.

- o Other Special Events: In-market themed promotions which are interactive and provide rewards or prizes have proven to be great marketing tools. They encourage people to bring friends to the market, to stay at the market longer, to spend more on shopping and to return for another visit. We noticed an increase in sales and in customer attendance.

Last year we tested the market with two of these promotions. They were Bring a Friend to Market Day and the Kid's Scavenger Hunt. They were very popular. Winter Weather Warrior punch card is another one. We are seeking EDRST funding to host more of these in-market promotions.

3. GOALS AND OBJECTIVES:

With the addition of EDRST Funds, we plan to meet our goals of improving attendance at our Winter and Spring Saturday Farmers Markets. We will do this through increase marketing as well as hosting more special events.

4. EXPECTED OUTCOMES:

- **Successful new market** with more vendor and market-goer participation
- **Increased visitors** to the Market and the LSBF during the winter months January-March
- **Increased market-goer attendance** at the spring farmers markets April-June
- **Successful incubation** of small start-up businesses
- **Greater participation** and collaboration with community partners and local residents

5. PROGRAM OR PROJECT LOCATION (ATTACH PHOTOS OF LOCATION OR SITE):

The U City Farmers Market is located in the back of the "Market in the Loop" facility at 6655 Delmar Blvd. We also use part of Public Parking Lot # 4 through an agreement with the City of University City. See Attachment for Map.

6. PROGRAM OR PROJECT TIMETABLE:

- January- March 2023: Host Winter Markets every other week
- April-June 2023: Implement Spring Special Events
- June 30, 2023: EDRST Fiscal Year 23 Ends

7. FUNDING—TYPE (CHECK ALL THAT APPLY):

- Project Program
 Other (marketing, legal or professional services; grants or loans for job training)

FUNDING—TOTAL PROJECT BUDGET: \$24,100 (Includes In-Kind Valuations)

FUNDING—AMOUNT OF REQUESTED FROM EDRST: \$7,500 (Please See Attachment.)

FUNDING—COMPLETE AND ATTACH FORM EDRST B-1 WITH BUDGET COST SUMMARY.

- 8. MULTI-YEAR REQUEST:** If we reach our expected outcomes for the Winter Markets and the New Spring Special Events, then we will request similar funding support for FY24.

I certify that all information in this application is true and complete to the best of my knowledge and belief.

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

Deborah Henderson
 Authorized Signature

January 30, 2023
 Date

EDRST B-1

City of University City

Economic Development Retail Sales Tax

FY23 Request for Funds: Winter Markets and Spring Events

Budget Estimate

Applicant

MAFM for the U City Farmers Market

Amount of Request

\$7,500

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

	EDRST Funds	Applicant's Cash Funds	Applicant's Non-Cash Contributions	Other Funds	Total
I. Project or Program Direct Costs *					
Winter Market: Marketing & Event Services	\$3,000.00		\$3,000.00		\$6,000.00
Winter Market: Other Event Services	\$900.00				\$900.00
Winter Event: Winter Weather Warrior	\$300.00		\$100.00		\$400.00
Spring Events: New Culinary Series	\$750.00		\$300.00	\$300.00	\$1,200.00
Spring Events: Bring a Friend to Market Day	\$300.00		\$100.00		\$400.00
Spring Events: Petting Farm	\$700.00		\$200.00		\$900.00
Spring Events: Other	\$500.00		\$500.00		\$1,000.00
Banner, Sign and Poster Printing	\$550.00				\$550.00
Graphic Design and Artwork	\$500.00		\$500.00		\$500.00
Event Equipment and Rentals					\$0.00
SNAP/EBT, DUBF Programs			\$300.00	\$300.00	\$600.00
Market Set-Up and Security			\$2,000.00		\$2,000.00
Other Grants and Sponsorships				\$3,000.00	\$3,000.00
Winter Market Management			\$6,000.00		\$6,000.00
SUB-TOTAL DIRECT	\$7,500.00		\$13,000.00	\$3,600.00	\$24,100.00
II. Indirect Costs **				Other In-Kind	
Facility Rent; In-Kind Donation				\$30,000.00	\$30,000.00
Facility Utilities-Charter, R & R, Other		\$6,600.00			\$6,600.00
Facility and Grounds Maintenance			\$12,000.00		\$12,000.00
Event and Liability Insurance		\$1,200.00			\$1,200.00
General Operating Expenses		\$4,500.00			\$4,500.00
SUBTOTAL INDIRECT		\$12,300.00	\$12,000.00	\$30,000.00	\$54,300.00
BUDGET TOTAL - ALL ACTIVITIES	\$7,500.00	\$12,300	\$25,000	\$33,600	\$78,400.00

February
2023

U City Farmers Market

Market Overview

EDRST FY 23

By Deborah Henderson



**The U City Farmers Market is the place
to be on Saturday Mornings.**

**A fun, festival-style atmosphere greets
Market-goers on their weekly visits for
farm fresh local products, regionally
branded specialty foods and fine
crafts for hearth and home.**

**Located at 6655 Delmar Blvd., Rear,
In the Market in the Loop Facility
And Public Parking Lot #4,
University City, Missouri**

Midwest Association of Farmers Markets

POSITIVE ECONOMIC IMPACTS

- Anticipated Attendance:
30,000+ During Season
- Average Non-Resident Visitor
Travels 3 to 25 Miles to Market
- For every \$1 Spent at Market
\$3-\$7 is Spent in the Region
- Patrons Travel On All Major
Roads Through U City Passing
Many Local Businesses

Midwest Association of Farmers Markets



INCREASED EMPLOYMENT AND SMALL BUSINESS GROWTH

- Cultural Night Markets
- Special Events Workers
- MO and IL Farmers
- Small Food Entrepreneurs
- Local Musicians & Groups
- Arts and Craft Makers



WE ATTRACT BUSINESSES AND VISITORS TO UNIVERSITY CITY

BEFORE



AFTER



Midwest Association of Farmers Markets

FACILITY IMPROVEMENTS OVER 4000 VOLUNTEER HOURS

BEFORE

AFTER



Midwest Association of Farmers Markets

PEOPLE COME FOR THE FOOD & FARMS AND STAY FOR THE COMMUNITY.....

Students

Families

Seniors

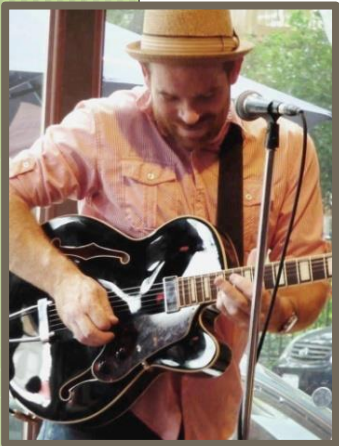
Children



Midwest Association of Farmers Markets

MUSIC SERIES

- Weekly Music Concerts
- Award-Winning & Local
- Attracts Patrons to Market and to Spend Day in Area
- People Stay Longer in The Loop and University City
- Sales Go Up With Music
- It Makes People Happy!





MAT-Pro MARKET ASSISTANT TRAINING PROGRAM



- UCHS Student Assistants
- Training & Mentoring:
Customer Service
Market Operations
Food Handling & Safety
And More....
- Includes Crew Handbook
Job References, Field Trips,
and Local Business Sponsors
- Missouri Dept of Agriculture Grant
for Program Development (2017)
- Missouri Job Center of St Louis County
2019 Summer Job Program Grant

A PLACE FOR KIDS LEARNING & GROWING FUN & PLAY

- POP Club-Kids Buy Their Own Fruits and Veggies
- Zucchini Car Races-Vroom
- Other Special Events
- Learn About Healthy Foods
- A Safe & Inclusive Place
- Attracts New Families



CULINARY PROGRAMS CHEF EVENTS

- Nutrition and Healthy Eating Education
- Chef Demos & Tastings
Culinary Education
- MU Extension Service
Nutrition Dept
- Local Chefs & Restaurants
- Chefs Cook Real Cook-Off



SNAP/EBT DUFB AND HPES

- Supplemental Nutrition Program Provides Benefits To Buy Fresh Farm Food
- Double-Up Food Bucks Increases Buying Power
- HPES Program Provides Free Fresh Fruits & Veggies, over \$6000 in 2019
- State and USDA Support
- Increase Customers & Access
- Improves Community Life

Midwest Association of Farmers Markets



STAYING OPEN DURING THE PANDEMIC

- Established Safety COVID-19 Protocols
- Deemed “Essential Business” by local, state and national authorities
- Created safe environment for customers by offering curbside pick-up and other services
- Created Continued business opportunities



BUILDING STRONG ECONOMIC DEVELOPMENT RELATIONSHIPS

**Regional Farmers
and Local Artisan
Producers**

**Community Partners,
Sponsors and
Residents**



**University City
Businesses and
Organizations**

**Regional, State and
National Farmers
Markets Groups**



U City Farmers Market

6655 Delmar Blvd, Back Lot
University City, MO 63130

C/o MAFM

PO Box 440340

St. Louis, MO 63144

314-913-6632

midwestmarkets1@gmail.com

www.midwestfarmersmarkets.org

It takes a Village to raise a Market!



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

**ADDITIONAL FUNDING REQUEST
WEDNESDAY FARMERS MARKET**

**ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS
FISCAL YEAR 2023 (JANUARY 1, 2023 – JUNE 30, 2023)**

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 **January 30, 2023** to Brooke Smith, Director of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or bsmith@ucitymo.org.

Application Date: January 30, 2023
Project Title: Wednesday Farmers Market

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. APPLICANT/ORGANIZATIONAL INFORMATION

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

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

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

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

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

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

- Type of Entity:
- Sole-Proprietorship
 - Corporation/Partnership/Limited Liability Company
 - Not for Profit Organization
 - Public/Government

- 501(c) 3:
 Yes No If no, list type of entity:
Minority Business Enterprise (MBE) or Women Business Enterprise (WBE):
 Yes No

SECTION 2: PROJECT INFORMATION—2023 WEDNESDAY FARMERS MARKET

2. PROGRAM OR PROJECT SUMMARY

- A. **Description of the Program or Project:** We are requesting EDRST Funds to support a new once-a-month Wednesday Farmers Market. This market will be open from about mid-June through sometime in October. The hours will be from 2:30pm to 6:30pm. It will include local farmers, food entrepreneurs and craft makers. Farmers and vendors may include some from our Saturday market as well as vendors new to the area.

The initial goal with a once-a-month schedule is to develop a vendor and customer base that has the potential of growing into a weekly market. We expect this market to increase visitor attendance to The University City Loop in the middle of the week. This schedule will allow us to test the concept and build a solid base.

The funding request is for four categories. Kick-Off Campaign, Special Events Implementation, Weekly Marketing and Shade Structures.

- **Kick-Off Marketing Campaign:** A strong kick-off campaign ensures the market gets off to a great start. The goal is to attract a unique customer base which is specific to a midweek market and does not detract from our Saturday market.

A Direct Mail Campaign offered by the USPS is highly recommended. The Lake St Louis Farmers and Artisans Market used this during its second year of operation. The market had moved from another location and was not well attended the first year. The Direct Mail Campaign increased the number of new patrons who came to the market by a large margin.

We'll also place some digital announcement ads in a few select magazines and newspapers. We found these types of ads are good for something big and new like our Wednesday Farmers Market.

- **Special Events Implementation:** We'll start off simple with a Market Music Series and a few "Special Themed" Markets. These are very popular. We found when we offer regular live music, patrons not only stay longer, they shop more! Market Music has a proven track record as a marketing tool to increase customer participation as well as attract visitors to the area.

Hosting a Specially Themed Market requires little cost while potentially delivering a big impact. Themes can center around a national holiday like the Fourth of July or around the produce available at different times of the season, like peaches and fall harvests. Themes may also be unique to the local area.

Weekly Marketing: This will include a strong social media presence (Facebook, Instagram and Twitter), Constant Contact weekly newsletter and posts on community digital forums like Nextdoor. We'll also continue with press releases and announcement to food-based writers as well as local magazines and newspapers.

- **Shade Structures**: In the last three years, the temperatures in the summer have gone up and lasted for longer time frames. The market site is partially in Parking Lot #4. The parking lot radiates the sun's rays and causes the temperatures to increase even more. For example, the temperature in the shade can be up to 20 degrees cooler than in the sun on concrete or asphalt.

Last year some vendors decided not to participate in our Saturday market in the summer saying "it was too hot because on the parking lot." We began using the front plaza again because the area stays shady for a longer period of time. With this change, we were able to attract more vendors, however, market goers still avoided the sun and didn't stay as long, even in this area.

By erecting shade structures in the form of shade sails or pergolas, making mobile green-scape planters and installing large fans we can greatly reduce the negative impact of the extreme heat in the summer. Making these changes would increase both vendor and visitor participation in the market.

Reducing the negative impacts of extreme temperatures is imperative to implementing a successful market season. These changes are crucial to the viability of a new Wednesday market which includes creating an attractive and comfortable market site which is appealing to both visitors and vendors.

- B. **Summary of the need**: Requests for a midweek market began coming in about six years ago from area market-goers and University City residents, as well as from farmers and vendors. We thought it was a great idea too and we applied for and received initial approval from the City.

Unfortunately, the trolley construction project prevented us from implementing a new Wednesday market at that time. The construction continued for two years. We then focused on rebuilding the market for a year in 2019. In 2020 the Pandemic began which caused another 2-year delay in starting a midweek market.

This is the year to make a midweek market happen. We enjoyed a successful 2022 Season for our Saturday market so this would be a perfect time to launch a new Wednesday Market.

3. GOALS AND OBJECTIVES:

With the addition of EDRST Funds, we plan to meet our goals of opening and operating a successful once-a-month Wednesday Farmers Market. We'll also be able to get off to an early start in 2023 with a "Kick-Off Marketing Campaign".

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

4. **EXPECTED OUTCOMES:**

- Successful new market with more vendor and market-goer participation
- Increased visitors to University City on Wednesday afternoons and early evenings
- Successful incubation of small start-up businesses
- Greater participation and collaboration with community partners and local residents

5. **PROGRAM OR PROJECT LOCATION (ATTACH PHOTOS OF LOCATION OR SITE):**

The U City Farmers Market is located at the "Market in the Loop" facility at 6655 Delmar Blvd. We also use part of Public Parking Lot # 4 through an agreement with the City of University City. See Attachment for Map.

6. **PROGRAM OR PROJECT TIMETABLE:**

- March-April 2023: Season Planning and Organization
- May-June 2023: Shade Structures Built and Installed
- April-May 2023: Pre-Season Marketing and Advertising
- June 2023: New Wednesday Market Opens and Events are Implemented
- June 30, 2023: EDRST Fiscal Year 23 Ends

7. **FUNDING—TYPE (CHECK ALL THAT APPLY):**

- Project Program
 Other (marketing, legal or professional services; grants or loans for job training)

FUNDING—TOTAL PROJECT BUDGET: \$57,800 (Includes In-Kind Valuations)

FUNDING—AMOUNT OF REQUESTED FROM EDRST: \$18,400 (Please See Attachment.)

FUNDING—COMPLETE AND ATTACH FORM EDRST B-1 WITH BUDGET COST SUMMARY.

8. **MULTI-YEAR REQUEST:** In order to continue the Wednesday through October 2023, we will make a request for continued funding for FY2024 which begins July 1. However, some items in this application are one-time requests. These include the Kick-Off Campaign and the Shade Structures.

I certify that all information in this application is true and complete to the best of my knowledge.

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

Deborah Henderson January 30, 2023
 Authorized Signature Date

DH April 2, 2023 (Amended)

EDRST B-1

City of University City

Economic Development Retail Sales Tax

FY23 Request for Funds: Wednesday Farmers Market

January 30, 2023

Applicant

MAFM for the U City Farmers Market

Amount of Request

\$18,400

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

	EDRST Funds	Applicant's Cash Funds	Applicant's Non-Cash Contributions	Other Funds	Total
I. Project or Program Direct Costs *					
Kick-Off Campaign: Direct Mail	\$5,000.00	\$2,000.00			\$7,000.00
Kick-Off Campaign: Digital Ads	\$3,000.00				\$3,000.00
Special Events: Music & Themed Markets	\$900.00		\$400.00		\$1,300.00
Marketing & Event Services	\$1,000.00		\$1,000.00		\$2,000.00
Other Event Services	\$700.00		\$700.00		\$1,400.00
Graphic Design and Artwork	\$500.00	\$200.00	\$200.00		\$900.00
Banner, Sign and Poster Printing	\$300.00				\$300.00
Shade Structures	\$5,000.00	\$2,000.00	\$1,000.00	\$2,000.00	\$10,000.00
Mobile Planter Units and Fans	\$2,000.00		\$1,000.00	\$500.00	\$3,000.00
Culinary Series & Cooking Demos			\$2,500.00	\$1,000.00	\$3,500.00
SNAP/EBT, DUBF Programs			\$300.00	\$300.00	\$600.00
Market Set-Up and Security			\$5,000.00		\$5,000.00
Other Grants and Sponsorships				\$3,000.00	\$3,000.00
Program Management					
SUB-TOTAL DIRECT	\$18,400.00	\$4,200.00	\$12,100.00	\$6,800.00	\$41,000.00
II. Indirect Costs **				Other In-Kind	
Facility Rent; In-Kind Donation				\$30,000.00	\$30,000.00
Facility Utilities-Charter, R & R, Other		\$6,600.00			\$6,600.00
Facility and Grounds Maintenance			\$12,000.00		\$12,000.00
Event and Liability Insurance		\$1,200.00			\$1,200.00
General Operating Expenses		\$4,500.00			\$4,500.00
SUBTOTAL INDIRECT		\$12,300.00	\$12,000.00	\$30,000.00	\$54,300.00
BUDGET TOTAL - ALL ACTIVITIES	\$18,400.00	\$16,500	\$14,100	\$36,800	\$95,300.00



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

**ADDITIONAL FUNDING REQUEST
WINTER MARKETS AND NEW SPRING EVENTS**

**ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS
FISCAL YEAR 2023 (JANUARY 1, 2023 – JUNE 30, 2023)**

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 January 30, 2023 to Brooke Smith, Director of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or bsmith@ucitymo.org.

Application Date: January 30, 2023
Project Title: Winter Markets and New Spring Events

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. APPLICANT/ORGANIZATIONAL INFORMATION

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

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

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

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

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

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

Type of Entity:

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

501(c) 3:

Yes No If no, list type of entity:

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

Yes No

SECTION 2: PROJECT INFORMATION—WINTER MARKETS & SPRING SPECIAL EVENTS

2. PROGRAM OR PROJECT SUMMARY

A. **Description of the Program or Project:** We are requesting EDRST Funds to provide increased marketing and support for our series of Winter Farmers Markets January through March. We are also seeking funding to host various "New" Spring Events at our regular Saturday Market.

- **Winter Farmers Markets:** Even though we've been hosting Winter Markets since we opened in 2014, we have never received funding for them. In the early years of the market's operation, the staff at the time only recommended funding for our regular season market which runs from April through October.

If we submit funding EDRST reimbursement requests from January through March, it's because we have done marketing for our regular season. We often use the March markets to promote the main season which begins in April.

- **New Spring Special Events:** Previously, we focused our special events on the markets in the late summer and fall months to help boost market-goer attendance. These later season markets lagged behind the June and July markets which tended to be the busiest ones. Last year October was the market's busiest month. Hosting late season events were successful in achieving our goals of boosting attendance later in the season

Now we would like to do the same for our early season spring markets which run from April-June. Spring weather has not been favorable the last 2-3 years causing attendance to drop. Increasing our offerings of Special Events during this time will increase market-goer attendance and vendor participation.

B. **Summary of the need:** The increase in EDRST Funding is needed for the following reasons:

- **Winter Farmers Markets Provide the Following:**
 - **Keep people coming to the market and the area year-round.** They keep the U City Farmers Market fresh in peoples' minds. We've received feedback that even if someone can't make it to a Winter Market, they enjoy receiving the news about what's happening.
 - **Provide continued business and economic development** opportunities available for farmers and other vendors during the slower part of the year.
 - **Provide marketing** for the regular season which begins in April. We have found the winter markets to be an invaluable marketing asset.
- **New Spring Special Events Provide the Following:**
 - **New Culinary Series:** Cooking and food prep demonstrations are favorite events at the farmer's market. They inspire people to try new foods, buy more local products and to make healthier choices. Market-goers love to watch and learn from chefs and other culinary professionals.

We had to discontinue our Chef at the Farmers Market series during the pandemic. Last year we offered a few demos and tastings to test the response. They were very popular. We are seeking funding to bring our Culinary Series back on more frequently and on a larger scale.

- **Spring Petting Farm Visit:** This was very popular in the fall with people of all ages. Children aren't the only ones who have never seen farm animals before. Adults ranging in age from their teens to their sixties petted their very first farm animal.

We've been asked many times to offer this fun and educational event more than once a year. It would help attract more visitors to the spring markets.

- o Other Special Events: In-market themed promotions which are interactive and provide rewards or prizes have proven to be great marketing tools. They encourage people to bring friends to the market, to stay at the market longer, to spend more on shopping and to return for another visit. We noticed an increase in sales and in customer attendance.

Last year we tested the market with two of these promotions. They were Bring a Friend to Market Day and the Kid's Scavenger Hunt. They were very popular. Winter Weather Warrior punch card is another one. We are seeking EDRST funding to host more of these in-market promotions.

3. GOALS AND OBJECTIVES:

With the addition of EDRST Funds, we plan to meet our goals of improving attendance at our Winter and Spring Saturday Farmers Markets. We will do this through increase marketing as well as hosting more special events.

4. EXPECTED OUTCOMES:

- **Successful new market** with more vendor and market-goer participation
- **Increased visitors** to the Market and the LSBF during the winter months January-March
- **Increased market-goer attendance** at the spring farmers markets April-June
- **Successful incubation** of small start-up businesses
- **Greater participation** and collaboration with community partners and local residents

5. PROGRAM OR PROJECT LOCATION (ATTACH PHOTOS OF LOCATION OR SITE):

The U City Farmers Market is located in the back of the "Market in the Loop" facility at 6655 Delmar Blvd. We also use part of Public Parking Lot # 4 through an agreement with the City of University City. See Attachment for Map.

6. PROGRAM OR PROJECT TIMETABLE:

- January- March 2023: Host Winter Markets every other week
- April-June 2023: Implement Spring Special Events
- June 30, 2023: EDRST Fiscal Year 23 Ends

7. FUNDING—TYPE (CHECK ALL THAT APPLY):

- Project Program
 Other (marketing, legal or professional services; grants or loans for job training)

FUNDING—TOTAL PROJECT BUDGET: \$24,100 (Includes In-Kind Valuations)

FUNDING—AMOUNT OF REQUESTED FROM EDRST: \$7,500 (Please See Attachment.)

FUNDING—COMPLETE AND ATTACH FORM EDRST B-1 WITH BUDGET COST SUMMARY.

- 8. MULTI-YEAR REQUEST:** If we reach our expected outcomes for the Winter Markets and the New Spring Special Events, then we will request similar funding support for FY24.

I certify that all information in this application is true and complete to the best of my knowledge and belief.

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

Deborah Henderson
 Authorized Signature

January 30, 2023
 Date

EDRST B-1

City of University City

Economic Development Retail Sales Tax

FY23 Request for Funds: Winter Markets and Spring Events

Budget Estimate

Applicant

MAFM for the U City Farmers Market

Amount of Request

\$7,500

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

	EDRST Funds	Applicant's Cash Funds	Applicant's Non-Cash Contributions	Other Funds	Total
I. Project or Program Direct Costs *					
Winter Market: Marketing & Event Services	\$3,000.00		\$3,000.00		\$6,000.00
Winter Market: Other Event Services	\$900.00				\$900.00
Winter Event: Winter Weather Warrior	\$300.00		\$100.00		\$400.00
Spring Events: New Culinary Series	\$750.00		\$300.00	\$300.00	\$1,200.00
Spring Events: Bring a Friend to Market Day	\$300.00		\$100.00		\$400.00
Spring Events: Petting Farm	\$700.00		\$200.00		\$900.00
Spring Events: Other	\$500.00		\$500.00		\$1,000.00
Banner, Sign and Poster Printing	\$550.00				\$550.00
Graphic Design and Artwork	\$500.00		\$500.00		\$500.00
Event Equipment and Rentals					\$0.00
SNAP/EBT, DUBF Programs			\$300.00	\$300.00	\$600.00
Market Set-Up and Security			\$2,000.00		\$2,000.00
Other Grants and Sponsorships				\$3,000.00	\$3,000.00
Winter Market Management			\$6,000.00		\$6,000.00
SUB-TOTAL DIRECT	\$7,500.00		\$13,000.00	\$3,600.00	\$24,100.00
II. Indirect Costs **				Other In-Kind	
Facility Rent; In-Kind Donation				\$30,000.00	\$30,000.00
Facility Utilities-Charter, R & R, Other		\$6,600.00			\$6,600.00
Facility and Grounds Maintenance			\$12,000.00		\$12,000.00
Event and Liability Insurance		\$1,200.00			\$1,200.00
General Operating Expenses		\$4,500.00			\$4,500.00
SUBTOTAL INDIRECT		\$12,300.00	\$12,000.00	\$30,000.00	\$54,300.00
BUDGET TOTAL - ALL ACTIVITIES	\$7,500.00	\$12,300	\$25,000	\$33,600	\$78,400.00