



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, July 13, 2023
6:30 p.m.

IMPORTANT NOTICE REGARDING
PUBLIC ACCESS TO THE EDRSTB MEETING & PARTICIPATION

EDRSTB will Meet Virtually on Thursday, July 13, 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/84753382045?pwd=dGJoc3dpZk9aL2hCOVlVQkdES0ZKZz09>

Passcode: 648123

Audio Only Call

Or One tap mobile :

+19292056099,,84753382045#,,,,*648123# US (New York)

+13017158592,,84753382045#,,,,*648123# US (Washington DC)

Or Telephone:

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

+1 929 205 6099 US (New York) +1 301 715 8592 US (Washington DC) +1 305 224 1968 US

+1 309 205 3325 US +1 312 626 6799 US (Chicago) +1 646 931 3860 US

+1 689 278 1000 US +1 719 359 4580 US +1 253 205 0468 US

+1 253 215 8782 US (Tacoma) +1 346 248 7799 US (Houston) +1 360 209 5623 US

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Webinar ID: 847 5338 2045

Passcode: 648123

International numbers available: <https://us02web.zoom.us/j/84753382045?pwd=dGJoc3dpZk9aL2hCOVlVQkdES0ZKZz09>

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 – October 6, 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. New Business
 - i. LSBF FY24 Request for Additional Funds
Vote Required
 - ii. Farmers Market FY24 Request for Additional Funds
Vote Required
 - iii. Façade Improvement Program Policy Changes
Vote Required
5. Board Member Comments
6. Next Meeting Date – October 5, 2023 at 6:30 p.m. (Tentative)
7. Adjourn

Economic Development Retail Sales Tax Board
Minutes
October 6, 2022
6:30 p.m.

The Economic Development Retail Sales Tax (EDRST) Board held a virtual meeting on Thursday, October 6, 2022. The meeting commenced at 6:32 pm and adjourned at 7:50 pm.

Voting Members Present:

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

Voting Members Absent:

Matthew Bellows

Council Liaison:

Mayor Terry Crow

Staff Present:

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

Others attending:

None

Approval of Minutes

There were no minutes for approval.

Public Comments

Chair Sorkin called for Public Comments. There were none.

Mayor Comments

Mayor Crow discussed the flood that occurred at the end of July and the effect it had on the city, acknowledging the frustration of those affected. He also acknowledged those that have pitched in and discussed the loss the city experienced. He mentioned the city was seeking to buyout approximately 24 properties. He discussed reaching out to other communities affected to discuss the flooding on the regional level. Mayor Crow mentioned that he obtained his Costco membership and noted that Costco opens October 25th with a ribbon cutting around 7:30 a.m. He also mentioned that the developer is working on 2 other anchors and looking forward to filling the plaza. Mayor Crow also noted that the Council voted on the approvals for the Avenir project which is currently in the demolition phase to make room for apartments. He also referenced the apartments on the opposite side and said they are coming out of the ground but there is no date on when they will be ready for occupancy. Mayor Crow stated that Quik Trip would be going at the intersection of Olive and North and South with an expected opening date of April 1, 2023. He mentioned the BP/Amoco on Forsyth is being transitions to a BP On the Run, noting there was an issue with finding

mechanics. He discussed the gas stations' desire to sell liquor at their stores and his speculation on what the outcome will be. He mentioned being hopeful that the stations will become police sub-stations. Mayor Crow mentioned the U City Farmers Market and his experience on his last couple of visits.

Chair Sorkin asked if the ribbon cutting as open to the public. Mayor Crow said it was, but he noted that Costco has been clear that ribbon cuttings are not a big deal and it will just be him and the General Manager cutting a ribbon before it opens.

Brandan O'Brien asked if Chik Fil A was one of the restaurants and the Mayor confirmed that they were going through the process with the Department of Planning and Development.

Old Business

Update on Staff

Deputy City Manager Smith provided an update on staffing following the board's approval of funding for additional staff. She noted that Rajaye Smith will be joining team later in the month and he will be in the role focusing on Business Expansion and Recruitment. She noted that recruitment will continue to fill the second role.

End of Year Reports from UCIB, Farmers Market, and LSBD

Deputy City Manager Smith stated that she included expenditure reports for each entity for the board to review, noting that this is the documentation they must submit to be reimbursed for their expenses. Representatives from each entity was present to provide an end of year summary for their activities.

Smith noted that for FY22, U City in Bloom was awarded \$50,573 and the Farmers Market was awarded for \$28,000. Smith turned the floor over to representatives from these organizations to provide summaries for their activities in FY22.

Motioned by Brendan O'Brien, seconded by Cynthia Martin to receive the end of year reports for UCIB and Farmers Market, and carried by voice vote.

Motioned by Brendan O'Brien, seconded by Cynthia Martin to approve funding for UCIB and Farmers Market for FY23.

Deputy City Manager Smith noted there was a 3% increase requested by UCIB to account for inflation.

Motion carried by voice vote.

New Business

Mannequins in the Loop

Deputy City Manager Smith explained that Mannequins in the Loop was awarded \$15,000 in FY22 and they have been fully reimbursed for FY22. Audrey Jones was present to present a video and her end of year report ahead of asking for additional funds for FY23.

Audrey Jones gave a summary of the activities for The Mannequins Project. She noted that she was seeking \$40,000 for funding in FY23. She explained that the fund would be used to increase marketing and expanding the project to the Olive corridor.

Chair Sorkin stated that the board has been very pleased with the project and its expansion.

Mayor Terry Crow asked what was the historical funding of the project and how much of an increase was being requested. Audrey stated that the first award was for \$5,000, it was then increased to \$21,500, and then after the pandemic funding was reduced to \$15,000. She provided additional information on how the extra funds would be used.

Mayor Terry Crow confirmed that this would be 100% increase. Cynthia Martin asked if Ms. Jones was staffed to grow that quickly. Ms. Jones said she was. Brendan O'Brien asked if the project was being moved to Olive, and Ms. Jones said it would be expanded to Olive but would also stay in the loop. Deputy City Manager Smith added that the \$15,000 for FY22 was off the cuff during an emergency meeting for funding for two other entities. She noted that it was not intentionally reduced, that was just a number provided from memory by one of the board members. Bobette Patton asked if the name would be changed if it is going to be expended outside of the Loop. Ms. Jones responded that the name was changed last year to The Mannequins Project. Cynthia Martin asked where the project would be on Olive, stating that she did not see Olive as having the same pedestrian traffic as The Loop does. Ms. Jones answered that it would be along the "Chinatown" area and she noted they were also interested in the area surrounding the new development. Brandon Bradshaw asked if they would try to get promotional or free press. Ms. Jones confirmed that they would and highlighted a free interview with KSDK. Mayor Crow stated that he was a big supported for The Mannequins Project but believes that a 100% increase in one year is a lot and there are other projects to fund. Brandon Bradshaw stated that he shares this concern. Chair Sorkin stated that she did not believe scholarships were eligible expenses but that marketing and advertising were eligible. She made suggestions for other sources of funds for scholarships. Chair Sorkin asked if \$25,000 would allow for an exciting event and address the scholarships from another direction. Ms. Jones said she believes she can.

Motioned by Bobette Patton, seconded by Brandon Bradshaw and carried by voice vote to receive the end of year report for The Mannequins Project.

Motioned by Brandon Bradshaw, seconded by Bobette Patton to award The Mannequins Project \$25,000 for FY23.

Cynthia Martin asked \$25,000 was the number or close to the number she needs to expand the project if the scholarship line item is removed. Ms. Jones said it would help in her expansion and that she would seek other funding for the scholarships.

Deputy City Manager Smith added that when she spoke with City Manager Rose earlier, he noted that he would be asking for a line-item budget before submitted to Council for final approval. Mayor Crow noted that when the EDRST Board votes, it then goes to Council who can tweak as it deems necessary.

Byron Price noted that he had just joined the meeting at 7:07 p.m.

Motion carried by voice vote.

Deputy City Manager Smith presented the end of year report for the LSB, noting that they had been reimbursed for events held in FY22 after being awarded \$85,000 in a previous fiscal year that were carried over. Chair Sorkin stated that there was a dollar amount attributed to administration and wanted to know how that number was arrived at. Jessica Bueler answered that it was 25% of the total for administration expenses. Chair Sorkin asked if that was a previous agreement with the city or done in the past. Ms. Bueler said this was the first time she had done that at the recommendation of City Manager Rose.

Motioned by Matthew Erker, seconded by Bobette Patton and carried by voice vote to receive the end of year report for LSB.

LSB Funding Request for FY23

Deputy City Manager Smith stated that the LSB was requesting \$220,700 for FY23 and noted that the reason staff was okay with recommending approval of this amount is because LSB has not received funding for FY21 or FY22, noting that they were last funded in FY20 that was just reimbursed in FY22. She noted the breakdown of their funding request was as follows:

1. Events and Receptions - \$100,000
2. Funds allocated for Advertising - \$17,500
3. Digital Directory Installation/Tents for Events - \$66,000
4. EV Charging Station w/2 charging ports - \$5,400
5. Gift Cards purchased from Loop businesses for Promotions - \$10,000
6. Expanded Outdoor Dining and Storage - \$21,800

Jessica Bueler and Derek Deavers (Chair of LSB) went through the line items explaining the reasons for the additional funds. Derek Deavers also noted that in years prior to the pandemic they LSB had been awarded more than \$200,000 each year. He stated that the \$85,000 should not be a basis point, but the \$200,000 received prior should be. Cynthia Martin asked if the \$85,000 and \$200,000 was strictly for events and programming. Derek confirmed this. Mayor Terry Crow said he believed the \$200,000 would not have been just for events, but for other items as well. Brendan O'Brien said the EV Charging Stations were concerning for him because he didn't see the Economic Development part of it. Jessica provided the rationale for this. Mayor Crow asked who would pay for the electricity for the charging station. Jessica said there were a few options available, but noted that what was requested from the EDRST Board was the funds for installation. Deputy City Manager said she was confident in saying that prior to final approval by the City Council, City Manager Rose will want to have that information and know who is paying. Byron Price asked if there are two charging stations, how productive is that if only two cars can be there for however long it takes. He asked for more details on how the charging process would work. Jessica said they

would probably assign a time limit to those spaces. Bobette Patton asked if there as consistency between cars and their plugs that use electricity, across the make/model of the car. Chair Sorkin said she believes there are not all compatible. Mayor Crow said for the sake of moving along the agenda, this should probably be tabled for now. Derek agreed. Byron Price asked about the occupancy rate at the Loop. Derek said there has not been an actual study, but he thinks its about 20-30% vacated as far as storefronts and businesses. He said there are some landlords asking for too much money and with the economic climate, no restaurant or entertainment wants to go in. He said the Loop Retail is a tough sale. He noted there are some landlords asking \$35 per square foot. Mayor Crow agreed this was a good number assigned to the vacancy in the loop.

Motioned by Brandon Bradshaw, seconded by Byron Price and carried by voice vote to approve funding for LSBDB for \$200,700 subject to the submission of a line-item budget and further review of the EV Charging Station request.

Tentative Schedule for Façade Improvement Applications

Deputy City Manager Smith presented the Tentative Schedule for accepting applications for the Façade Improvement Program for FY23. The schedule was listed as follows:

Nov 1 st – Nov 22 nd :	Staff to advertise/market the program
Nov 14 th – Nov 28 th :	Application period (closes at 5pm on the 30 th)
Nov 29 th – Dec 13 th :	Staff Review Period and due Diligence
Dec 14 th – Dec 16 th :	City Manager Review/Approval
January 5, 2023:	Applications submitted to EDRST Board for Review/Approval
January 9, 2023:	EDRST Board recommendation submitted to City Manager for Review/Approval
January 23, 2023:	Applications submitted to City Council for Review/Approval
Feb 1 st – June 30 th :	Work to commence, Projects completed by June 30 th

Motioned by Byron Price, seconded by Brendan O'Brien and carried by voice vote to accept the Tentative Schedule for the Façade Improvement Applications as presented by staff.

Local Businesses and Flooding – Request Report

Deputy City Manager Smith noted that Chair Sorkin asked if the Board should be considering assistance for businesses affected by the flood. She noted that City Manager Rose who thought the best action would be for the board to request a report from staff on how businesses were affected by the flood.

Cynthia Martin noted that she thought this was a very long time to wait to consider funds following an emergency that occurred back in January. Further discussion was had on this, including whether it was an undue burden on the city to generate this report. Mayor Crow said he thought it might be a good idea for staff to reach out to FEMA and SEMA for information. He noted that he thought most of the business had already made requests for emergency funds at this time. Brendan O'Brien suggested handling it the same way as the COVID program.

Motioned by Brendan O'Brien, seconded by Byron Price and carried by voice vote to create a report on the businesses affecting by the July flood.

Meeting Dates and Location for 2023

Chair Sorkin asked if the board was ready to resume meeting in person. Everyone agreed it would be nice to resume in person meetings. Chair Sorkin said they should plan to get together in person in January, but noted that it may not be at the community center. Deputy City Manager Smith also asked for confirmation that the quarterly meetings on the first Thursday still work for the board so that she could submit them to Finance for the city calendar. The Board members agreed to those dates.

Board Member Comments

No Comments.

Next Meeting Date – January 5, 2023 at 6:30 p.m. (Tentative)

Adjourn

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

The meeting adjourned at 7:50 p.m.



OFFICE OF THE CITY MANAGER

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

MEMORANDUM

TO: Members of the Economic Development Retail Sales Tax Board

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

DATE: July 11, 2023

SUBJECT: Agenda Item 4(i) – LSBD FY24 Request for Additional Funds – **Vote Required**

This agenda item asks the Board to review and approve the LSBD's request for additional funding for FY24.

The Loop Special Business District (LSBD) is one of four entities that receives funding from EDRST for events and programming each year. Staff includes the funding for their Events and Receptions each year as part of the budget. LSBD is required to submit a request for any additional funding separately.

In FY23, LSBD was awarded \$100,000 for Events and Receptions and 115,300 for the following:

- Funds Allocated for Advertising - \$17,500
- Digital Director Installation/Tents for Events - \$66,000
- Gift Cards purchased from Loop businesses for Promotions - \$10,000
- Expanded Outdoor Dining and Storage - \$21,800

To Date, LSBD has submitted documentation to be reimbursed for the total amount awarded.

LSBD has requested the following for FY24:

- Events and Receptions - \$275,000
- Trash Cans/Tables/Chairs - \$90,000
- Funds Allocated for Advertising - \$30,000
- Expanded Outdoor Dining and Storage - \$25,000
- Walk of Fame - \$25,000
- Tents - \$20,000
- Gift Cards purchased from Loop businesses for Promotions - \$20,000
- Power Wash Street - \$15,000
- Trash Pickup & Street Cleanup - \$15,000
- Bicycle Racks Repainted - \$10,000
- More Lighting on Delmar - \$10,000
- Paint Utility Boxes - \$6,000

Total Requested Above - \$541,000

The \$275,000 for Events and Receptions was included in the FY24 Budget that was approved by City Council. The proposed events for FY24 are as follows:

September 2023 – International Festival
October 2023 – Howl-o-ween Pet Parade
November/December 2023 – Small Business Saturday/Holiday Promotions
January 2024 – Loop Ice Carnival
March 2024 – Loop Restaurant Week
April 2024 – Loop 420 Fest¹
May 2024 – Loop in Motion
June 2024 - Juneteenth

Chair Derek Deavers and Marketing Specialist Jessica Bueler will be present at Thursday's meeting to formally request \$266,000 in additional funds for the remaining items.

Recommendation: Motion to award additional funding to the LSBD, not to exceed \$266,000.

Attachments: LSBD's Budget for EDRST Funds

Please do not hesitate to contact me with any questions.

¹ This Board already voted to exclude this event from reimbursement.

EDRST Request for 2023

Events and Receptions - \$100,000
Funds Allocated for Advertising - \$17,500
Digital Director Installation/Tents for Events - \$66,000
EV Charing Station w/2 charging ports - \$5,400
Gift Cards purchased from Loop businesses for Promotions - \$10,000
Expanded Outdoor Dining and Storage - \$21,800
Total Funded - \$220,700

EDRST Request for 2024

Events and Receptions - \$275,000
Trash Cans/Tables/Chairs - \$90,000
Funds Allocated for Advertising - \$30,000
Expanded Outdoor Dining and Storage - \$25,000
Walk of Fame - \$25,000
Tents - \$20,000
Gift Cards purchased from Loop businesses for Promotions - \$20,000
Power Wash Street - \$15,000
Trash Pickup & Street Cleanup - \$15,000
Bicycle Racks Repainted - \$10,000
More Lighting on Delmar - \$10,000
Paint Utility Boxes - \$6,000
Total Requested Above - \$541,000



OFFICE OF THE CITY MANAGER

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

MEMORANDUM

TO: Members of the Economic Development Retail Sales Tax Board

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

DATE: July 11, 2023

SUBJECT: Agenda Item 4(ii) – Farmers Market FY24 Request for Additional Funds – **Vote Required**

This agenda item asks the Board to review and approve the Farmers Market request for additional funding for FY24.

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.

In April of this year, the Farmers Market requested additional funding to expand their services by offering a Wednesday Market. They were awarded \$18,400 in additional funding for this new market. The Market also requested an additional \$7,500 to provide increased marketing and support for their Winter Farmers Market held from January through March of 2024. In total, the Farmers Market was awarded \$25,000 in additional funding in April of 2023, bringing their total award for FY23 to \$53,000.

As of today, the Farmers Market has been reimbursed \$20,115.68. The remaining amount to be reimbursed on their FY23 award is \$32,884.32.

The FY24 Budget that was adopted by the City Council included the standing award of \$28,000 for the Farmers Market held on Saturdays. The Farmers Market is requesting an additional \$17,000 to continue running their Wednesday Farmers Market for FY24.

Recommended Motion: Motion to award additional funding to the Farmers Market, not to exceed \$17,000.

Attachments: Farmers Market Presentation
Farmers Market Application
Budget for Wednesday's Farmers Market

Please do not hesitate to contact me with any questions.

July 10 2023

U City Farmers Market

Wednesday Market Recap

EDRST FY 23

By Deborah Henderson



The U City Farmers **Market's**
new Wednesday Market opened
successfully on June 21, 2023

The tradition of a fun, festival-style farmers
market is now offered two days a week.
Market-goers enjoy a mid-week option
for farm fresh local products, regionally
branded specialty foods and fine crafts
for hearth and home.

Located at 6655 Delmar Blvd.
University City, Missouri

Midwest Association of Farmers Markets

MARKET SCENES FARMERS

- MO and IL farmers growing and producing their own products
- Two anchor produce farms offering a wide selection of fresh local produce
- Other family farms with meat and poultry products, eggs, dairy, honey and value added products
- Other seasonal farms expected to arrive later

Midwest Association of Farmers Markets





MARKET SCENES VENDORS

- Small Food Entrepreneurs: Jams, preserves, nut butters, nuts, pickles, sauces, beverages, spices and more
- Local Bakeries: Breads, pastries, desserts, cookies and more
- Arts and Craft Makers: Jewelry, body care, candles, prints & photos, home goods, linens, sculptures, etc

MARKET SCENES A COMMUNITY IS CREATED

Students

Families

Seniors

Children



ADVERTISING

- Graphic Design: Created themed marketing design material
- Direct Mailer: 15,000 post card announcements sent to University City and surrounding communities
- Sauce Ads: Dedicated digital ads, editorial comments and social media content
- Press Releases: Sent to local media content editors
- Flyers: Posted at local shops, coffee houses & bulletin boards
- Social Media: Ads, event creation, and ongoing content postings

U CITY FARMERS MARKET

MAKE IT A WONDERFUL WEDNESDAY!

NEW MARKET OPENING CELEBRATION

Wed - June 21, 4pm-7pm

Local Farms, Artisan Foods & Crafted Goods
Live Music, Face Painting & Lotsa Fun
Delish Food & Cold Drinks

6655 Delmar Blvd, University City

U CITY FARMERS MARKET

NOW OPEN ON TWO DAYS

Saturdays, 8:30am-12:30pm
Through Nov 18

Every Other Wonderful Wednesday
June 21 - Oct 25
4:00pm-7:00pm

*****ECRWSSEDDM*****
Postal Customer

U CITY FARMERS MARKET
6655 Delmar Blvd.
St Louis, MO 63130
In The Delmar Loop
www.midwestfarmersmarkets.org

LIFE'S A PEACH

Wed, July 5
Friedel Family Farm

REV UP YOUR WEDNESDAY!

4-7PM
6655 DELMAR

HEAT AMELIORATION EQUIPMENT

- New canopies for old tent frames
- New larger tents with 1-2 person deployment
- One industrial drum fan and two commercial pedestal fans
- Four moveable trough planters (more photos provided later)



MARKETING DATA SUMMARY

Social and Other Media

- Newsletter:
Contact growth: 36% increase
Open Rate: 40%, up 4%
- Facebook:
New Likes & Follows: 125% increase
Page Visits: 53.9% increase
Ad Trends:
 Paid Reach: 99.7% increase
 Paid Impressions: 155% increase
- Instagram:
Reach: 15.3% increase
Profile Visits: 37% increase
New Followers: 23% increase

Observations & Feedback:

- Saturday Market benefits:
Increase in market-goer attendance
Increase in Vendor Sales
- Wednesday Market:
Increase in new customers
Old customers return
Some customers attend both days
A few customers switched days
Some confusion re every other week
Requests for every week schedule

RECOMMENDATIONS

Wednesday Market

- Continue thru October:
 - Supports farm growing season
 - Support Saturday market
- Offer Every Week Schedule:
 - Build stronger customer base
 - Retain customer base in area
 - Increase consistent sales
 - Reduce schedule confusion
 - Improve vendor retention
- Advertising:
 - Continue targeted approach
 - Include both days—reduce costs



Midwest Association of Farmers Markets



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 2024 (JULY 1, 2023 – JUNE 30, 2024)**

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 **July 10, 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: July 10, 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; stfoleys@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 continue the new Wednesday Farmers Market every week through October. The pilot market which we launched on June 21, 2023 was successful and the feedback was very positive.

The goal is to continue the every-other-week schedule through July and implement the new every-week schedule on August 2. The updated hours are 4:00pm to 7:00pm. We expect this market to continue to increase visitor attendance to the market and the U City Loop mid-week.

The request is for three categories. Marketing Campaign, Weekly Marketing and Special Events

- **Marketing Campaign:** To kick-off the new schedule we'll launch targeting marketing that builds on the original kick-off campaign.
- **Special Events:** The Market Music Series and other Special Events continue to be popular. We found when we offer regular live music, patrons not only stay longer, they shop more! They have a proven track record as a marketing tool to increase customer participation on the day of the event as well as encouraging return visits to the market.
- **Weekly Marketing:** We'll continue the strong social media presence already in place (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 local media content editors.

- B. **Summary of the need:** Requests for an every-week schedule began immediately after we launched the new Wednesday Market. We not only attracted new market-goers and University City residents, we also increased new vendor participation in our market.

3. GOALS AND OBJECTIVES:

With the addition of EDRST Funds, we plan to meet our goals of opening and operating a successful weekly Wednesday Farmers Market. Now is the time to build on the momentum we created with the kick-off of the Wednesday market in June.

Observations & Feedback from Wednesday Market:

- Saturday Market benefits:
 - Increase in market-goer attendance
 - Increase in Vendor Sales
- Wednesday Market:
 - Increase in new customers
 - Old customers return
 - Some customers attend both days and few switched days
 - There was some confusion re every other week schedule
 - Received requests for every week schedule

Social and Other Media Results from Wednesday Market Launch

- Newsletter:
 - Contact growth: 36% increase
 - Open Rate: 40%, up 4%
- Facebook:
 - New Likes & Follows: 125% increase
 - Page Visits: 53.9% increase
 - Ad Trends:
 - Paid Reach: 99.7% increase
 - Paid Impressions: 155% increase
- Instagram:
 - Reach: 15.3% increase
 - Profile Visits: 37% increase
 - New Followers: 23% increase

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 market and the area.

4. EXPECTED OUTCOMES of EVERY WEEK SCHEDULE:

- **Successful new market:** More vendor and market-goer participation
- **Increased visitors:** to University City on Wednesday afternoons and early evenings
- **Supports the Saturday Market:** We observed an increase in visitors on Saturday mornings
- **Build and retain a stronger customer base:** Customers stay in the area
- **Improve vendor retention:** More options for success motivate vendors to participate
- **Takes advantage of growing season:** Farmers have products every week
- **Increases business options:** Small start-up businesses have increase opportunities
- **Greater community participation:** partners and local residents
- **Advertise both market days together:** Reduces costs

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.

6. PROGRAM OR PROJECT TIMETABLE:

- July 2023: Continue every week schedule
- August-October 2023: Implement every week schedule
- July 2023: Advertise the new schedule
- August-October 2023: Continue marketing campaign, special events, etc.
- October 25 2023: The 2023 Wednesday market season closes

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: \$49,575 (Includes In-Kind Valuations)

FUNDING—AMOUNT OF REQUESTED FROM EDRST: \$17,000 (Please See Attachment.)

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

8. **MULTI-YEAR REQUEST:** We've been submitting our funding requests for the Wednesday Market in stages. This allows us to insure there's success in each phase and to observe what changes need to be made along the way, before moving on to the next phase of development. Consequently, to continue the Wednesday market in 2024 other funding request will be made at that time.

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

July 10, 2023

Date

EDRST B-1

City of University City

Economic Development Retail Sales Tax

FY24 Request for Funds: Wednesday Farmers Market

July 1,2023

Applicant MAFM for the U City Farmers Market

Amount of Request \$17,000

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

Every Week From Aug 2 to Oct 2 Markets--13	Total	EDRST Funds	Applicant's Cash Funds	Applicant's Non-Cash Contributions	Other Funds	Total
I. Project or Program Direct Costs *						
Marketing & Event Services		\$5,000.00				\$5,000.00
Special Events: Music		\$3,000.00				\$3,000.00
Special Events: Other		\$4,000.00		\$1,000.00	\$2,500.00	\$7,500.00
Advertising: Ads, Social Media, Other		\$3,500.00		\$1,000.00		\$4,500.00
Graphic Design and Artwork		\$500.00	\$200.00	\$200.00		\$900.00
Banners and Signs		\$1,000.00		\$500.00	\$1,000.00	\$2,500.00
Web Updates: Vendor Application			\$1,075.00	\$300.00	\$300.00	\$1,675.00
Culinary Series & Cooking Demos				\$2,500.00	\$1,000.00	\$3,500.00
SNAP/EBT, DUBF Programs				\$1,000.00	\$1,000.00	\$2,000.00
Market Set-Up and Security				\$5,000.00		\$5,000.00
Other Grants and Sponsorships					\$3,000.00	\$3,000.00
Program Management				\$1,000.00		\$1,000.00
Market Management			\$6,000.00	\$6,000.00		\$12,000.00
SUB-TOTOTAL DIRECT		\$17,000.00	\$7,275.00	\$18,500.00	\$8,800.00	\$51,575.00
II. Indirect Costs **						
Facility Rent					\$30,000.00	\$30,000.00
Facility Utilities-Ameren, Charter, R & R, Other			\$6,600.00			\$6,600.00
Facility and Grounds Maintenance			\$2,000.00	\$10,000.00		\$12,000.00
Event and Liability Insurance			\$1,200.00			\$1,200.00
General Operating Expenses			\$4,500.00			\$4,500.00
SUBTOTAL INDIRECT			\$14,300.00	\$10,000.00	\$30,000.00	\$54,300.00
BUDGET TOTAL - ALL ACTIVITIES		\$17,000.00	\$22,575	\$28,500	\$38,800	\$105,875.00



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: July 11, 2023

SUBJECT: Agenda Item 4(iii) – Façade Improvement Policy Changes – **Discussion Item**

This agenda item asks the Board to consider policy changes to the Façade Improvement Program.

When staff presented the Façade Improvement Applications for FY23 to the City Council for final approval, Councilmembers expressed concerns about the following provisions in the program:

1. There is nothing prohibiting vacant buildings from receiving funding
2. There is nothing restricting or prohibiting mixed-use properties from receiving funding.

Staff also expressed concerns about the following:

1. There is no limit to how many grants may be given to one building
2. There is no requirement for proof of current property and casualty insurance
3. There is no time limit for work to commence.

On June 13, a study session was held during which staff presented suggested language to address these issues. The next step in the process is to present this information to this Board and come up with recommended policy changes. Please review the current policy and the attached presentation and be prepared to discuss proposed changes to the policy.

Attachments: Current Façade Improvement Program
Presentation with Suggested Language

Please do not hesitate to contact me with any questions.

NOTICE OF STUDY SESSION
Façade Improvement Program
CITY HALL, Fifth Floor
6801 Delmar Blvd., University City, Missouri 63130
Tuesday, June 13, 2023
6:00 p.m.

AGENDA

1. Meeting called to order
2. Changes to Regular Agenda
3. Façade Improvement Program
4. Adjournment

The public may also observe via:

Live Stream via YouTube:

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

Posted 9th day of June, 2023.

LaRette Reese
City Clerk, MRCC

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



NUMBER: <i>For City Clerk Use</i>	Study20230613
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SUBJECT/TITLE:
Study Session - Facade Improvement Program - Policy Changes

REQUESTED BY: Brooke A. Smith	DEPARTMENT / WARD Economic Development
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AGENDA SECTION: Study Session	CAN ITEM BE RESCHEDULED? Yes
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CITY MANAGER'S RECOMMENDATION OR RECOMMENDED MOTION:
N/A

FISCAL IMPACT:
N/A

AMOUNT:		ACCOUNT No.:	
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FROM FUND:		TO FUND:	
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EXPLANATION:
This presentation will cover suggested changes to the Facade Improvement Program

STAFF COMMENTS AND BACKGROUND INFORMATION:
Both City Council and staff identified areas of improvement for the Facade Improvement Program. This presentation will discuss those changes.

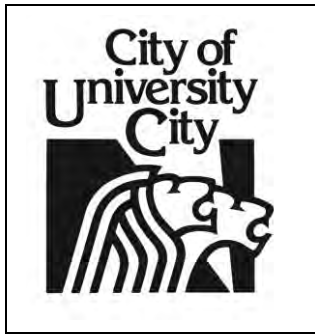
CIP No.	
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RELATED ITEMS / ATTACHMENTS:

1. Current Facade Improvement Program
2. Current Facade Improvement Program Application
3. Presentation

LIST CITY COUNCIL GOALS (5):
Economic Development
Prudent Fiscal Management

RESPECTFULLY SUBMITTED: City Manager, Gregroy Rose	MEETING DATE: June 13, 2023
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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

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.

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.

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. Applicants must show they are free from any liens and mortgage & tax obligations are current
6. 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 fiscal year (July 1, 2022 – June 30, 2023)
 - 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 Rajaye Smith, City of University City, 6801 Delmar Blvd., University City, MO 63130 or email to rsmith@ucitymo.org.



Facade Improvement Program

City of University City

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



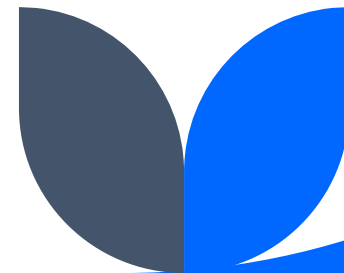
Façade Improvement Program

- Created in 2015
- Funded by Economic Development Retail Sales Tax Fund (EDRST)
- Applicant can receive a matching grant of up to \$15,000 to rehabilitate commercial building facades



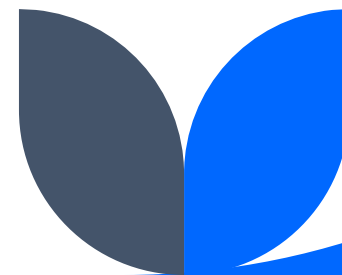
Applicant Responsibilities (Per contract)

- Properly maintain the improvements for a period of 5 years
- Shall not enter into any agreement or take any steps to alter, change, or remove improvements for 5 years



Vacant Buildings – Current Policy

- The program currently does not prohibit funding for vacant buildings.



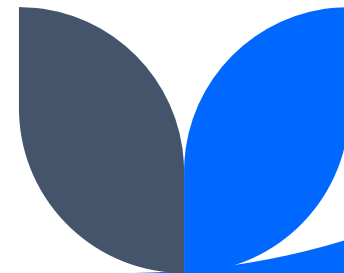
Vacant Buildings - Options

- **Option 1: Vacant Buildings are ineligible**
 - Suggested Language: *Must be an active and operational business prior to [insert date]. Vacant buildings are ineligible*
- **Option 2: Vacant Buildings eligible if applicant can prove intent to occupy**
 - Suggested Language: *Building must be currently occupied by compliant business. If not currently occupied, applicant must show proof of intent to occupy and/or lease the property to a compliant business. Business must occupy the improved building within 60 days of façade work completion*
- **Option 3: Vacant buildings are eligible**



Mixed Use – Current Policy

- The program does not currently distinguish between 100% commercial properties and mixed-use properties
- Current language - “The program is open to all commercially and industrially zoned areas in University City.



Commercial vs. Mixed-Use - Options

- **Option 1: No Mixed-Use**
 - Suggested Language: *Property must be zoned as one of the following:*
 - GC – General Commercial*
 - IC – Industrial Commercial*
 - CC – Core Commercial*
 - LC – Limited Commercial*Buildings serving a residential use are ineligible.
- **Option 2: Reduced Award for Mixed-Use**
 - Add a provision that caps the award at a lesser amount of mixed-use (for example, mixed-use eligible for \$10,000 instead of \$15,000)
- **Option 3: No change to current language**

Proposed Changes to Consider

- Limit how many grants may be given to one building
 - One grant every three years
- Require proof of current property and casualty insurance
- Require work to commence within 60 days and must be completed within 1 year or grant funds revoked



Programs Reviewed

St. Louis Economic Development
Partnership

St. Louis Development Corporation

Dutchtown Main Streets

Maryville, MO

Edwardsville, IL

Hanover Park, IL

O'Fallon, IL

Normal, IL