



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
HEMAN PARK COMMUNITY CENTER
975 Pennsylvania Avenue
University City, MO 63130
Thursday, February 1, 2024.
6:30 p.m.

AGENDA

ECONOMIC DEVELOPMENT RETAIL SALES TAX BOARD

1. Roll Call
2. Minutes – July 13, 2023; August 24, 2023; November 2, 2023
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’s Comments
5. New Business
 - i. FY24 EDRST Applications
Vote Required
6. Board Member Comments
7. Next Meeting Date – February 15, 2024 at 6:30 p.m. (Tentative)
8. Adjourn

**Economic Development Retail Sales Tax Board
Minutes
July 13, 2023
6:30 p.m.**

The Economic Development Retail Sales Tax (EDRST) Board held a virtual meeting on Thursday, July 13, 2023. The meeting commenced at 6:57 pm and adjourned at 8:00 pm.

Voting Members Present:

Kathleen Sorkin
Bobette Patton
Brandon Bradshaw
Byron Price

Voting Members Absent:

Matthew Bellows
Cynthia Martin
Brendan O'Brien

Council Liaison:

Mayor Terry Crow was not present at the meeting.

Staff Present:

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

Others attending:

Jessica Bueler, LSBSD Marketing Specialist
Derek Deavers, LSBSD Chair
Deb Henderson, Executive Director – U City Farmers Market

Minutes – October 6, 2022

Motioned by Brandon Bradshaw, seconded by Byron Priced and carried by voice vote to approve the minutes.

Public Comments

There were no public comments.

Old Business

- i. LSBSD Reimbursement Request – 4/20 Event*

Chair Sorkin opened the floor for this agenda item and welcomed Jessica Bueler, Marketing Specialist and Derek Deavers, Chair for the Loop Special Business District to provide background on this item and explain their request to be reimbursed for the 4/20 Event held by the LSBSD in the Loop.

Chair Sorkin opened the discussion by asking what the funds were spent on and asked why the LSBSD thought the EDRST board had agreed to fund this event. At issue was the fact that the event promotes the use of marijuana.

Jessica Bueler provided background on how the event came about and details on what occurred during the event.

The EDRST Board members discussed the issue with the representatives of the LSB and city staff.

City Manager Gregory Rose noted that there seemed to be a misunderstanding regarding the funding of this event, which is why he wanted the LSB to present their case to the board so the board could make a recommendation to the City Council. He also noted that he would make his own recommendation to the City Council as well.

Discussion resumed on the topic.

Deputy City Manager Smith explained the next steps, informing the board that they would need to make a motion either recommending approval of the reimbursement or not recommending approval of the reimbursement.

City Manager Rose asked what the full cost of the event was, noting that if there was a sponsorship for the event, that should be discussed.

Derek Deavers stated that Sunshine Daydream donated \$25,000 and that he (Derek) personally donated \$5,000 of his own money. He said that \$22,000 was used from the EDRST funds, noting that the donations matched what was supposed to be awarded by the EDRST Board.

City Manager Rose said he would like for he and the Board to have full information about the event. He asked that the LSB provide a line-item budget so the board can have a good understanding of how the funds were spent. Deputy City Manager Smith said she had an expenditure report that she could share. City Manager Rose said this wasn't the forum to share those numbers.

Chair Sorkin asked if the total budget was \$52,000. She asked what they spent and if the sponsors were getting reimbursed. Derek answered no, they would not be reimbursed. Chair Sorkin asked again if they spend \$52,000 on the event. Derek answered yes. Chair Sorkin asked Deputy City Manager Smith if she had receipts for the full amount. Smith answered that she has receipts totally \$22,869, which is what LSB is requesting to be reimbursed for.

Byron Price asked for additional explanation on Derek asking would it have mattered if they changed the name of the event to Earth Day. City Manager Rose answered that it is hard to deal with hypotheticals. He said he believes there are two issues. The first being the board made a recommendation as it relates to the FY24 budget that the 4/20 event not be funded and this issue being that there was some misunderstandings regarding the 2023 event and the Council will likely want a recommendation from the board on whether it would be willing to recommend funding the event for 2023 since there was a misunderstanding. He said that in order to make the recommendation, he believes the board will need to review the expenditures from the event to see how the money was spent.

Derek said that he agreed with Gregory but wanted everyone to know that they were approved for an April, May, June festival and they had a 4/20 event and a Juneteenth event. He said they didn't have to pass the Juneteenth event title by the Board or Council and if they

did not have to approve the Juneteenth event, why would they have to approve the 4/20 event, saying it seems judgmental. He said the event did well, better than the other events in the past. He said that they were passed for the festivals and that no one has questioned the Juneteenth event, yet everyone seems to have issue with the 4/20 event. City Manager Rose responded that regardless of the event that occurred, at this point the issue is whether they can be reimbursed, noting that the funds were awarded in the previous fiscal year and that the Board will have to pull the funds from the reserves should they decide to approve reimbursement. He said at this time the matter before the board is whether or not to recommend the reimbursement of the event and he believes the board will need to review how the money was spent and explained why. Chair Sorkin said that if she understands correctly, Deputy City Manager Smith only had receipts for \$22,000 in expenses. Smith confirmed. Derek stated that the other funds were spend on bands, stages, and other items. He said the \$22,000 was spent on advertising and security. City Manager Rose once again mentioned getting the full budget for the event so the board could review all the expenditures so the board can make a recommendation and that he would also be requesting more information before it goes on to Council.

Byron Price stated that he wanted to be clear that just because the Juneteenth event was funded by this board does not mean he will vote to pass the 4/20 event. Derek specified that he meant to festivals were passed regardless of the name and that it seems judgmental to not want to fund the 4/20 event even though marijuana is legal in the state and city.

Chair Sorkin asked for confirmation that the LSBDD was seeking reimbursement, and the sponsors (Sunshine Daydreams and Derek Deavers) would not be reimbursed. Derek confirmed, saying that those funds were donated and that all LSBDD is asking for is the \$22,000.

Motioned by Brandon Bradshaw, seconded by Byron Price and carried by voice vote to request additional information before making a decision on this item.

New Business

i. LSBDD FY24 Request for Additional Funds

Derek Deavers and Jessica Bueler presented the LSBDD's request for approximately \$266,000 in additional funds in FY24. Discussion was had on the topic.

Chair Sorkin expressed concern about lack of details provided by the LSBDD with their request. She said she would like to see action deferred until more details are received given the high amount of the requests so the board can be sure they are being good stewards of the money. Chair Sorkin noted that other people have applied for funds for activities in other parts of the city and while the board honors the relationship it has with the four entities that receive annual funding, to set aside over half a million dollars with not much in the way of details and not have an open cycle of funding requests/RFPs could present some issues for the board. Derek said he respects that and they can definitely provide the details.

Discussion was had on the application process and what the board needs from the LSBDD to move forward, with everyone agreeing that LSBDD should come back and present the details to the Board in order to have their request considered.

Motioned by Byron Price, seconded by Brandon Bradshaw and carried by voice vote to move this agenda item to the next meeting.

ii. Farmers Market FY24 Request for Additional Funds

Deb Henderson of the U City Farmers Market presented information on Wednesday Market that started in June, noting that it received a great response.

Brandon Bradshaw asked about the Farmers Market having to relocate and how that will affect the programming. Deb Henderson responded that she received an email from the property owner the day before the meeting stating that he wanted to do something different with the back area. She said there had not been much time to make plans on such short notice. She said she did indicate to the owner that they were hopeful to raise funds to purchase the market, noting the market is 50 years old and it has value to the residents and farmers.

Chair Sorkin asked if Deb Henderson would object to the board delaying action while Deb explores options for locations given. Deb stated that she thought it was reasonable.

Chair Sorkin thanked Deb Henderson and noted that the board has to reconvene in a few weeks anyway so there is time for Deb to look into a resolution.

Motioned by Brandon Bradshaw, seconded by Bobette Patton and carried by voice vote to delay action until the next meeting.

iii. Façade Improvement Program Policy Changes

Deputy City Manager recommended deferring this agenda until the next meeting given the time.

Motioned by Brandon Bradshaw, seconded by Bobette Patton and carried by voice vote to defer this agenda item to the next meeting.

Board Member Comments

Chair Sorkin said she could make a special meeting the week of the 31st. She also noted that the Mayor, who serves as staff liaison, would be returning and she thought it important that he be included.

Next Meeting Date – October 5, 2023 at 6:30 p.m.

Adjourn

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

The meeting adjourned at 8:00 p.m.

DRAFT

**Economic Development Retail Sales Tax Board
Minutes
August 24, 2023
6:30 p.m.**

The Economic Development Retail Sales Tax (EDRST) Board held a virtual meeting on Thursday, August 24, 2023. The meeting commenced at 6:31 pm and adjourned at 7:54 pm.

Voting Members Present:

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

Voting Members Absent:

Matthew Bellows
Byron Price

Council Liaison:

Mayor Terry Crow

Staff Present:

Brooke A. Smith, Deputy City Manager/Dir. of Economic Development
Rajaye Smith, Assistant City Manager
Montez Miles, Economic Development Specialist

Others attending:

Deb Henderson, Executive Director – U City Farmers Market

Mayor's Comments

Mayor Crow said he wanted to take a minute to apologize for not attending the last meeting as he knows it got a bit dicey. He noted that as the Mayor he has to appoint the members of both EDRST and LSBSD and he wasn't there to mediate. He mentioned that members of both boards are volunteers, and he would have liked to have been present to smooth things out and have a better understanding. He thanked the members for their service on the boards. He said if something like that happens again, he would encourage the board members to reach out to him as the connector between both boards.

Minutes – May 19, 2022

Motioned by Cynthia Martin, seconded by Brandon Bradshaw and carried by voice vote to approve the minutes.

Public Comments

There were no public comments.

Old Business

- i. *LSBD Reimbursement Request – 4/20 Event*

Chair Sorkin opened the floor to discuss this item. Deputy City Manager provided a brief overview of this agenda item, noting there were some concerns about funding the 4/20 event due to it promoting the use of marijuana. She stated that the item was tabled at the last meeting so that both the board and staff could review the expenditures from the event. She said the City Manager did review the expenditure report and he is recommending that the event be reimbursed this time but that this would not establish a precedent. Smith said there is an item later on the agenda that will recommend establishing a policy to prohibit the funding of these types of events in the future. Further discussion was had on this topic.

Motioned by Brandon Bradshaw, seconded by Cynthia Martin and carried by voice vote to approve the reimbursement of the LSBSD's 4/20 Event.

ii. *End of Year Reports for FY23*

Chair Sorkin opened the floor for this agenda item. Deputy City Manager Brooke Smith presented the End of Year reports for FY23 for U City in Bloom, Farmers Market, The Mannequins Project, and the Loop Special Business District.

Motioned by Brenda O'Brien, seconded by Bobette Patton and carried by voice vote to accept the End of Year reports for FY23.

New Business

i. *Policy Recommendation – Prohibit Funding of Events Promoting the Use of Marijuana, Cigarettes, and/or Alcohol*

Chair Sorkin stated that staff has spent some time thinking and talking about this agenda item and are recommending a policy that prohibits the funding of events promoting the use of marijuana, cigarettes, and/or alcohol. Deputy City Manager Smith summarized the information in the recommended policy. Smith noted that with an affirmative vote from the EDRST Board, the policy would then go to the City Council for final approval.

Chair Sorkin stated that this policy does not mean the LSBSD can't hold the event, just that they cannot use EDRST Funds to pay for it. Deputy City Manager Smith confirmed, stating that as long as they meet the requirements for the city's Special Use Permit, they can host the event.

Byron Price asked if the LSBSD sponsors a restaurant event, they can't use the money if they sell liquor internally in their restaurant. Deputy City Manager Smith answered no and explained why.

Cynthia Martin stated that alcohol can be served, it just cannot be the primary purpose of the event. Deputy City Manager Smith confirmed that this is correct.

Further discussion was had.

Motioned by Brendan O'Brien, seconded by Cynthia Martin and carried by voice vote to recommend approval of the policy as written, with the understand that the purpose is not to prohibit the holding of the events, but the use of EDRST funds to pay for the event.

ii. FY24 Allocations – UCIB and Farmers Market

Deputy City Manager Smith presented this agenda item. She started with U City in Bloom and noted that they were requesting \$52,090 for FY24, the same amount as last year. She noted that they did not ask for an increase for this fiscal year, and they do not anticipate any changes in their budget.

Motioned by Brandon Bradshaw, seconded by Bobette Patton and carried by voice vote to approve funding for U City in Bloom for FY24, not to exceed \$52,090.

Deputy City Manager Smith discussed the FY24 request from the U City Farmers Market. She noted that prior to the last meeting, both the city and Deb Henderson found out that the space they are using will no longer be available to them. Smith noted that Deb Henderson was able to go back and negotiate the use of the space until December 31st. Smith stated that Deb will be using that time to find a new space. Based on this information, Smith said staff was recommended a pro-rated amount for the Farmers Market to cover operations through December and when the Board convenes in January, they can release the funds for the rest of the year if a new location has been found. She noted that this was only for the Saturday market. Smith said she was able to calculate how much was spent last year between July and December of 2022, which was \$20,115, so staff is recommending that \$20,000 be released now with the understanding that if a new location has been identified in January, the remaining \$8,000 can be released.

Deb Henderson added that she and Deputy City Manager Smith discussed the possible use of Municipal Lot 4 as a backup plan. She also said it might be possible to negotiate with the property owner for more time. Deb also discussed long-range goals, including buying the property or another site in U City.

Further discussion was had on this topic and accepting new applications.

Motioned by Bryon Price, seconded by Brendan O'Brien and carried about voice vote to recommend approval of a pro-rate amount not to exceed \$20,000 to cover the Farmer's Market through December 31, 2023.

iii. Façade Improvement Program Policy Changes

Chair Sorkin opened discussion for this agenda item. Deputy City Manager Brooke Smith presented potential policy changes to the Façade Improvement Program for review and discussion based on concerns that were received from the City Council.

Discussion was had.

iv. Projects for FY24 – New Applications

Deputy City Manager Smith stated that the LSBDD has a pending request for the LSBDD that totals over \$540,000, which includes the \$275,000 for their Events and Receptions. She noted that Mannequins in the Loop intends to ask for more money, though she was unsure of the amount. Smith noted that the Farmers Market also intends to request money for their Wednesday Farmers Market and the city also intends to submit applications as well. Smith then details the breakdown of how the money can be spent.

Deputy City Manager Smith proposed returning to the application process and marketing the available funds to the rest of the city. She said she was looking for guidance from the board on having an application process.

Chair Sorkin said there would need to be marketing and then applicants would need time to prepare a proposal. She also said she would like to get back to having the applicants present the way they used to. She noted that this all cannot happen before October 5th.

Discussion was had.

Based on the discussions around the timing of marketing the program, Deputy City Manager Smith asked if there was interest in moving the October meeting to the first week in November to allow for a marketing plan to be created and presentations received from applicants.

Cynthia Martin asked if there are some administrative things that need to be documented, noting that if we are going back to the people that have been receiving money and having them incorporate their entire ask into one proposal so there aren't multiple applications from the same people. She also noted that if you are asking people who have never applied, what is the process for them. She said we need to make sure everything is in place before going out to market for this.

Discussion was had.

Deputy City Manager Smith noted that the regular funding for UCIB, Farmers Market, LSB, and Mannequins in the Loop was already included in the budget, so they will not apply for those funds in FY24, they will only apply for anything extra. She said the intent was to have them submit a separate application for each project, though the one applicant can present on all of the projects at one time. Smith noted that this will allow the Board to vote on each project independently.

Discussion was had.

Board Member Comments

Next Meeting Date – October 5, 2023 at 6:30 p.m. – Cancelled

Adjourn

Motioned by Brandon Bradshaw, seconded by Cynthia Martin and carried by voice vote.

The meeting adjourned at 7:54 p.m.

**Economic Development Retail Sales Tax Board
Minutes
November 2, 2023
6:30 p.m.**

The Economic Development Retail Sales Tax (EDRST) Board held a virtual meeting on Thursday, November 2, 2023. The meeting commenced at 6:32 pm and adjourned at 7:00 pm.

Voting Members Present:

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

Voting Members Absent:

Matthew Bellows
Byron Price

Council Liaison:

Mayor Terry Crow

Staff Present:

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

Others attending:

None

Minutes – April 6, 2023; May 11, 2023

Motioned by Brandon Bradshaw, seconded by Bobette Patton and carried by voice vote to approve the minutes.

Public Comments

There were none received.

Mayor's Comments

Mayor Crow announced a celebration on November 11th to rededicate the WWI memorial in Heman Park on Veteran's Day at 11:00 a.m. He said they have been working with many partners to get as many veterans as possible out to the event. He also announced the ribbon cuttings that were held since the last meeting. He also noted that Costco is running 100% over projections, almost doubling their anticipated revenue. He noted that no one is sure exactly why Dierbergs pulled out and stated that he believes Target just has cold feet due to their earnings reports nationwide. He said the developer continues to look for anchors for the development site. He also discussed the residential developments along Delmar. Mayor Crow said they all attended the 35 year anniversary of One McKnight. He then took questions. Brandon Bradshaw asked what was going up across from Mi Ranchito. Mayor Crow answered that it was Crescent Plumbing and gave a little background on how they came to University City. He noted that it would generate a large amount of sales tax and stated that it was a 100 year family owned business.

New Business

i. EDRST Eligibility Requirements

Deputy City Manager led the discussion on EDRST Eligibility Requirements. She reminded the board members that at the last meeting the board decided to open applications for EDRST funding due to the large request received from the LSB. She stated that City Manager Rose wanted the board to consider what types of businesses they would take applications from, noting that the application currently states that any business in the city can apply.

Discussion was had on this topic. The board decided to keep the eligibility requirements open and consider each application on a case-by-case basis, using the scoring matrix to assist in the review process.

Deputy City Manager Smith said she would adjust the schedule for the application process and send it out to the board via email along with the scoring matrix.

Deputy City Manager Smith also discussed staff's plans for marketing and reaching out to the businesses. She also discussed hosting informational sessions for applicants to offer technical assistance.

Board Member Comments

Next Meeting Date – January 4, 2024 at 6:30 p.m.

Adjourn

Motioned by Kathy Sorkin, seconded by Brenden O'Brien and carried by voice vote.

The meeting adjourned at 7:00 p.m.



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: January 30, 2024

SUBJECT: Agenda Item 5(i) – FY24 DRST Applications - **Vote Required**

This agenda item asks the Board to receive applications for EDRST funding FY24.

Staff received 22 applications for EDRST funding for FY24 totaling **\$1,428,703.75**. A Project Summary is attached for your review. You all received the applications on Friday, January 26th. At Thursday nights meeting, we will go through each application and discuss whether it aligns with the Funding Priority Guidelines for this Board. I will look for you all to let me know which applicants you would like to invite to present their projects to you on February 15th. Those applicants that are not invited to present will be informed that they are not moving forward in the process.

Available Funding: The projected revenue for FY24 has been allocated for the year, so funding for these projects and programs will come from the reserves. To calculate the amount available for funding for this round, staff applied the statutory percentages to the reserve fund and withheld \$500,000 for reserves. That brings the total amount available for this round of funding to **\$1,556,645.**

Scoring Matrix: I initially intended to provide the score cards for each application. However, I believe it best to score the applications once the presentations are made on February 15th. This will allow the applicants to present and answer any questions before scoring is done. A sample scorecard is attached for your review.

Please do not hesitate to contact me directly with any questions.

Recommendation: Board members will be asked to vote on which applicants to advance to the next stage.

Attachments: Project Summary
Total Funds Requested Summary
Applications
Sample Scorecard

Summary of Projects

Artisans in the Loop

Amount Requested: \$63,900

Proposed Project: Art Forward would be located at 6513 Delmar (space currently owned by Joe Edwards) and would host monthly art openings, artist led workshops, retail artworks sales, and potential art space rental.

Location: The Loop

Clayton Building Partnership

Amount Requested: \$79,361.75

Proposed Project: Roof repairs to the shopping center located at 7808 - 7886 Olive Blvd. This shopping center currently houses 5 businesses.

Location: City-wide/Olive Corridor

iNeighborhoods – Bear Studios

Amount Requested: \$25,250

Proposed Project: University City Community Browser. Cameras in the city the loop that can be accessed via mobile phones by those visiting the loop before they arrive or after they depart. Expected to increase community safety. (No physical address, camera currently located at 6900 Delmar)

Location: The Loop

Midwest Association of Farmers Market

Amount Requested: \$9,500

Proposed Project: The U City Farmers Market is requesting funding to increase marketing for their Winter Farmers Market. They are also seeking additional funding to host special events in the Spring, including a new culinary series, spring petting farm, and Earth Day Celebration.

Location: The Loop

Lil Smarties Learning Center

Amount Requested: \$189,200

Proposed Project: TechEd Families Initiative will provide families with accessible Tech Learning opportunities and a local Community mini-tech resource center. Facility currently located at 7330 Olive.

Location: City-wide/Olive Corridor

Meramac Capital

Amount Requested: \$150,000

Proposed Project: Renovation of 6307/6309 Delmar Blvd. (Formerly Three Kings). Restore the building after the fire that occurred.

Location: The Loop

Hatchet House

Amount Requested: \$75,705

Proposed Project: Entertainment facility, axe throwing. Facility located at 6662-C Delmar Blvd.

Location: The Loop

Mannequins Project

Amount Requested: \$20,000

Proposed Project: Art installation along Delmar. *** The Mannequins Project received \$25,000 last year for this project and is set to receive the same amount in FY24. This request is for an additional \$20,000, which would bring the total award to \$45,000. The primary reason for the increase request is to advertise in other markets with the hope of increasing tourism. The Mannequins Project has started to receive national attention and requests to do similar installations in other cities. Instead of doing this, the applicant would like to market the U City installation in other cities to try and attract tourists.

Location: The Loop

SHED

Amount Requested: \$16,250

Proposed Project: Partnership between SHED and U City Hight School to provide high school students with exposure to construction, real estate development, and the arts. Bridge gaps by offering viable career options and training to students.

Location: City-wide

Venture Hill Enterprises (Incomplete Application – No amount provided)

Amount Requested: No amount provided.

Proposed Project: Redevelopment of 7489 Delmar Blvd (formerly Jordan’s Auto Service) into mixed-use building. Applicant does not currently own the site and has not be approved for this project through Planning and Development.

Location: City-wide

Venture Hill Enterprises

Amount Requested: \$180,000-235,000

Proposed Project: Idea Lab in the Delmar Loop to provide a dedicated space for creativity, problem-solving, etc.

Location: The Loop

Well U Café

Amount Requested: \$77,200

Proposed Project: Redevelopment of the property at 6500 Etzel for use as a café, co-working kitchen, and private event space. A food trailer is also part of this proposed project.

Location: City-wide

LSBD – The LSBD has submitted a total of ten applications for a total request of \$410,000. This is in addition to the \$275,000 they were awarded for their annual events.

LSBD

Amount Requested: \$30,000

Proposed Project: Advertising campaigns to promote local shopping and dining.

Location: The Loop

LSBD

Amount Requested - \$10,000

Proposed Project: Re-paint and enhance the existing bike racks in the Loop.

Location: The Loop

LSBD

Amount Requested: \$25,000

Proposed Project: Expanded Outdoor Dining Buildouts for businesses in the Loop.

Location: The Loop

LSBD

Amount Requested: \$50,000

Proposed Project: Funding to for the Marketing and Event Planning position (currently occupied by Jessica Bueler) and the addition of a second full-time position.

Location: The Loop

LSBD

Amount Requested: \$15,000

Proposed Project: Power washing and cleaning Delmar Blvd (the actual street)

Location: The Loop

LSBD

Amount Requested: \$90,000

Proposed Project: Replace trash receptacles and recycling bins in the Loop.

Location: The Loop

LSBD

Amount Requested: \$150,000

Proposed Project: Enhanced Security Measured due to care break-ins and thefts. Will collaborate with a security company to have a visible presence in the Loop.

Location: The Loop

LSBD

Amount Requested: \$15,000

Proposed Project: Trash Pickup and cleaning in the Loop.

Location: The Loop

LSBD

Amount Requested: \$6,000

Proposed Project: Paint utility boxes on Delmar.

Location: The Loop

LSBD

Amount Requested: \$25,000

Proposed Project: Repairs to the Walk of Fame

Location: The Loop

Artisan in the Loop	\$63,900.00	
Clayton Building Partnership	\$79,361.75	
iNeighborhoods - Bear Studios	\$25,250.00	
Midwest Association of Farmers Market	\$9,500.00	
Lil Smarties Learning Center	\$189,200.00	
Meramac Capital	\$150,000.00	
Hatchet House	\$153,042.00	
Mannequins Project	\$20,000.00	
SHED	\$16,250.00	
Venture Hill Enterprises	\$0.00	No Amount listed
Venture Hill Enterprises	\$235,000.00	
Well U Café	\$77,200.00	

LSBD

Advertising	\$30,000.00	
Bike Racks	\$10,000.00	
Expanded Outdoor Dining	\$25,000.00	
Marketing and Event Planning Position	\$50,000.00	
Street Cleaning Delmar	\$15,000.00	
Trash Receptacles	\$90,000.00	
Security	\$150,000.00	
Trash Pickup and Street Cleanup	\$15,000.00	
Walk of Fame	\$25,000.00	
TOTAL	\$410,000.00	

\$1,428,703.75

Artisans in the Loop

History

Artisans in the Loop was purchased by myself (Renau Bozarth) in April of 2023 as an avenue for my daughter, (Alison Bozarth) to further establish herself in the local and regional art world, provide space to showcase her art and to support local and regional Missouri artists to do likewise. As an art lover myself nearly all of my life, I was/am thrilled to have the opportunity to have a personal connection to the many artists I have come to know, to those I have yet to meet, and to find ways to help them thrive.

Artisans in the Loop was established in 2018 by the previous owner, Wendy Harris. Ms. Harris purchased part of the building that was previously Componere Art Gallery. The original owner of the business retired and split the current space (6511 Delmar) from the main facility. Componere continues to exist and has been in business for the last 30 years, with a local and regional following that set a base from which Artisans in the Loop also grew and continues to grow.

Mission

The current project is titled "Art Forward," with its mission to not only benefit Artisans in the Loop, but with a greater vision to impact the community overall, and more specifically the businesses in and around University City. Art Forward is in line with the new "ART's District" mission of the Delmar Loop area and newly revised efforts undertaken, e.g. the mural project. The underlying assumption is that a paradigm shift needs to occur (more quickly) that will allow our regional customer base to view the loop more than a "party zone," or just a place to grab a bite of food and leave. By providing art related events, venues, and retail sales options that are outside of the current restaurant and bar focus, it is hoped this shift can be stimulated, thereby creating growth potential for all businesses up and down Delmar BLVD.

Programs and Activities

The current focus at Artisans in the Loop is retail art sales, with no space for specialty events or classes, and with limited available resources for business development activities.

Art Forward would reside at 6513 space directly adjacent Artisans in the Loop. This space is currently owned by Joe Edwards, with the projected purchase of the building by Washington University.

The projected use of the space would be multi-functional, and includes, at minimum, monthly ART openings for seasoned and emerging artists, artist led workshops, e.g. painting, jewelry making, and other fine art crafts, retail artwork sales, and potential art space rental. The site could also be used in conjunction with local university art programs as space for show collaboration, student led classes, and student credit hours for art related work, both hands on as well as real world business and "customer acquisition" training.

The monthly art shows would be themed and scheduled to capture both day and evening customers, adding to the potential foot traffic in the Loop district. The concept is modeled after a number of similar venues, one in particular being Soulard Art Gallery. Artists submit several pieces for consideration, then an event is held whereby artists are awarded cash for "Best of Show," in addition to other awards. Art is sold at the shows, but also available for purchase after the show ends and up until the next event begins. Even as a very small setting, this gallery on average hosts 40 artists monthly via this effort and purportedly turns artists away due to space limitations.

Classes would also be revenue generating, with coordination with other related businesses e.g. Craft Alliance and Third Degree Glass. The primary focus would be short term classes (1-4 hours) as opposed to the more involved, longer-term classes currently offered by the aforementioned businesses. Artist workshops times and days would vary according to type and duration required. The shorter-term classes also allow for a greater source of variability and desirability amongst potential art consumers.

Art Forward includes the establishment of a new Spring art event, titled "The Budding Artist.," with a focus on the emerging artist subset. This particular focus being an effort to distinguish the festival from region's typical art event and repeat artists. This would be a one-day event, with the logistics of implementation modeled after Cherokee Street where businesses allow artist to show and sell their work inside of the business itself as opposed to shutting the street down, which can be problematic and have a potential negative financial impact. Per Emily Thenhaus, Cherokee Street's even organizer, both the print bazaar and the jazz crawl on Cherokee follow this model, with tremendous growth in both events over the last 10 years. Ms. Thenhaus indicated the print Bazar alone pulls in 10 visitors per every artist in the event. This past year, 175 artists participated, with over 100 artists turned away. My daughter, Alison has been in the print bazaar for the last 7 years, and having attended the event with her, I can attest to the tremendous grow not just in foot traffic, but with the overall development of shops and other retail venues as well. Lastly, having the festival for one day increases the sense of urgency regarding customer anticipation and increases the likelihood of event attendance.

Additional events to be facilitated, include quarterly Artist pop up events, using the model as described above. In this scenario, themed artists would be procured, with varying art specialties represented, e.g. pottery and ceramics, jewelry, watercolor/oil, photography, etc. Again, artists would be showcased inside of the area's businesses, driving traffic to both the artist and the participating business.

Summary of Need

EDRST Funds are needed for initial start-up and year one expenses related to Art Forward. This includes funds for a business develop consultant with specific expertise in the art world, with funds allocated directed first to the hiring of this individual. Doing so would be required to facilitate external events as they are time sensitive and will require hands on work in the months leading up to the events themselves. Efforts will a need to be undertaken to establish

direct one on one business relationships for site participation and to procure the artists themselves, both for events and for class teaching. This individual would also be responsible for the development of graphic design materials, and social media outreach and marketing activities. Accessing additional grant money, and establishing connections and collaborative efforts with universities, Regional Arts Commission, "Best of Missouri Hands", and other artist support organizations and agencies will also be paramount to the longer term success of Art Forward.

Once facility needs are secured, additional funds would be utilized for art event and class supplies, e.g. art board, carving tools, paints, inks, easels as well as basic supply needs, e.g. tables, chairs, shelving, computer, printer, etc.

Meeting City Plans and Policies and Job Creation

Art Forward meets city plans by:

- *Redeveloping underutilized commercial property. The 6513 locations has been vacant for several years.

- *Enhance the city's efforts to attract increased foot traffic as well as a potential higher income bracket for retail and other disposable income spending.

- *Provide additional employment opportunities, at minimum, via increased income potential for artists participating across all venues, part-time employees for special event work, and musicians for events.

- *Provide unmet need: The Delmar Loop has lost many of its art related business and boutiques over the years, with current retail generally unrelated to an Art focus overall. Current events, outside of the ice carnival, e.g. the Pet Parade, the 420 and "Juneteenth" festivals are not art related and although may be viable and worthy in their own right, do little to forward the mission of the area as an Arts District.

Leverage Additional Financial Support

As the owner of Artisans in the Loop, I am committed to the art business and doing whatever possible to ensure its success. This includes seeking additional grant monies and sponsorships as well as in-kind donations to assist with, at least initially, for rent/other unanticipated expenses.

Expected Outcomes:

- *Increase paying visitors/customers to Artisans in the Loop and the surrounding businesses, both retail and food operations.

- *Hiring and implementation of services of a Specialty Arts Business Development Consultant.

- *Art instructors, with multiple areas of expertise secured, to conduct workshops for all age groups and interests.

- *A successful startup operation with potential to grow and expand for years to come.
- *Greater participation and collaboration with area business and community partners.

Growth Benchmarks:

External Events-

Budding Artist Festival

Quarterly Artist Pop-Up Events

of artists applying for event participation

of artists accepted for event participation

Foot traffic estimate: provide formal tool for business feedback to determine estimate/\$impact

Facility (6513) based-

of artists applying for event participation

of artists accepted for event participation

of workshops held

of participants per workshop

of days workshops held

Variation in types of workshops with goal of adding different disciplines over time.

Timetable

Hiring of Business Consultant June 2024

Business outreach initiated and participation secured/Call for Artists, Artists Juried July/August 2024

Pop of Event development and Implemented October 2024

Call for Art and Budding Artist Festival plans initiated September 2024 for implementation Spring/2025

6513 Space secured June 2024

Month Art Shows/Workshops implemented September 2024

Type of Funding Request

Project- X

Program-X

Other-X

The request for funds is across all areas. Currently, the request is expected to be a one-time request, although that may change as more potential events are added.

Direct Expenses:

Business Development Consultant Fees- hours per week @ \$30 per hr. x 48 weeks= \$34,000

*16 hours External Events

*8 hours Facility Event Curation/Workshops/Themed Art Shows

Art Teacher Pay @ 100 per workshop= \$10,800

General Supplies/Tables, Chairs, Shelving, Containers- \$2800

Art/General Supplies /expendable, i.e. paint, glue, paper, ink, etc. \$2500.

Computer, Square, Printer, Soundbar- \$1800

Total- Direct Expense = \$51,900- EDRST Requested

Rent - \$2200x12= \$26,400- EDRST Requested/\$12,000

Insurance= \$100x12=\$1200

Repairs and Maintenance=\$1200

Taxes and License- \$500

Telephone- 100x12=\$1200

Utilities-\$200x12=\$2400

General Office Expense-\$2500

Other Supplies/Misc- \$2000

Total Indirect Expense- \$37,400

Applicants Cash/Non-Cash- Contributions: \$58,000

Rent- \$12,000

Insurance-\$1200

Repairs and Maintenance- \$1200

Taxes and License- \$500

Telephone- \$1200

Utilities-\$2400

General Office Expense-\$2500

Other Supplies/Misc.- \$2000

Executive Administration Donated- \$35,000

Total Budget: \$124,300

ERDST FUNDS REQUESTED (TOTAL)- \$63,900



Economic Development Retail Sales Tax Board
 6801 Delmar Boulevard · University City, Missouri 63130 · 314-505-8500 · Fax: 314-862-3168

**ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS
 FISCAL YEAR 2024 (JULY 1, 2023 – JUNE 30, 2024)**

GENERAL INFORMATION

In August 2006, the City of University City levied a one-quarter (1/4) percent sales tax on retail sales to be used for economic development purposes. This revenue is based on the amount of sales tax generated through point of sales within the City limits and fluctuates from year to year.

Through the Economic Development Retail Sales Tax (EDRST), funds are being invested in University City programs and projects that encourage the physical and economic redevelopment of major corridors, improve infrastructure, support existing successful business districts, and enhance efforts toward business retention, expansion and attraction. The use of revenues generated by the tax are generally for project administration, land acquisition, infrastructure, water and wastewater treatment capacity, matching state or federal grants related to long-term economic development projects, marketing, training, equipment and infrastructure and other specified uses. Please refer to the "Funding Priority Guidelines" for additional information relating to the use of funds.

A nine-member volunteer Economic Development Retail Sales Tax Board helps to oversee the use of the EDRST and serves in an advisory capacity to City Council. City Council will make the final award decisions.

WHO CAN APPLY

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

FY2024 EDRST APPLICATION TENTATIVE SCHEDULE

DATE	ACTION
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January 10, 2024 @ 5:00 p.m.	Application Deadline
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March 11, 2024	City Council makes final funding awards



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

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

Application Date: 1/10/24

Project Title: EDRST

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: Clayton Building Partnership

Contact Person and Title: CHAI-PEI LU Partner

Mailing Address: 1281 WHITE RD CHESTERFIELD MO 63017

Phone Number: (314) 330-7738

E-mail Address: CHAI3143030@hotmail.com

Website: _____

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

- a. CHAI-PEI LU 314-330-7738 CHAI PEI CHAI3143030@hotmail.com
- b. Richard Lu 314-662-0988 rvl82@yahoo.com
- c. Alan Lu 314-750-7739 alan.luav@gmail.com

partner agreement
good business status

Type of Entity:

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

501(c) 3:

Yes No If no, list type of entity:

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

Yes No

2. **Applicant/Organization Background**

Describe the applicant/organization history and mission:

Establish partnership in 2001 for conducting retail shopping center leasing and renting business.

Describe the applicant/organization programs and activities:

Same as above

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

NA

SECTION 2: PROGRAM OR PROJECT INFORMATION

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

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

During and after COVID-19, the retail business has been in a depressed state and hasn't been looking so good. The project is to bring the shopping center to be prosperous.

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

Each small project requires 5-8 part-time or full-time jobs to repair a section of the roof work.

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

To start with, for us to start this project was simply because All Nations Church always had a roof leak and we could not fully repair it. Also, KC Beauty Supply refused to pay the rent and insisted that if we didn't fix the roof problem, then they wouldn't pay the rent. Then, we decided to take care of each roof problem one by one consecutively, no matter how much it cost. Now, there's no more roof leaks to create any problems in the retail stores.

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

- 1) KC Beauty Supply and Subway
- 2) All Nations Church
- 3) Barber Shop & Health Care
- 4) Elmo's Love Lounge
- 5) AIT3 and China King

Program or Project Timetable:

The listed project has been completed by using Midwest Bank Centre's line of credit.

Type of Funding Request (check all that apply):

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

Total Budget:

Amount of funding requested from EDRST:

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

One-time request.

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

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

Clayton Building Partnership
Name of Applicant Organization

Chai-Pei Ly 1/10/24
Authorized Signature Date

EDRST B-1

City of University City
 Economic Development Retail Sales Tax
 FY24 Request for Funds: Budget Cost Summary

Applicant
 Project

Amount of Request

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

I. Project or Program Direct Costs*	Total EDRST Funds	Applicant's Cash Funds	Applicant's Non-Cash Contributions	Other Funds	Project Total
KC Beauty Supply and Subway		14,787.60			
All Nations Church		15,129.65			
Barber Shop & Health Care		12,744.78			
Elmo's Love Lounge		17,529.77			
AIT3 and Chind King		19,169.95			
Total Direct Costs	\$ -	79,361.75			\$ -
II. Indirect Costs**					
Operations	\$ -				\$ -
BUDGET TOTAL - ALL ACTIVITIES	\$ -				\$ -

*Examples of direct costs are project materials, salaries, fringe and benefits, supplies and equipment that are tied to a particular cost objective such as a project or program. Consultation with City staff is advised to assist in defining direct costs.

**Examples of indirect costs are expenses relating to operations, such as general office and building expenses. These costs must represent a reasonable and proportional rate in relationship to direct costs. Consultation with City staff is advised to assist with defining indirect costs.



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

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

**ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS
FISCAL YEAR 2024 (JANUARY 1, 2024 – 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 **January 10, 2024** 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 10, 2024
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 continue the same for our early season spring markets which run from April-June. 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 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 are seeking funding to continue our Culinary Series 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.

- **Earth Day Celebration:** A spring celebration that really kicks off the market season. This event is growing in popularity and is a great way to advertise the early spring markets. Earth Day is a perfect theme for the farmer's market.

- 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 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 2024: Host Winter Markets every other week
- April-June 2024: Implement Spring Special Events
- June 30, 2024: EDRST Fiscal Year 24 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: \$25,800 (Includes In-Kind Valuations)

FUNDING—AMOUNT OF REQUESTED FROM EDRST: \$9,500 (Please See Attachment.)

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

- 8. MULTI-YEAR REQUEST:** For FY25 we would like to consolidate our EDRST Funding Requests for the Winter Markets & Spring Events and the Wednesday Markets with our annual funding request of \$28,000.

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 10, 2024

Date

EDRST B-1
 City of University City
 Economic Development Retail Sales Tax
 FY24 Request for Funds: Winter Markets and Spring Events
 Budget Estimate

Applicant MAFM for the U City Farmers Market
 Amount of Request \$9,500

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	\$200.00		\$100.00		\$300.00
Spring Events: New Culinary Series	\$500.00		\$300.00	\$300.00	\$1,100.00
Spring Events: Bring a Friend to Market Day	\$200.00		\$100.00		\$300.00
Spring Events: Petting Farm	\$750.00		\$200.00		\$950.00
Spring Events: Earth Day Celebration	\$500.00		\$500.00		\$1,000.00
Banner, Sign and Poster Printing	\$300.00				\$300.00
Graphic Design and Artwork	\$300.00		\$200.00		\$500.00
Event Equipment, Rentals, Décor	\$850.00				\$850.00
Marketing	\$2,000.00				\$2,000.00
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	\$9,500.00		\$12,700.00	\$3,600.00	\$25,800.00
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	\$9,500.00	\$12,300	\$24,700	\$33,600	\$80,100.00

EDRST B-1
 City of University City
 Economic Development Retail Sales Tax
 FY24 Request for Funds: Winter Markets and Spring Events
 Budget Estimate

Applicant: MAFM for the U City Farmers Market
 Amount of Request: \$9,500

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ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS FISCAL YEAR 2024 (JULY 1, 2023 – JUNE 30, 2024)

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 6801 Delmar Boulevard · University City, Missouri 63130 · 314-505-8533

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

Application Date: 12/14/2023

Project Title: 6307/6309 Delmar Exterior Repair and Facade

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: Meramec Capital LLC

Contact Person and Title: Greg Belger, CEO and President/Fund Manager of Meramec Capital

Mailing Address: 7777 Bonhomme Ave. 18th Floor, Clayton, MO, 63105

Phone Number: (314) 309 8328

E-mail Address: greg@merameccapital.com

Website: https://www.belgerfinancialgroup.com/

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

- a. Derrick Hibbler, 314-769-6723, derrick@southmeramecpm.com, Developer
- b. Greg Belger, (314) 309 8328, greg@belgerfinancialgroup.com, Fund Manager
- c. _____

Type of Entity:

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

501(c) 3:

Yes No If no, list type of entity: Private Equity LLC

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

Yes No

2. **Applicant/Organization Background**

Describe the applicant/organization history and mission:

Meramec Capital St. Louis-based Private Equity firm focused on real estate investments. Our investment strategy is centered around identifying and acquiring undervalued or distressed properties with significant growth potential. We plan to generate profit and increase revenue by executing on our investment strategy, creating value for our investors, and selling or refinancing our properties at a profit.

Meramec Capital Private Equity offers a unique investment opportunity in Single Family, Multi Family, land assets, and undervalued real estate assets within Opportunity Zones. Through our disciplined investment approach, we aim to create value and deliver superior returns. Our diverse team of experts, with expertise in urban planning, financial services, and real estate investment, serves as a trusted resource for clients pursuing their financial and investment objectives. By investing with Meramec Capital, investors have the opportunity to revitalize communities and generate attractive returns.

Describe the applicant/organization programs and activities:

Greg has been educating thousands of retirees through monthly educational seminars and workshops on how to not only protect and grow their retirement but also how to create a lifelong income. He's been featured on Local Fox2, ABC30, and other TV and radio shows. And he's been licensed since 2007 to help retirees make the right investment choices for their future.

Experienced Team: Derrick Hibbler's expertise in real estate investment and urban planning, combined with Greg Belger Jr.'s expertise in retirement planning and financial services, makes our team a trusted and proven resource for clients seeking success in their financial and investment goals.

Unique Approach Unique Approach: At Meramec Capital, we leverage our deep understanding of urban development and Opportunity Zones to identify underutilized real estate assets with untapped potential. Our strategy is designed to maximize cash flow and equity growth through a diversified portfolio of single-family, multi-family, and opportunity zone properties while minimizing risk for our investors.

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

SECTION 2: PROGRAM OR PROJECT INFORMATION

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

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

The Meramec Capital project, which involves the renovation of 6307/6309 Delmar Boulevard, aims to benefit the University City community. Following a fire at Three Kings restaurant, the objective is to restore the building to its former glory. The plan includes rebuilding the 2000 square feet that was burned down, reconstructing the front outside patio, and addressing building repairs, including renovations to the apartments. The comprehensive project also entails a complete brick restoration. The primary goals are to support community growth and select businesses that align well with University City and Washington University. Partnerships with experienced professionals such as Derrick Hibbler and architect Arno Sandoval have been established to ensure the project's success. The focus is on safety through improved lighting and security measures.

This project aligns with and contributes to the city's plans and policies by revitalizing a historic space, promoting economic development, and prioritizing the well-being of patrons and the community.

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

Five(5) full-time positions with an average annual wage of \$30,000- \$50,000 for each job.

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

We expect this project to take 2-3mos to get completed and we would like to begin to rent the 2 bedrooms 1 baths by January of 2024 and have all exterior repairs for the front and back of building completed by May 2024.

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

6307/6309 Delmar

Program or Project Timetable:

60-90 days

Type of Funding Request (check all that apply):

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

Total Budget: \$150,000

Amount of funding requested from EDRST: \$150,000

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

N/A

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

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

Meramec Capital LLC

Name of Applicant Organization

Authorized Signature

Date

City of University City
 Economic Development Retail Sales Tax
 FY19 Request for Funds: Budget Cost Summary

Applicant Greg Belger
 Amount of Request \$150,000

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 *					
Front Outdoor Patio Rebuilt	\$25,000				\$25,000
Security Cameras and lighting	\$5,000				\$5,000
Install Fire System inside Three Kings Building for Code	\$30,000				\$30,000
Rebuild exterior walls and repair brick	\$40,000				\$40,000
New windows exterior	\$40,000				\$40,000
Tuck-Pointing	\$10,000				\$10,000
II. Indirect Costs **					
BUDGET TOTAL - ALL ACTIVITIES	\$150,000				\$150,000

*Examples of direct costs are project materials, salaries, fringe and benefits, supplies, and equipment that are tied to a particular cost objective such as a project or program. Consultation with City staff is advised to assist in defining direct costs.

**Examples of indirect costs are expenses relating to operations, such as general office and building expenses. These costs must represent a reasonable and proportional rate in relationship to direct costs. Consultation with City staff is advised to assist with defining indirect costs.

City of University City
 Economic Development Retail Sales Tax
 FY19 Request for Funds: Budget Cost Summary

Applicant Greg Belger
 Amount of Request \$150,000

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 *					
Front Outdoor Patio Rebuilt	\$25,000				\$25,000
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Economic Development Retail Sales Tax Board
 6801 Delmar Boulevard · University City, Missouri 63130 · 314-505-8533

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

Application Date: 1/10/2024

Project Title: _____

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: Hatchet Haus Axe Throwing (Hatchet Haus, LLC)

Contact Person and Title: Rhonda and Kiarla Taylor

Mailing Address: 305 RUE SAINT FRANCOIS ST FLORISSANT, MO 63031

Phone Number: 6367510096

E-mail Address: info@hatchethausaxethrowing.co,

Website: www.hatchethausaxethrowing.com

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

a. Rhonda Taylor Address: 305 Rue St. Francois St Florissant, MO 63031 P: 636-751-0096, Email: Rtaylor@steelolc.com

b. Kiarla Taylor Address: 305 Rue St. Francois St Florissant, MO 63031 P: 314-607-2076, Email: Ktaylor@steelolc.com

c. _____

Type of Entity:

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

501(c) 3:

- Yes No If no, list type of entity:

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

- Yes No

2. **Applicant/Organization Background**

Describe the applicant/organization history and mission:

Experience the thrill of axe throwing like never before at Hatchet Haus! Our state-of-the-art facility is unlike any other, offering not only the chance to hurl axes, but also a range of additional amenities including delicious food, refreshing drinks, and exciting games.

Our team of trained axe masters are always on hand to ensure a safe and enjoyable experience for all. So bring your friends, family, or coworkers to Hatchet Haus for a unique and unforgettable outing.

Whether it's a bachelor party, birthday celebration, office team building event, or just a casual night out, we have something for everyone. Don't miss out on this one-of-a-kind opportunity – visit us at Hatchet Haus Axe Throwing today!

Describe the applicant/organization programs and activities:

Axe throwing has become a popular recreational activity in recent years, often offered as a program at dedicated axe-throwing venues or as part of team-building events, parties, and other group activities. Here's a description of typical axe throwing programs and activities:

1. **Venue and Setup:** Axe throwing programs are usually held in specialized indoor facilities equipped with multiple throwing lanes. Each lane typically consists of a wooden target board, often marked with scoring rings, and a throwing line from which participants hurl the axes.
2. **Safety Briefing:** Before the activity begins, participants receive a safety briefing from trained staff. This includes instruction on proper axe handling, throwing techniques, rules, and safety guidelines to ensure a safe and enjoyable experience.
3. **Instruction and Guidance:** Participants are typically guided by experienced instructors who provide coaching on how to properly grip, aim, and throw the axe for accuracy and safety. They may also offer tips on improving throwing technique and achieving better results.
4. **Practice Sessions:** Prior to any formal competition or games, participants are given time for practice throws to get comfortable with the axes and the throwing process. This helps them to adjust their technique and build confidence before the main activities begin.
5. **Games and Competitions:** Once participants are familiar with the basics, they can engage in various games and competitions. These may include traditional target-based games where participants aim to score points by hitting specific areas of the target board, or more creative games that involve different challenges and rules.
6. **Group Events and Team Building:** Axe throwing programs are often organized for group events and team-building activities. Participants can compete individually or in teams, fostering camaraderie and friendly competition. The activity provides a unique and memorable experience for corporate groups, parties, and other social gatherings.

7. Social Atmosphere: Axe throwing programs often emphasize a fun and social atmosphere, with music, refreshments, and a lively environment. This helps create an engaging and entertaining experience for participants and spectators alike.

Overall, axe throwing programs and activities provide a blend of skill, competition, and camaraderie in a safe and controlled environment, making them a popular choice for a wide range of group outings and team-building events.

SECTION 2: PROGRAM OR PROJECT INFORMATION

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

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

Hatchet Haus Axe Throwing project aims to create a recreational facility that offers a unique and exhilarating experience for individuals and groups. The project addresses the growing demand for alternative entertainment options in the city, providing an engaging and safe environment for participants to enjoy a thrilling activity.

Goals and Objectives:

1. To provide a safe and controlled environment for individuals to learn and participate in axe throwing.
2. To promote social interaction, team building, and friendly competition among participants.
3. To offer a fun and memorable experience for customers of all ages and skill levels.

Partners:

The project will collaborate with local businesses, community organizations, and businesses to host corporate events, team-building activities, and special promotions. Partnership opportunities will also be pursued with local food and beverage vendors to enhance the overall customer experience.

Alignment with City Plans and Policies:

The program aligns with the city's strategic plan to promote recreational and leisure activities that foster community engagement. By offering a unique and stimulating activity, the project contributes to the diversity of entertainment options available in the city and supports the growth of local businesses.

The proposed program and associated cost allocation outline the essential components required to establish Hatchet Haus Axe Throwing as a successful and sustainable recreational business within the city.

	Total	Applicant's Cash	Applicant's Non-Cash		Project
	EDRST Funds	Funds	Contributions	Other Funds	Total
I. Project or Program Direct Costs*					
Hatchet Haus Direct Cost	\$ 77,000	\$10,000	\$75,000		\$ 162,000
Security for Hatchet Haus interior/exterior/parking while operating	\$ 9,600	\$1,000	\$3,000		\$ 13,600
U-City Community Communication Events	\$ 24,000		\$2,000		\$ 26,000
Parking Spaces	\$ 15,600				
Costs Total Direct	\$ 126,200				\$ 201,600

II. Indirect Costs**	16,762			
Operations	\$ 10,080			\$ 10,080
BUDGET TOTAL - ALL ACTIVITIES	\$ 153,042			\$ 211,680

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

There would be an estimated 2 full time positions and 11 part-time positions. The full time position would be a manager position and the wage would be based on experience and minimum wage requirements. The part-time positions will include, axe masters, cooks, and bartenders and those wages will be an average \$15.00 an hr plus tips.

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

Hatchet Haus Axe throwing University City Expected Outcomes:

1. Increased foot traffic and patronage to the local area, benefiting nearby businesses.
2. Positive customer feedback and high satisfaction rates, indicating a successful and enjoyable experience.
3. Enhanced social engagement and community interaction through group events and team-building activities hosted at Hatchet Haus Axe Throwing.
4. Safe and controlled participation in axe throwing activities, resulting in zero incidents of injury or safety concerns.

Milestones:

1. Completion of facility setup and safety measures within 6 months.
2. Commencement of axe throwing practice area construction within 8 months.
3. Launch of marketing and promotional campaigns within 10 months.
4. Staff fully trained and operational within 12 months.

Project Success Measurement:

The success of the project will be measured through both qualitative and quantitative indicators. This includes tracking metrics such as:

1. Customer satisfaction surveys to gather feedback on the experience and facilities.
2. Number of visitors and repeat customers to gauge popularity and demand.
3. Incident reports and safety records to ensure the protection of participants.
4. Financial performance and revenue generation as an indicator of business viability and growth potential.

By monitoring these measures, the project's success can be assessed and adjustments made as necessary to achieve the desired outcomes.

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



Program or Project Timetable:

Here's a sample timetable for the implementation of Hatchet Haus Axe Throwing project:

Month 1-3: Current Phase

- Research and secure a suitable location for the facility.
- Obtain necessary permits and licenses for the operation of the business.
- Develop a business plan and operational strategy.
- Develop marketing materials and promotional campaigns to generate buzz and attract potential customers.

Month 4-6:

- Set up the physical facility, including the construction of axe throwing lanes and safety measures.
- Acquire equipment and furnishings for the facility.
- Recruit and hire staff members, including trainers and customer service personnel.
- Launch pre-opening events or promotions to build anticipation and attract early interest.
- Finalize safety protocols and training programs for staff and patrons.
- Officially open the facility to the public.
- Monitor operations and conduct regular assessments of safety procedures and customer satisfaction.
- Analyze and adjust marketing strategies based on initial customer feedback and response.

This timetable provides a general outline for the progression of the project, with key tasks and milestones identified for each phase. It's important to note that specific timelines may vary based on factors such as location, local regulations, and resource availability. Regular monitoring and adaptation to unforeseen circumstances are essential for successful project management

Type of Funding Request (check all that apply):

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

Total Budget: \$211,680.00

Amount of funding requested from EDRST:\$153,042.00

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

This will be a multi-year request.

City of University City
Economic Development Retail
Sales Tax

FY24 Request for Funds: Budget Cost Summary

EDRST B-1

**City of University City
Economic Development Retail Sales Tax
FY24 Request for Funds: Budget Cost Summary**

Applicant: Hatchet Haus Axe Throwing

Project

Amount of Request \$ 137,060

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

	Total EDRST Funds	Applicant's Cash Funds	Applicant's Non-Cash Contributions	Other Funds	Project Total
I. Project or Program Direct Costs*					
Hatchet haus Direct Cost	\$ 77,000	10000	75000		\$ 162,000
Security for Hatchet Haus interior/exterior/ parking while operating	\$ 9,600	1000	3000		\$ 13,600
U-City Community Communication Events	\$ 24,000		2000		\$ 26,000
Parking Spaces	\$ 15,600				
					\$ -
					\$ -
					\$ -
Total Direct Costs	\$ 126,200				\$ 201,600
II. Indirect Costs**	\$16,762.00				
Operations	\$ 10,080				\$ 10,080
BUDGET TOTAL - ALL ACTIVITIES	\$ 153,042				\$ 211,680

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EDRST B-1

**City of University City
Economic Development Retail Sales Tax
FY24 Request for Funds: Budget Cost Summary**

Applicant: Hatchet Haus Axe Throwing

Project

Amount of Request \$ 137,060

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

	Total EDRST Funds	Applicant's Cash Funds	Applicant's Non-Cash Contributions	Other Funds	Project Total
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iNeighborhoods – Bear Studios

“Community Browser” EDRST Application

Name of Applicant/Organization: iNeighborhoods llc

Contact Person and Title: David Sandel CEO

Mailing Address: 6900 Delmar Blvd. University City, Missouri 63130

Phone Number: 314-435-3658

E-mail Address: davidsandel@ineighborhoods.us

Website: <http://ineighborhoods.us>

Website: <https://www.bearstudios.org/>

501C3 – No

MBE or WBE - No

Describe the applicant/organization history and mission:

There are two companies working together on this project, iNeighborhoods a professional company and BEAR, a collective technology company of Washington University students, and sub-contractor to iNeighborhoods.

iNeighborhoods was formed in 2016. Our mission is to work with cities, real-estate developers and business districts to implement Smart City solutions that revitalize and solve economic, transportation, climate change, workforce development and community safety problems.

Since 2014, Bear Studios has connected the most talented undergraduates with opportunities to freelance and provide startups and established businesses with strategy, design, and technology solutions.

Describe the applicant/organization programs and activities:

iNeighborhoods provides an array of design engineering, planning, and installations services. This includes design work with community apps and communication technologies such as fiber, wireless, 4G, 5G CBRS and IoT. iNeighborhoods also offers community planning services for readiness assessment, economic development, entrepreneurial ecosystems, community engagement, workshops, and education programs.

Bear Studios offers a fresh perspective to challenges faced by client businesses. Former clients range from major universities and national healthcare systems to software and biomedical companies in St. Louis and beyond.

Bear Studios mission is to equip diverse clients with the tools they need to succeed by leveraging undergraduate talent with an innovative and entrepreneurial approach to problem solving.

Program or Project Summary:

Our project is called the University City Community Browser. The Community Browser is an App that will give visitors, residents, and businesses in the Delmar Loop (and University City) visibility into their corridors and neighborhoods in ways that were not possible before.

The App is based upon Digital Placemaking Technology that was developed by iNeighborhoods over the last two years. Digital Placemaking integrates streaming video, sensors data and other content to create visibility into community that was not possible before.

The technology was reviewed by the University City Mayor and Gregory Rose in separate meetings in 2023. At that time, Gregory said iNeighborhoods should consider focusing on making the community safer for our students and businesses. iNeighborhoods also received verbal support from Washington University board members.

Currently iNeighborhoods uses Digital Placemaking as a pop up for its business and its customers at 6900 Delmar. iNeighborhoods pop up is best viewed on a mobile device. Our largest Digital Placemaking project is currently taking place in Michigan City, Indiana and is being funded by the Michigan City Area Schools or MCAS.

The cameras have two functions, one to show areas of community and of artistic interest in University City. The parking lot camera gives us the ability to let our customers see our parking lot BEFORE and AFTER they arrive on their mobile devices. Later, they can check the parking lot camera again before they leave. ***Together the parking lot cameras improve real community security in and the area around the 6900 building as customers walk or drive to our office location.*** This technology is built on mobile web technology.

That said, for example, if someone is in a Loop venue in the evening, they could check the Community Browser and see the adjacent parking lot camera before they leave the venue. Moreover, Loop and University City patrons could see the parking lot of their destination before they arrive. This is a game changer in community safety. Furthermore, camera streaming will be limited to ten seconds to help avoid any privacy concerns.

Bear Studios job will be to migrate the same Digital Placemaking technology into an App form to provide the same services and community visibility but within a GIS map environment. One map would be used to highlight community safety cameras in the Loop and University City, another map could be used to highlight arts projects that are real, virtual, or exclusively digital

on the community browser. Other areas of interest could be easily added with additional map layers. Bear Studios will also provide login and registration, social media functionality, a data base and an event calendar.

Summary of Need:

Community safety and economic revitalization has become a big issue across University City and particularly in the Loop. Community Browser should have a game-changing effect on the corridor as it will give visitors, residents, and businesses an easy to see into parking lots and alleyways before they arrive or depart.

The Delmar Loop has recently changed its branding to include creative arts. Community Browser will include a GIS map layer to highlight and connect to all art projects and make new forms of art possible too.

Through the Bear Studios connection, Washington University students will adopt the use of Community Browser and visit the Loop more often.

Part-time Job Creation

Program Manager – \$ 50 hr.

Coding - \$ 25 / hr.

Project Management \$ 25 / hr.

Financial and Contract Management \$ 25 / hr.

Community Engagement \$ 25 hr.

Field Testing \$25 // hr.

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

Project outcomes, we expect that the Community Browser will have a significant positive affect on the perception of community safety in the Delmar Loop and University City. We have already done significant engagement around this topic and everyone we have interviewed is very positive about the Community Browser features.

Project outcomes, we expect that the Community Browser will increase interest in the Delmar Loop and University City and help to attract new residents, businesses, and entrepreneurs.

Project success will be measured by a social media feedback feature that will be incorporated into the Community Browser App. Project success will also be measured by community engagement meetings at the LSBDD and other community organizations.

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

6900 Delmar Blvd

Program or Project Timetable:

Start March 15th.

Design

Coding

Internal Testing April 15 – 20th

External Testing April 21st – May 1st

Community Presentation and Engagement May 2nd – May 14th

Final Release June 1st

Type of Funding Request: Project

See attached Form EDRST B-2

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

Applicant Organization - iNeighborhoods

Authorized Signature January 10, 2024

David Sandel

A handwritten signature in black ink that reads "D. SANDEL". The signature is stylized with a large, sweeping initial "D" and a horizontal line extending to the right.

S

	Total EDRST Funds	Applicant's Cash Funds	Applicant's Non-Cash Contributions	Other Funds	Project Total
Project or Program Direct Costs*		100K Note 1	30K Note 2		\$130,000.00
Program Management	\$6,000.00				
Coding	\$10,000.00				
Project Management	\$2,000.00				
Financial Management	\$750.00				
Community Engagment and Testing	\$2,000.00				
Total Direct Costs	\$22,750.00				\$22,750.00
II. Indirect Costs**	\$2,500.00				
Operations					\$ -
BUDGET TOTAL - ALL ACTIVITIES	\$25,250.00				\$178,000.00

Note 1 - Development Costs to date \$ 100K

Note 2 Software Development Platforms \$ 30K

Applicant: iNeighborhoods
Project: Commuity Browser
Amount Requested: \$ 25,250.00

	Total EDRST Funds	Applicant's Cash Funds	Applicant's Non-Cash Contributions	Other Funds	Project Total
Project or Program Direct Costs*		100K Note 1	30K Note 2		\$130,000.00
Program Management	\$8,000.00				
Coding	\$10,000.00				
Project Management	\$2,000.00				
Financial Management	\$750.00				
Community Engagement and Testing	\$2,000.00				
Total Direct Costs	\$22,750.00				\$22,750.00
III. Indirect Costs**	\$2,500.00				
Operations					\$ -
BUDGET TOTAL - ALL ACTIVITIES	\$25,250.00				\$178,000.00

Note 1 - Development Costs to date \$ 100K

Note 2 Software Development Platforms \$ 30K

Applicant: iNeighborhoods

Project: Community Browser

Amount Requested: \$ 25,250.00



Economic Development Retail Sales Tax Board
 6801 Delmar Boulevard · University City, Missouri 63130 · 314-505-8500 · Fax: 314-862-3168

ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS FISCAL YEAR 2024 (JULY 1, 2023 – JUNE 30, 2024)

GENERAL INFORMATION

In August 2006, the City of University City levied a one-quarter (1/4) percent sales tax on retail sales to be used for economic development purposes. This revenue is based on the amount of sales tax generated through point of sales within the City limits and fluctuates from year to year.

Through the Economic Development Retail Sales Tax (EDRST), funds are being invested in University City programs and projects that encourage the physical and economic redevelopment of major corridors, improve infrastructure, support existing successful business districts, and enhance efforts toward business retention, expansion and attraction. The use of revenues generated by the tax are generally for project administration, land acquisition, infrastructure, water and wastewater treatment capacity, matching state or federal grants related to long-term economic development projects, marketing, training, equipment and infrastructure and other specified uses. Please refer to the "Funding Priority Guidelines" for additional information relating to the use of funds.

A nine-member volunteer Economic Development Retail Sales Tax Board helps to oversee the use of the EDRST and serves in an advisory capacity to City Council. City Council will make the final award decisions.

WHO CAN APPLY

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

FY2024 EDRST APPLICATION TENTATIVE SCHEDULE

DATE	ACTION
December 13, 2023	Issue application
January 10, 2024 @ 5:00 p.m.	Application Deadline
December 27 – January 26, 2024	Staff reviews applications & forwards to EDRST Board
January 26, 2024	EDRST Board Receives Applications
February 1, 2024	Public Hearing & Presentations by Applicants to EDRST Board
February 15, 2024	EDRST Board makes final funding recommendations to City Council.
March 11, 2024	City Council makes final funding awards



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

Application Date: January 8, 2024

Project Title: TechEd Family Initiative (at Lil Smarties University City Location)

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: Lil Smarties Learning Center

Contact Person and Title: Persaphanie Turner, Director

Mailing Address: 7330 Olive Blvd., University City, MO 63130

Phone Number: 314.860.5120

E-mail Address persaphanie@gmail.com

Website: http://www.lilsmarties.com

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

a. Persaphanie Turner, President

b. Cynthia Turner, Secretary

c. _____

Type of Entity:

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

501(c) 3:

- Yes No If no, list type of entity:

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

- Yes No

2. Applicant/Organization Background

Describe the applicant/organization history and mission:

Lil Smarties Learning Center began its journey as a humble home-based daycare, founded with a passion for providing nurturing care and early childhood education. Over time, our commitment to excellence and the growing needs of our community led us to expand our services. Today, we proudly operate from two distinct locations, each designed to create a conducive and enriching environment for the children entrusted to our care. At Lil Smarties Learning Center, our mission is to provide unparalleled quality education that fosters the holistic development of each child. We are committed to equipping young minds with the essential learning skills necessary for success in the dynamic world of today and tomorrow.

Describe the applicant/organization programs and activities:

Lil Smarties Learning Center stands out as an educational haven, offering a diverse array of programs tailored to meet the unique developmental needs of children. At the core of their offerings are the Before and After School Care Programs, characterized by an Early Childhood Education curriculum carefully crafted by dedicated teachers. This program is not just about imparting knowledge; it's a holistic approach that ensures children progress through developmental stages with a blend of fun and educational activities, captivating story times, invigorating nature walks, and engaging field trips. The emphasis here is clear - preparing children for the challenges of elementary education while fostering an environment where learning is intertwined with play. Lil Smarties takes pride in providing not only a secure haven but also a family-friendly atmosphere, ensuring that children feel at home while parents are away.

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

SECTION 2: PROGRAM OR PROJECT INFORMATION

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

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

Program Description:

The TechEd Families Initiative is an integrated community program that focuses on bridging the digital divide by providing families with accessible Tech Learning opportunities, a localized Community Mini-Tech Resource Center, and a unique component that empowers parents to teach and foster learning in pre-kindergarten children. This comprehensive initiative aims to build a technologically proficient community where every family can actively engage in the digital age.

Summary of Need:

Recognizing the critical role parents play in early childhood education, the TechEd Families Initiative addresses the need for parent capacity building to teach and foster learning in pre-kindergarten children while concurrently offering tech learning opportunities and a local tech resource center for families. The imperative for the TechEd Families Initiative is underscored by the pervasive "homework gap," particularly affecting lower-income households. According to Pew Research, in 2015, 35% of such households with school-age children lacked broadband internet, creating a digital divide that hampers educational access. This stark data reveals a pressing need for a program that not only addresses digital literacy but also provides resources for families with limited online access. The TechEd Families Hub is poised to bridge this gap, ensuring equitable educational opportunities and empowering families to navigate the digital landscape effectively.

Goals and Objectives:

1. **Digital Literacy:** Empower families with essential digital literacy skills through structured learning programs.
2. **Tech-Education Integration:** Foster the integration of technology into daily education, ensuring families can leverage digital tools for enhanced learning experiences.
3. **Parent Capacity Building:** Provide parents with the knowledge and skills to actively engage in the learning and development of their pre-kindergarten children.
4. **Community Mini-Tech Resource Center:** Establish a local hub where families can access tech resources, receive support, and engage with digital opportunities.

Partners:

There are key partners in our success. The instruction as for the coding and basic tech literacy classes will be handled by a contracted company/qualified individual. They will also help provide/identify the tech lab supervisor that will be available for instruction and troubleshooting. Secondly is our general family support partner Better Family Life, Inc. Better Family Life is a long term non-profit agency working in and around the St. Louis area for 40 years. They will help to facilitate resources that aid family stability as families may indicate need.

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

1 – Full-Time positions @ \$19.23/hr
6 – Part-time positions averaging 14.25/hr

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

The TechEd Family Initiative aims to empower families through structured learning programs focused on three key objectives. Firstly, by fostering digital literacy, participants will gain essential skills, evident in improved proficiency through pre- and post-assessments. As a milestone, increased utilization of digital tools for communication and information access within families will signify success. Secondly, the integration of technology into daily education is expected to become a routine part of before and after school programs, with educational apps enhancing learning experiences. Success will be measured through observations of tech-integrated activities and parent surveys on technology integration in daily educational practices. Lastly, the project seeks to build parent capacity by providing workshops on early childhood education and technology. Milestones include the completion of workshops and increased parental involvement in joint learning activities with their children. The success of the initiative will be quantitatively measured by assessing the percentage increase in participants' digital literacy skills and the number of families consistently integrating technology. Qualitatively, participant testimonials and narratives will provide insights into the program's impact, ensuring a comprehensive evaluation of its effectiveness. Continuous monitoring, feedback sessions, and case studies will contribute to a holistic understanding of the project's achievements.

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

7330 Olive Blvd., University City, MO 63130

Program or Project Timetable:

The TechEd Family Initiative unfolds over 12 months, commencing with project kickoff, staff hiring, and infrastructure setup. Initial months focus on recruitment and digital literacy workshops, leading to the establishment of the Tech Learning Hub. Ongoing activities include the integration of technology into daily education and the launch of the Summer Tech Camp. The final phase involves program evaluation, data analysis, and reporting, culminating in a wind-down period and planning for sustainability. This strategic timeline ensures a systematic approach to achieve project goals and enhance digital literacy, tech integration, and parental engagement.

Type of Funding Request (check all that apply):

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

Total Budget: \$200,420

Amount of funding requested from EDRST: \$189,200.00

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

Though we anticipate locating additional funding, this is a one-time request that we are anticipating gaining additional support in the future.

Complete and attach form EDRST B-1 with budget cost summary.
(see attached)

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

Lil Smarties Learning Center

Name of Applicant Organization


Authorized Signature

1-9-24
Date

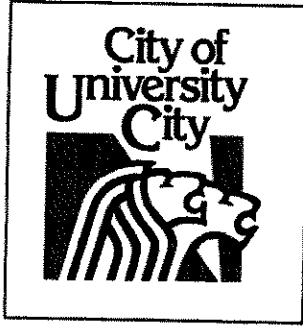
EDRST B-1
 City of University City
 Economic Development Retail Sales Tax
 FY24 Request for Funds: Budget Cost Summary

Applicant
 Project
 Amount of Request
 Provide a listing of each project or program proposed and the associated cost allocation.

I. Project or Program Direct Costs*	Total EDRST Funds	Applicant's Cash Funds	Applicant's Non-Cash Contributions	Other Funds	Project Total
Staff/Personnel	\$120,000.00				\$120,000.00
Facilities Management	\$5,000.00				\$5,000.00
Existing Space Usage		\$7,200.00			\$7,200.00
Technology Equipment	\$25,000.00				\$25,000.00
Education Materials/Teaching Aids	\$8,000.00				\$8,000.00
Insurance		\$3,000.00			\$3,000.00
Marketing/Outreach	\$5,000.00				\$5,000.00
Compliance and Reporting (tools/software),	\$2,000.00				\$2,000.00
Miscellaneous	\$2,000.00				\$2,000.00
Contingency/Other	\$5,000.00				\$5,000.00
Total Direct Costs	\$ 172,000.00	\$10,200.00			\$ 182,200.00
II. Indirect Costs**					
Operations (10%)	\$ 17,200.00	\$1,020.00			\$ 18,220.00
BUDGET TOTAL - ALL ACTIVITIES	\$ 189,200.00	11,220.00			\$ 200,420.00

*Examples of direct costs are project materials, salaries, fringe and benefits, supplies and equipment that are tied to a particular cost objective such as a project or program. Consultation with City staff is advised to assist in defining direct costs.

**Examples of indirect costs are expenses relating to operations, such as general office and building expenses. These costs must represent a reasonable and proportional rate in relationship to direct costs. Consultation with City staff is advised to assist with defining indirect costs.



City of University City

Department of Economic Development

Economic Development Retail Sales Tax Fund

Drug and Alcohol Policy

The City of University City currently levies a one-quarter (1/4) sales tax on retail sales to be used for economic development purposes. These funds are invested back into various programs and projects throughout the city that promote economic development and revenue growth. Please refer to the "Funding Priority Guidelines" for additional information related to the use of funds.

To ensure the best stewardship of taxpayer funds, University City hereby establishes a policy against using EDRST funds to support any program, project, or event that promotes the use of tobacco products, marijuana products, and alcohol products. While these legal substances may be legally used at permitted event, they cannot be the event's focus.

The goal of these guidelines is to balance our respect for individuals with the need to be good stewards of taxpayer funds. While programs, projects, or events that promote the use of the above mentioned products may be held, subject to the permitting process, EDRST funds shall not be used to reimburse any business, organization, or entity for any costs associated with said event.

Tentative Schedule

Adverse and Marketing – November 22nd – December 22nd

- Social Media
- Postcards
- Store to Store (*Miles*)
- Explore U City Newsletter
- City's Community Report

Informational Zoom – Wednesday, December 13th

- Presentation on funding guidelines, Sample Application, Past Projects, Q & A

Applications Live – Wednesday, December 13th

Applications Closed – Wednesday, December 27th

Applications DUE – Wednesday, January 10th at 5:00 p.m.

Applications go to EDRST Board via Email – Friday, January 26th by 5:00 p.m.

EDRST Board meets in person to receive presentations – Thursday, February 1st at 6:30 p.m.

EDRST Board votes on funding recommendations to City Council – Thursday, February 15th

City Council receives applications and recommendations (Study Session?) – Monday, February 26th at 5:30 p.m.

City Council votes on final funding – Monday, March 11th at 6:30 p.m.



Economic Development Retail Sales Tax Board
 6801 Delmar Boulevard · University City, Missouri 63130 · 314-505-8500 · Fax: 314-862-3168

**ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS
 FISCAL YEAR 2024 (JULY 1, 2023 – JUNE 30, 2024)**

GENERAL INFORMATION

In August 2006, the City of University City levied a one-quarter (1/4) percent sales tax on retail sales to be used for economic development purposes. This revenue is based on the amount of sales tax generated through point of sales within the City limits and fluctuates from year to year.

Through the Economic Development Retail Sales Tax (EDRST), funds are being invested in University City programs and projects that encourage the physical and economic redevelopment of major corridors, improve infrastructure, support existing successful business districts, and enhance efforts toward business retention, expansion and attraction. The use of revenues generated by the tax are generally for project administration, land acquisition, infrastructure, water and wastewater treatment capacity, matching state or federal grants related to long-term economic development projects, marketing, training, equipment and infrastructure and other specified uses. Please refer to the "Funding Priority Guidelines" for additional information relating to the use of funds.

A nine-member volunteer Economic Development Retail Sales Tax Board helps to oversee the use of the EDRST and serves in an advisory capacity to City Council. City Council will make the final award decisions.

WHO CAN APPLY

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

FY2022 EDRST APPLICATION CALENDAR

DATE	ACTION
TBD	Issue application
TBD	Application Deadline
TBD	Staff reviews applications & forwards to EDRST Board
TBD	EDRST Board Receives Applications
TBD	Public Hearing & Presentations by Applicants to EDRST Board
TBD.	EDRST Board makes final funding recommendations to City Council.
TBD	City Council makes final funding awards



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

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

Application Date: 9/25/23

Project Title: Mannequins Project

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: Audrey Jones / Mannequins Project

Contact Person and Title: Audrey Jones Owner

Mailing Address: 904 Morehouse Lane St. Louis, Mo 63130

Phone Number: 314.527.3093

E-mail Address: figure8designsLLC@gmail.com

Website: www.mannequinsproject.com

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

a. Dorothy Davis 904 Morehouse Ln St. Louis, Mo 63130

b. 314.726.0537 dorothywoods.davis@gmail.com

c. _____

Type of Entity:

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

501(c) 3:

- Yes No If no, list type of entity:

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

- Yes No

2. **Applicant/Organization Background**

Describe the applicant/organization history and mission:

Describe the applicant/organization programs and activities:

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

SECTION 2: PROGRAM OR PROJECT INFORMATION

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

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

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

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

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

Program or Project Timetable:

Kick-off - A

Type of Funding Request (check all that apply):

Project

Program

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

Total Budget:

Amount of funding requested from EDRST:

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

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

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

Mannequins Project
 Name of Applicant/Organization

Audrey Jones Dorothy Dawe 9/25/23
 Authorized Signature Date

#2 Applicant /Organization background

Describe the applicant/organization history and mission:

The Mannequins Project mission is to bring awareness about the importance of recycling, and to provide a pathway to the arts through self-expression, exposure, growth, guidance, and education. Art in public spaces reflects, reveals, and enhances civic spaces and add historical uniqueness to our communities. This public art installation will have a positive impact on our community by supporting economic growth, and sustainability, attachment and cultural identity, artists as contributors, social cohesion and cultural understanding, and public health and belonging.

The Mannequins Project is an annual *Public Art* installation competition held in University City, Missouri USA. It accepts any artist/designer working in any medium and is open to any creative individual that is up to the challenge of adorning a mannequin using recyclable materials.

The mannequins are on display for three weeks throughout business districts that are frequent by local and out of town visitors including the Delmar Loop, North & South Rd, Hwy 170 and McKnight Road and Olive Blvd. Since the creation of this project in 2009 the Mannequins Project has awarded thousands of dollars in cash and merchant gift cards directly to artists/designers and merchants. This project also donated **\$26,000** in scholarships to University City High School graduating seniors pursuing a degree at an accredited college or university.

Describe the Applicant Program/Activities:

The Mannequins Project seeks artists/designers locally and nationally to compete by teaming up with a local merchant to adorn a mannequin using recyclable materials. Mannequins will be on display throughout business districts in University City, Missouri for three weeks from May 18th - June 9th.

Our Program/Activities are:

- Kickoff Project: Is held at a local restaurant for participating artists/designers/merchants a meet and greet event to pick up their mannequins and draw the merchants that they will be adorning their mannequins on.
- Installation Day Project: Participating artists/designers are assigned a time to have their mannequins installed at a strategic location throughout the University City corridor. The timeframe - 7 am - 7 pm, mannequins are mantled on a 2ft by 2ft platform for three weeks to be displayed for the community to see.
- Scavenger Hunt Project: Three scavenger hunts will be designed for participating businesses (i.e. Delmar Loop, North & South and Olive Blvd., corridors). The prizes for the winners will be merchant gift cards.
- Informational Sessions Q/A Project: Two sessions are held via zoom or in person to educate the artists/designers about the process of adorning the mannequin, kick-off, installation date and time, judging criteria and finale green carpe interview.
- Mannequins Display Project: Mannequins are on display for 22 days and must be visible to the community. These mannequins have to be monitored daily to make sure they are artistically displaced and presentable at all times.

-Mannequins Project: Dorothy Davis Scholarship goal is to award a deserving senior(s) a \$2500 scholarship award(s). Student(s) are required to write a 250 work essay on the importance of recycling and the benefits of recycling in our community and world.

- Mannequins Project /Dorothy Davis Scholarship Fund: Golf Tournament seeking sponsors and golfers to donate to the scholarship fund through competitions

-Green Carpet Finale Project: Private event to award the winners of the competition, and to recognize the scholarship recipients. Artists/designers, merchants, scholarship recipients, dignitaries, and guests are interviewed on the green carpet.

Programs or Project Summary/description of the Program or Project: The call for artists/designers begins in December of the prior year through various forms of advertising and marketing, such as Critical Mass, Social Media, (Facebook, Instagram and email), print etc. We travel to various art venues such as colleges, universities, museums, art galleries, art fairs, and art exhibits to seek new talents. Artists/designers are interviewed and required to submit their artwork for review. New merchants are recruited annually for this project. The recruitment efforts involves, walking the business districts, meeting with individual store owners, talking about the benefits of participating, phone calls, emails, follow-up and sign-up. We seek qualified judges that are recruited from local colleges, universities, and museums that have the knowledge and expertise in the field of art/fashion. **Informational Sessions:** Two informational sessions held via zoom or in person to help educate artists/designers on how to obtain, apply, and sustain recyclable materials during the process. One informational session held via zoom or in person is to inform scholarship recipients about finale interview. **Mannequins Kick-Off:** This is a very unique and important part of the process. The mannequins are delivered and assembled where they are visually displayed for the public to see! Artists/designers pick up their mannequin, choose their merchant and meet other contestants. **Mannequins Installation Day:** Artists/designers are given an assigned time and location between 7am and 7pm to have their mannequin installed for display. Each mannequin must be assembled and secured in the proper location. This generally takes the right precision and construction tools. **Mannequins Project Finale:** Mannequins are dis-assembled and moved from their assigned location, and re-assembled for the public viewing at the finale event. The finale is a Green Carpet Event that includes personal interviews by local TV personality to be shown on STLTV. First Place, Second Place, Audience Favorite (public voting), and Business Bucks will be announced. The Business Bucks (public voting) is a social media contest for artists/designers and merchants to solicit votes from the public for their business. The other important component of the **Mannequins Finale** is related to the Dorothy Davis Scholarship awarded to University City High School students. We host an informational session to educate students/family members on the importance of receiving a scholarship, how to meet their educational goals, dress attire, how to be interviewed on TV, photo-ops.

We need EDRST funds to support this project as a uniquely UNIVERSITY CITY PROJECT ONLY! We need EDRST funds to advertise/market, increase cash prizes and merchant gift cards (Business Bucks).

We need EDRST funds for Advertising/Marketing:
Social Media (Instagram/Facebook)

Television (KMOV, KTVI, KSDK)

Print (Town & Style - Tee shirts)

We need EDRST funds to advertise/market to increase revenue in the city by attracting tourism. For example, non-local attendees spend twice as much per person as their local counterparts, according to the Americans for the Arts 2018.

We need EDRST funds to:

Increase cash prizes to attract renowned artists/designers and increase the number of participants.

We need EDRST funds to attract renowned artists/designers

We need EDRST funds to:

Increase merchant gift cards (business bucks). We expanded the project to include **ALL BUSINESSES**. We need **EDRST** funds to highlight **ALL BUSINESSES**. For example, Show me St. Louis, studio STL ect...

The diversity of our contestants (Kirkwood, Webster Groves, Wildwood, Chesterfield, St. Charles, Springfield MO, Memphis, Kansas City, Arkansas and Las Vegas) is important to our entire community. This project generates awareness of who we are and what our community represents a city of diversity, learning and culture! Therefore, as we broaden our scope in our mission, educating the next generation is very important to us. Providing three scholarships to students graduating from University City High School is a commitment to giving back.

Goal: Our goal is to have artists/designers construct a sculptural piece for a mannequin using recyclable materials. The mannequins will be strategically displayed throughout business districts to attract locals and out of town visitors. We want this project to add to the city's diversity, learning and culture atmosphere.

We hope that the mannequins inspire the public to live a sustainable life style, beautify our community and increase visitors to our city.

The mannequins will be adorned in recyclable materials such as metal, plastic, textile and wood. The theme for this years' Mannequins Project is Diversity and Inclusion.

Objective: Seek artists and designers through marketing/advertising and social media; provide the benefits to new and participating merchants; adorn 50 mannequins to be displayed for 3 weeks; increase exposure and visibility through each participating contestant; Audience Favorite and Business Bucks Awards generate increase social media exposure for the merchants. Provide three \$2,500 scholarships to graduating University City High School students, pursuing a major in Art/Fashion.

Project Meets City Plans: This project meets city plans because our community will gain cultural, social and economic value from public art. Public art has been found to provide a positive impact on communities by supporting:

-Economic Growth and Sustainability - Enhancing the identity and character of communities through public art directly supports cultural tourism and economic development strategies which can both retain

and attract residents. By engaging in public art as a tool for growth and sustainability, communities can thrive economically. 70 percent of Americans believe that “the arts improve the image and identity” of their community according to, Americans Speak Out About The Arts 2018.

-Attachment and Cultural Identity - Public art directly influences how people see and connect with a place, providing access to aesthetics that supports its identity and making residents feel appreciated and valued. Public art encourages attachment to a location for residents through cultural and historical understanding and by highlighting what is unique about the places where people live, work and play. Attachment to a location, whether it be a neighborhood, town or city is key to retention of residents and commuters alike. According to, American Speak Out About The Arts 2018, 70 percent of Americans say they experience the arts in a “non-arts” venue.

-Artists as Contributors - A public art ecosystem resonates with artists and other creatives as a visual reminder that they are embraced by a community.

-Social Cohesion and Cultural Understanding - Public art supports communities by providing social cohesion and encouraging civic engagement. Public art activates the imagination through visual art and storytelling to emphasize the shared humanity of civic spaces allowing the individual to better understand strangers and neighbors alike. 72 percent of Americans believe the arts unify our communities regardless of age, race and ethnicity according to Americans Speak Out About The Arts 2018.

-Public Health and Belonging - Strong social cohesion creates a positive environment, which in turn supports both physical health and mental well-being of the community. Public art addresses public health and personal illness by reducing stress, providing a sense of belonging and addressing stigmas towards those with mental health issues. Public art is also noted as slowing pedestrians down to enjoy their space and providing a positive impact on mood.

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

Create 10 part-time jobs with the average wage of \$25.00 per hour

Transportation/Driver

Loading and Unloading

Installation

Dismantle Mannequins

Street advertising (passing out t-shirts)

Project manager

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

Each year our goal is to continue to educate the broader community on going GREEN! This project continues to seek talented artists/designers to participate in this competition to adorn mannequins out of recyclable materials that will provide the utmost artistic and competitive edge. This will be the 15th year for this project, involving artists/designers from various and unique backgrounds such as fashion,

sculptures, set-designers, production artists, painting, fine arts, etc. The goal of the project is to seek 50 artists/designers to compete for First Place, Second Place, Audience Favorite Competition (public voting), and Business Bucks (public voting). The Business Bucks was implemented in 2019 to help support businesses. Winners are required to spend their winnings at the participating businesses. We have reached over 150,000 local and out-of-town visitors through social media, advertising and marketing efforts, such as (National Magazines (Juxtapoz, Art in America), KMOV, KTVI Fox 2, KSDK, HGTV, Town & Style, AH! TV and STL TV). This project educates the artists/designers, UCHS students, and the entire community on the importance of recycling and sustainability to decrease land-fill waste. Arts and Letters Commission approved the Mannequins Project to be featured in the University City Calendar in 2020! Every household in University City saw the amazing mannequins and the message of **going GREEN and SAVING MOTHER EARTH and eventually having a plastic bag free community. UNIVERSITY CITY CAN DO THIS!**

The kick-off for this event is held around Earth Day! A day to remember what our responsibilities are to Mother Earth!

UNIVERSITY CITY HISTORY OF RECYCLABLES/GOING GREEN

University City has been on the cutting edge of recycling. Over 25 years, our community has been finding ways to conserve energy, to be responsible citizens and good steward to Mother Earth. We have gone from eliminating plastic bags to having reusable dumpsters, from collecting magazines and newspapers in a small plastic bend, to having a dumpster to collect all recyclable materials, collecting fall leaves and converting them to compose! University City is now offering a bi-annual Recycling Day Program!

Global Responsibility

1. Community Awareness
2. Community Responsibility
3. Community Recyclable and Art = Mannequins Project

Project Location: Provide 50 mannequins to be aligned on the streets of business districts throughout University City.

Project Timetable:

July - Wrap up/annual report

August - November - Develop marketing/advertising plan

December - April - Recruit Artists/Designers and Merchants/Sponsors

April - Kickoff for Artists/Designers at a participating restaurant

May - Mannequins mantle for street display - 7 a.m. - 7 p.m.

June - Finale Green Carpet Event

Total Budget: \$70,000

Amount of funding requested from EDRST: \$20,000

Recommend: Multi-Year

<u>Direct Cost:</u>	<u>EDRST Funds</u>	<u>Applicant's Cash Funds</u>	<u>Applicant's Non-cash Funds</u>	<u>Total</u>
Advertising/Marketing	\$45,000	\$5,000	Sponsors/Volunteers \$20,000	\$70,000
Scholarships				
Education Programs				
Signage				
Monetary Cash Prizes				
Photographer				
Printing				
Tee-Shirts				
Materials				

Indirect Cost:

General Office Expenses
 Update contracts
 Business Insurance
 Secure Judges

Other Funds:

***Create 10 part-time jobs with the average wage of \$25.00 per hour for 50+ Mannequins**

- Preparing Mannequins for Kick-Off: Paint, assemble and re-assemble, drop-off mannequins for contestants to pick-up
- Build and paint platforms
- Deliver platforms and concrete blocks to each mannequin location for installation
- Mantle mannequin to platform (screw/nail/wire)
- Attach Contestant Signage
- Monitor each mannequin 3 x per day for 3 weeks (22 days of overseeing mannequins) for public viewing
- Preparing Mannequins for Finale: Dis-assemble, and transport each mannequin to the finale location and re-assemble each mannequin for public viewing
- Set-up, refreshments, prepare certificates of awardees, clean-up
- Dis-mantle mannequins to sort and dispose recyclables to University City Recycling Center
- Load and dis-assemble platforms for storage
- Re-assemble mannequins for storage
- Green Carpet/Backdrop set-up and breakdown

Information In-Service Scholarship Recipient Interview Preparation:

- Meet with scholarship recipients and parents virtually

- Prepare students for interview Q & A on the Green Carpet
- Dress attire preparation -Students and Family Member(s)
- Follow-up with scholarship recipients and University City School District to make sure funds have been distributed to their appropriate institutions.

Stores/Merchants Participation:

Avalon Exchange

Blueberry Hill

Fitz's Root beer

Found by The Pound

House of India

In da Loop Pizza

Jilly's Cupcake Bar

Peacock Diner

University City Library

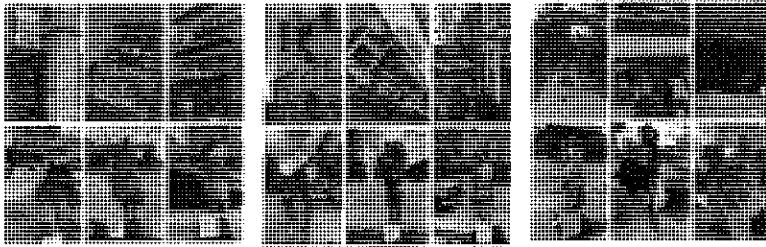
Vintage Vinyl

Starbucks North & South Rd

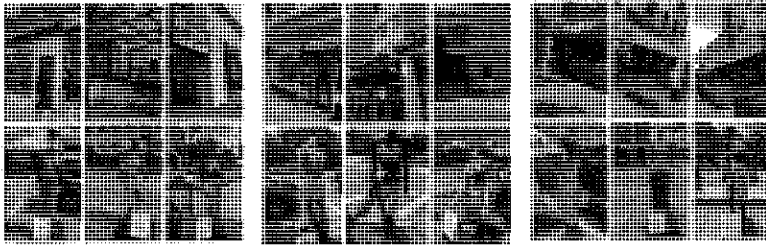
The Loop Starbucks

Three Kings Public House

Which Wich Superior Sandwiches



FRANK & ERICSON
PHOTOGRAPHY
**MANNEQUINS
ON THE LOOP**








MANNEQUINS ON THE LOOP

2024 MANNEQUINS



Call for more information & design ideas

1-800-828-8288

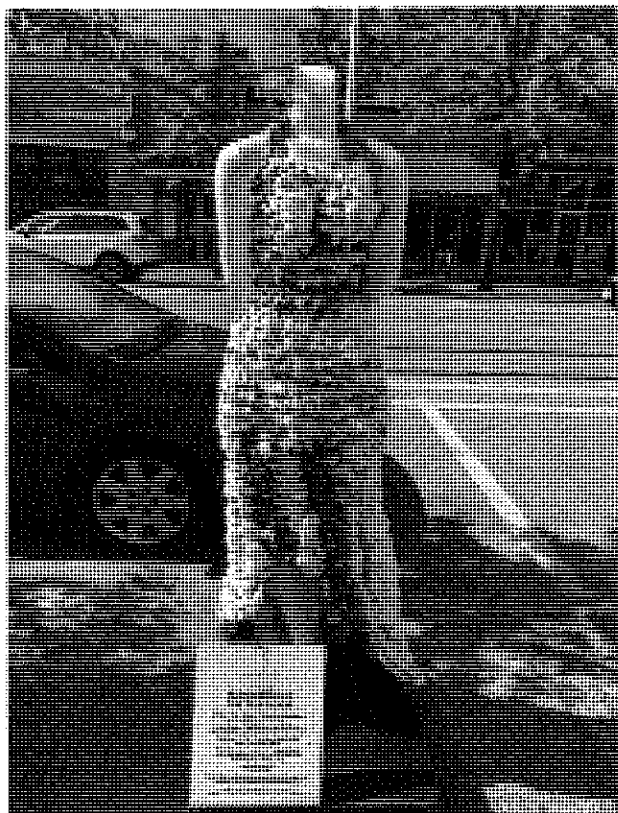

www.mannequins.com

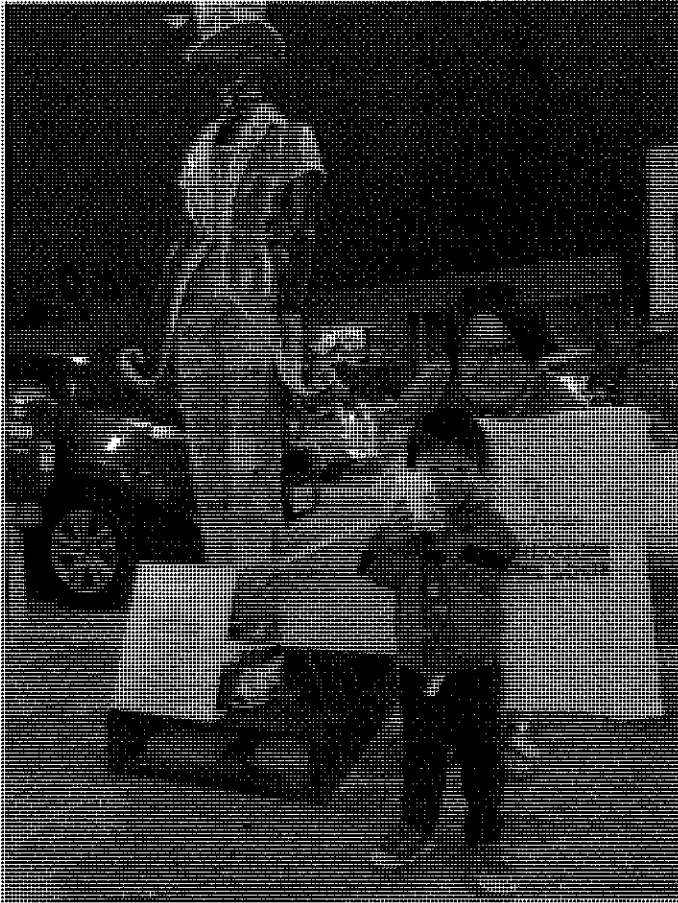
BEST DOCTORS

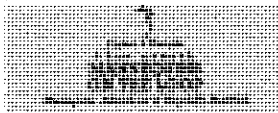


MANNEQUINS ON THE LOOP

2024 MANNEQUINS



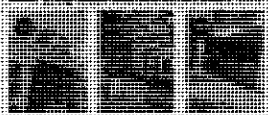




2019 Winners

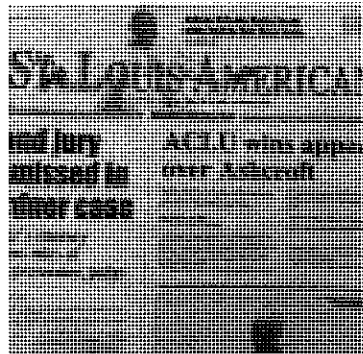


1st Place: Christian A. Holtz, Representing Rocket Fizz
2nd Place: Keli Scherby, Representing Fizz's
Audience Favorites: Ashen Woods, Representing Pop Up Roof

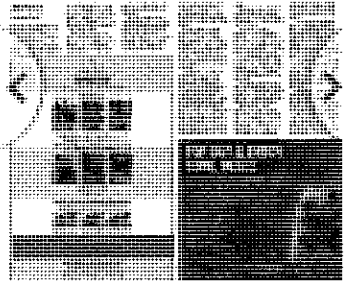


Dorothy Davis Art/Fashion Scholarship
University City High School 2019 Recipients

Terrisa Garcia-32509 Corning Taylor-42500 Ashen White-32500



Small text columns from the newspaper clipping, likely providing details about the legal case mentioned in the headlines.



To Whom It May Concern:

The annual Mannequins on the Loop Project by Figure 8 Design continues to be a valuable part of University City's Delmar Loop. Not only does the event reflect the tradition of supporting the arts and artists for which our community is often noted but it also enhances the attraction of the Loop to visitors from all over the area.

The mannequins appearance is a seasonal and welcome surprise for visitors. A permanent exhibit can often fade into the environment after a period of time. The temporary nature of these pieces makes their up-time more precious and attractive.

Also important to the community is Figure 8's requirement of using recyclable materials for the designs. This not only helps educate our visitors and citizens on the need to 'be Green' but it also mirrors University City's own efforts to improve and expand the proper recycling of waste in our area.

Giving local artists a voice and a chance to show their sense of style is always a commendable effort which should be continually supported, but in the last few years it's been heartening to see the project also attract younger artists from the high school. Giving these students a platform ensures the art in University City will not just be something historical and in the past, but something that will continue on into the future.

As a member of the Municipal Commission on Arts & Letters of University City, president the last few years, and chair of the long-running Public Art collaboration between Washington University and University City, I can report that Figure 8's Audrey Jones has come to our organization every year for our permission and has always received a unanimous vote of 'Yes'. I hope that your group will do the same.

Sincerely,

Garrie Burr
750 Kingsland, 1-S
University City, MO 63130
grburr@gmail.com



To Whom It May Concern

This is to state that Which Wich superior sandwiches has participated in the Mannequins on The Loop Project for the past three years. It's a wonderful program for the Loop Business district as it not only brings increased traffic to the area during the time that the mannequins are displayed, it also helps the participating business to showcase themselves in a creative and artistic way through the eyes of our talented artists. We are thankful to Audrey Jones and Dorothy Davis for having started this unique art exhibit that brings the local artists, merchants, and the community in the Delmar Loop together and for working so hard to keep this annual program going for 12 years now. We fully support this program and hope that this will continue for years to come.

Neelam Khurana,
Owner, Which Wich Superior sandwiches,
6662 Delmar Blvd, U.City, 63130.
Ph: 314-899-0999

University City Public Library

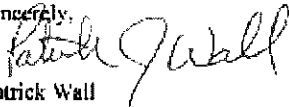
9/4/2019

To the members of the Economic Development Retail Sales Tax Board,

The University City Public Library would like to write in support of the Figure 8 Designs' Mannequins on the Loop project. When the Mannequins on the Loop display is underway in May and June and the mannequins are on display throughout the Loop, Library staff field questions and hear comments from Library patrons and visitors about the mannequins. It has always seemed a positive display which draws people out to the Loop.

Additionally the Library has been very happy to host and display the winning mannequin each of the last several years. Our patrons enjoy having the winning mannequin here, and people do come here seeking it out. We believe this project benefits the Loop and University City as a whole.

Sincerely,



Patrick Wall
Library Director



Economic Development Retail Sales Tax Board
6801 Delmar Boulevard • University City, Missouri 63130 • 314-505-8500 • Fax: 314-862-3168

ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS FISCAL YEAR 2024 (JULY 1, 2023 – JUNE 30, 2024)

GENERAL INFORMATION

In August 2006, the City of University City levied a one-quarter (1/4) percent sales tax on retail sales to be used for economic development purposes. This revenue is based on the amount of sales tax generated through point of sales within the City limits and fluctuates from year to year.

Through the Economic Development Retail Sales Tax (EDRST), funds are being invested in University City programs and projects that encourage the physical and economic redevelopment of major corridors, improve infrastructure, support existing successful business districts, and enhance efforts toward business retention, expansion and attraction. The use of revenues generated by the tax are generally for project administration, land acquisition, infrastructure, water and wastewater treatment capacity, matching state or federal grants related to long-term economic development projects, marketing, training, equipment and infrastructure and other specified uses. Please refer to the "Funding Priority Guidelines" for additional information relating to the use of funds.

A nine-member volunteer Economic Development Retail Sales Tax Board helps to oversee the use of the EDRST and serves in an advisory capacity to City Council. City Council will make the final award decisions.

WHO CAN APPLY

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

FY2024 EDRST APPLICATION TENTATIVE SCHEDULE

DATE	ACTION
December 13, 2023	Issue application
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March 11, 2024	City Council makes final funding awards



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

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

Application Date: 1/8/2024

Project Title: SHED Youth Career Development

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: Sustainable Housing and Equitable Development (SHED)

Contact Person and Title: Mike Reid, Executive Director

Mailing Address: P.O. Box 300414 University City 63130

Phone Number: 314-443-4065

E-mail Address: mikereid@shedstl.org

Website: shedstl.org

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

a. Mimi Taylor-Hendrix 1314 Midland Drive, University City, MO 63130 email: mhen1240@gmail.com

b. Chris Flood 6618 Waterman Avenue, University City, MO 63130 email christopher.d.flood@gmail.com

c. Sylvia Morris 7431 Wellington Avenue, University City, MO 63130 email:sylviajmorris@charter.net

Type of Entity:

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

501(c) 3:

Yes No If no, list type of entity:

Minority Business Enterprise (MBE) or Women Business Enterprise (WBE):
 Yes No

2. **Applicant/Organization Background**

Describe the applicant/organization history and mission:

See Attachment

Describe the applicant/organization programs and activities:

See Attachment

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

SECTION 2: PROGRAM OR PROJECT INFORMATION

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

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

See Attachment

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

n/a

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

See Attachment

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

University City High School and University City's Third Ward

Program or Project Timetable:

See Attachment

Type of Funding Request (check all that apply):

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

Total Budget: \$27,750

Amount of funding requested from EDRST: \$15,000

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

One-Time Request

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

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

Mike Reid, Executive Director

Name of Applicant Organization

Mike Reid

Authorized Signature

1/8/2024

Date

2. Applicant/Organization Background

Describe the applicant/organization history and mission.

History:

In 2009, Don Stuerke, a Meals-On-Wheels volunteer, convened a group of local faith-based organizations to discuss his concerns about the conditions of seniors' homes in the University City area. This group became Safe Homes for the Elderly and Disabled (SHED), a 501(c)(3) nonprofit corporation. Each group had a representative on the board of directors and SHED coordinated with 17 faith-based organizations and several other nonprofits to perform volunteer projects for seniors and people with disabilities who were struggling to maintain their homes.

Over the next 10 years...

SHED responded to more than 550 requests, **servicing nearly 400 homeowners**. The volunteers performed work such as painting, fixing decks, cleaning and repairing gutters, yardwork, and other exterior repairs. SHED **raised about \$30,000** in that time for supplies and tools from a variety of grants and public and individual donations. SHED participated in neighborhood "sweeps", where volunteers worked on an entire block for a day and partnered with the City of University City on the annual Make a Difference Day.

Mission:

SHED (Sustainable Housing & Equitable Development) serves University City residents by providing volunteer-driven home maintenance support, home repair funding, affordable housing development, community planning, and workforce development training.

Describe the applicant/organization programs and activities:

Programs

Volunteer Home Maintenance Program

SHED acts as coordinator and leader of volunteer activities to assist residents with exterior home maintenance, including painting, yard work, and repairs.

Home Rehab Program

The program will perform more substantial exterior and interior rehab & maintenance, involving community youth for hands-on experience in construction and landscaping.

Affordable Housing Development

SHED's Affordable Housing Development aims to increase access to affordable housing in University City and the surrounding area through the development of new affordable housing units.

SUSTAINABLE HOUSING EQUITABLE DEVELOPMENT (SHED)

Youth Career Development

Students will be offered career pathways in the construction/landscaping trades through in-class, volunteer, and paid employment opportunities.

SECTION 2: PROGRAM OR PROJECT INFORMATION

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

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

Project Description: The proposed project aims to establish a partnership between SHED (Supporting Housing, Education, and Development) and University City High School to create career pathways and opportunities for students interested in the fields of construction, real estate development, and the arts. Through a series of hands-on experiences and community-based projects, the program will provide high school students with exposure to various jobs in these industries, practical skills development, and a stronger connection to their community.

Need for the Program: There is a pressing need to address the shortage of workers in the construction industry, particularly among minority populations. Additionally, many high school students are seeking alternatives to traditional four-year college education upon graduation. The proposed program aims to bridge these gaps by offering viable career options and pathways in construction, real estate development, and the arts. By engaging students in practical experiences and mentorship opportunities, the program will equip them with the necessary skills and knowledge to pursue fulfilling and lucrative careers while addressing the industry's labor shortage.

Goals and Objectives: The primary goals of the program are as follows:

1. Expose high school students to the variety of jobs available in the construction and real estate development industries.
2. Provide hands-on experience in home repair and construction projects to develop practical skills.
3. Foster stronger connections between students and their community.
4. Address the shortage of workers in the construction industry, particularly among minority populations.
5. Offer viable alternatives to traditional four-year college education by showcasing rewarding and lucrative career options.

SUSTAINABLE HOUSING EQUITABLE DEVELOPMENT (SHED)

Partners: The project will bring together two key partners:

1. **SHED (Supporting Housing, Education, and Development):** As a nonprofit organization dedicated to community development, SHED will provide expertise, resources, and mentorship in the fields of construction and real estate development. SHED will coordinate project activities, provide training, and facilitate connections with industry professionals and potential employers.
2. **University City High School:** The high school will actively participate in the program by identifying and selecting students interested in construction, real estate development, and the arts. They will also provide logistical support, access to facilities, and coordinate academic integration.

Meeting University City Plans and Policies:

The proposed project aligns with University City's plans and policies in several ways:

1. **Community Engagement:** The project fosters community engagement by involving high school students in home repair and construction projects within their own community. This aligns with University City's commitment to strengthening community connections and promoting civic participation.
2. **Workforce Development:** The program directly addresses the shortage of workers in the construction industry, particularly among minority populations. By offering hands-on experiences and career pathways, it aligns with University City's focus on workforce development and creating opportunities for residents.
3. **Education and Career Readiness:** The project offers an alternative pathway to traditional four-year college education by showcasing rewarding and lucrative career options in construction, real estate development, and the arts. This supports University City's commitment to providing diverse educational opportunities and preparing students for successful futures.
4. **Equity and Inclusion:** The program aims to address the underrepresentation of minorities in the construction industry by actively recruiting and engaging students from diverse backgrounds. This aligns with University City's commitment to promoting equity and inclusion in all aspects of community life.

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

The expected outcome of SHED's Youth Career Development program is to provide local youth with practical training opportunities in construction and landscaping trade, equipping them with valuable skills and knowledge and promoting access to job opportunities in these industries.

SUSTAINABLE HOUSING EQUITABLE DEVELOPMENT (SHED)

Program or Project Timetable

Phase 1: Program Planning and Recruitment (1 month)

- Conduct needs assessment and program planning.
- Develop training curriculum and materials.
- Recruit program participants.

Phase 2: Program Implementation (6 months)

- Deliver 12-week training program (3 hours/day, 3 days/week).
- Provide hands-on experience through apprenticeships with local contractors.
- Offer job placement services, including resume building and interview skills.

Phase 3: Follow-Up and Evaluation (3 months)

- Conduct program evaluation to assess effectiveness and identify opportunities for improvement.
- Provide ongoing support and mentorship to program alumni.
- Host a graduation ceremony to celebrate program completion.

2. Applicant/Organization Background

Describe the applicant/organization history and mission.

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Economic Development Retail Sales Tax Board
6801 Delmar Boulevard · University City, Missouri 63130 · 314-505-8500 · Fax: 314-862-3168

ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS FISCAL YEAR 2024 (JULY 1, 2023 – JUNE 30, 2024)

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March 11, 2024	City Council makes final funding awards



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

**APPLICATION FOR ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS
 FISCAL YEAR 2024 (JULY 1, 2023 – JUNE 30, 2024)**

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Application Date: January 10, 2024

Project Title: Delmar and Hanley Mixed-Use Redevelopment Proposal

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: Venture Hill Enterprises

Contact Person and Title: A.J. Trujillo, President

Mailing Address: 7423 Gannon Ave., St. Louis, MO, 63130

Phone Number: (314) 315-5001

E-mail Address: ajtrjll@gmail.com

Website: N/A

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

a. A.J. Trujillo, President. See above for details. Articles of incorporation attached separately.

b. N/A

c. _____

Type of Entity:

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

501(c) 3:

Yes No If no, list type of entity: Single Member LLC

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

Yes No

2. **Applicant/Organization Background**

Describe the applicant/organization history and mission:

See attached document.

Describe the applicant/organization programs and activities:

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

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

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

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

Program or Project Timetable:

Type of Funding Request (check all that apply):

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

Total Budget: \$4M

Amount of funding requested from EDRST: TBD

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

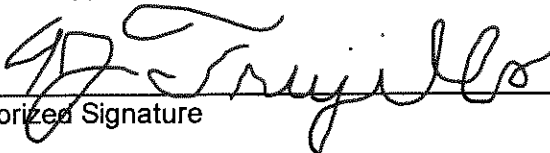
Multi-year.

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

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

Venture Hill Enterprises

Name of Applicant Organization


Authorized Signature

January 10, 2024

Date

EDRST B-1

**City of University City
Economic Development Retail Sales Tax
FY24 Request for Funds: Budget Cost Summary**

**Applicant
Project
Amount of Request**

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

	Total EDRST Funds	Applicant's Cash Funds	Applicant's Non-Cash Contributions	Other Funds	Project Total
I. Project or Program Direct Costs*					
Total Direct Costs	\$ -				\$ -
II. Indirect Costs**					
Operations	\$ -				\$ -
BUDGET TOTAL - ALL ACTIVITIES	\$ -				\$ ~4 M -

*Examples of direct costs are project materials, salaries, fringe and benefits, supplies and equipment that are tied to a particular cost objective such as a project or program. Consultation with City staff is advised to assist in defining direct costs.

**Examples of indirect costs are expenses relating to operations, such as general office and building expenses. These costs must represent a reasonable and proportional rate in relationship to direct costs. Consultation with City staff is advised to assist with defining indirect costs.

Delmar and Hanley Mixed-Use Redevelopment Proposal Venture Hill Enterprises, LLC

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

Question 1. Applicant/Organizational Information

Name of Applicant/Organization: Venture Hill Enterprises, LLC

Contact Person and Title: Amy J. ("A.J.") Trujillo, Chief Executive Officer

Mailing Address: 7423 Gannon Ave, St. Louis, MO, 63130

Phone Number: (314) 315-5001

E-mail Address: ajtrjll@gmail.com

Website: N/A

Organizational Officers: A.J. Trujillo, Chief Executive Officer. Articles of Incorporation attached separately. Note: this is a Single Member LLC; there are no other officers.

Type of Entity: Single Member Limited Liability Company. Not a 501(c)3.

Women Business Enterprise (WBE): Yes, WBE.

Question 2: Applicant / Organization Background

Describe the applicant/organization history and mission:

I am a founding partner of a retail establishment (Trujillo Holdings, LLC dba Star Clipper) that operated successfully in the Delmar Loop for almost ten years. During that time, I was also president of an LLC (Bitter End Systems) that developed and sold Point-of-Sale software.

Describe the applicant/organization programs and activities:

Venture Hill Enterprises was created in 2023 as a means to address any viable business opportunities I encountered. Multiple projects are being considered at this time.

SECTION 2: PROGRAM OR PROJECT INFORMATION

Question 3: Program or Project Summary

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

Project Title: Delmar and Hanley Mixed-Use Redevelopment Proposal

Summary:

The Delmar and Hanley Mixed-Use Redevelopment Project aims to revitalize the property at 7489 Delmar Blvd, Saint Louis, MO 63130 (formerly Jordan's Auto Service), through the construction of a mixed-use commercial and residential building. This endeavor is designed to meet the growing demand for vibrant and sustainable urban spaces while aligning with the city's goals for economic development and community enhancement.

Need for the Program or Project:

The untenanted property at 7489 Delmar Blvd represents an underutilized space with the potential to contribute significantly to the economic and social fabric of the community. The need for this project arises from the desire to transform a dormant corner into a dynamic hub that not only addresses the shortage of housing options but also fosters economic growth by providing commercial spaces for local businesses.

Goals and Objectives:

1. **Economic Stimulus:** Create a thriving commercial space to attract businesses, fostering economic growth and job opportunities within the community.
2. **Community Development:** Enhance the neighborhood by providing well-designed, affordable residential units that contribute to the overall livability and diversity of the area.
3. **Urban Renewal:** Transform the vacant property into a modern, aesthetically pleasing structure that aligns with the city's vision for urban renewal and sustainable development.
4. **Mixed-Use Integration:** Promote a vibrant and integrated community by combining commercial and residential spaces, encouraging a live-work-play environment.

Alignment with City Plans and Policies:

The Delmar and Hanley Mixed-Use Redevelopment Project is in direct alignment with the city's plans and policies for sustainable urban development and economic revitalization. The project supports the city's goals of creating mixed-use spaces that encourage walkability, reduce urban blight, and enhance the overall quality of life for residents. By incorporating affordable housing options and commercial spaces, this project contributes to the city's commitment to inclusive growth and community-building.

Implementation Strategy:

1. Site Acquisition: Complete the purchase of the vacant property at 7489 Delmar Blvd.
2. Design and Planning: Engage with architects and urban planners to design a mixed-use building that meets both commercial and residential needs while adhering to local zoning regulations.
3. Community Engagement: Conduct community outreach to gather input and ensure that the project aligns with the desires and needs of the local residents.
4. Construction: Execute the construction phase with an emphasis on sustainable building practices, creating a structure that adds value to the neighborhood.
5. Tenant Recruitment: Attract a diverse range of commercial tenants to ensure a vibrant mix of businesses that cater to the community's needs. The Delmar and Hanley Mixed-Use Redevelopment Project is poised to be a transformative venture, breathing new life into an underutilized space and contributing to the economic and social well-being of the Saint Louis community.

The Delmar and Hanley Mixed-Use Redevelopment Project is poised to be a transformative venture, breathing new life into an underutilized space and contributing to the economic and social well-being of the University City community.

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

The job creation potential for the Delmar and Hanley Mixed-Use Redevelopment Project can have a positive impact on both part-time and full-time employment opportunities. Here's an estimate of the number of jobs and average wages for each category:

1. Full-Time Jobs:

- Commercial Spaces: Assuming three commercial spaces on the ground level, each space might require staffing for various roles such as sales associates, managers, and administrative staff. Conservatively estimating an

average of two full-time positions per commercial space, the total full-time jobs created would be approximately six.

- Residential Management: The operation and management of the residential units could involve roles such as property managers, maintenance staff, and security personnel. Allocating an additional two full-time positions for residential management brings the estimated total full-time jobs to eight.

2. Part-Time Jobs:

- Commercial Spaces: Part-time positions, such as sales associates, clerks, or support staff, may be needed for each commercial space. Assuming an average of two part-time positions per commercial space, the total part-time jobs created for the commercial spaces would be approximately six.

- Residential Services: Part-time roles may also be required for services like concierge, cleaning, or maintenance for the residential units. Allocating an additional two part-time positions for residential services brings the estimated total part-time jobs to four.

3. Average Wages:

- Full-Time Jobs: The average wages for full-time positions would depend on the specific roles and responsibilities. For commercial spaces, this might range from entry-level positions with competitive hourly rates to managerial roles with higher salaries. On average, considering a mix of roles, the average wage for full-time positions could range from \$15 to \$25 per hour, with potential for higher wages for managerial positions.

- Part-Time Jobs: Part-time positions may have slightly lower hourly rates than full-time positions. On average, part-time wages could range from \$12 to \$18 per hour.

It's important to note that these estimates are general approximations, and actual job creation and wages may vary based on factors such as local labor markets, specific business types occupying the commercial spaces, and the skill requirements of various positions. Additionally, the success of the project and the resulting economic impact can contribute to further job creation and increased wages over time.

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

Expected Outcomes

1. Economic Growth:

- Increased local economic activity through the establishment of commercial spaces, contributing to job creation and business revenue.
- Enhanced property values in the surrounding area, fostering economic growth.

2. Community Development:

- Improved livability with the addition of well-designed and affordable studio apartments, meeting the housing needs of the community.
- Strengthened community ties by providing spaces for local residents to live, work, and shop within the same neighborhood.

3. Urban Renewal:

- Revitalized and aesthetically pleasing urban space, reducing blight and contributing to the city's vision for urban renewal.
- Increased foot traffic, making the area more attractive and encouraging further development.

4. Mixed-Use Integration:

- Creation of a vibrant mixed-use environment that supports a diverse range of businesses and residential lifestyles.
- Encouragement of a sustainable and walkable neighborhood through the integration of commercial and residential spaces.

Milestones

1. Site Acquisition and Approval:

- Completion of property purchase and obtaining necessary approvals from local authorities.

2. Design and Planning:

- Finalization of architectural and urban planning designs, ensuring compliance with zoning regulations.

3. Community Engagement:

- Successful community outreach and incorporation of valuable input into the project plan.

4. Construction Phase:

- Initiation and completion of the construction phase within the specified timeline and budget.

5. Tenant Recruitment:

- Attraction of a diverse range of commercial tenants to occupy the ground-level spaces.

6. Residential Unit Occupancy:

- Occupancy of the studio apartments, ensuring a balance between affordability and quality.

7. Grand Opening:

- Successful launch and opening of the mixed-use building to the public.

Project Success Measurement

1. Economic Impact:

- Tracking the increase in local economic activity through business revenue and job creation.
- Monitoring the rise in property values in the vicinity.

2. Community Satisfaction:

- Conducting surveys or assessments to gauge community satisfaction with the new development.
- Monitoring resident feedback on the quality of life improvements.

3. Urban Renewal Impact:

- Assessing changes in the perception of the area through before-and-after comparisons.
- Monitoring foot traffic and engagement in the revitalized space.

4. Mixed-Use Integration:

- Analyzing the occupancy and success of the commercial spaces through rental income and tenant longevity.
- Evaluating the integration of residential and commercial aspects based on community utilization patterns.

5. Financial Performance:

- Reviewing the financial performance of the project against initial projections.
- Analyzing return on investment and profitability.

6. Sustainability Measures:

- Assessing the environmental impact of the construction and operation phases.
- Implementing and evaluating sustainable practices in the building's design and management.

These outcomes, milestones, and success measurement criteria collectively ensure a comprehensive evaluation of the Delmar and Hanley Mixed-Use Redevelopment Project's success in meeting its goals and objectives. Regular monitoring and adjustments to the project plan may be necessary to address any unforeseen challenges and optimize outcomes.

Program or Project Location (Attach photos of location or site, if appropriate): 7489 Delmar Blvd, Saint Louis, MO 63130, former site of Jordan's Auto Service.

Program or Project Timetable:

Estimating project timelines is highly prone to failure due to unpredictable factors like regulatory changes, human factors, unforeseen events, weather disruptions, and supply chain uncertainties. Initial assessments often underestimate project intricacies and human variables. External influences, such as market fluctuations, add further unpredictability. The desire for optimistic timelines and external pressures to expedite completion contribute to overly ambitious estimates. Acknowledging these challenges early in the dialogue with University City is crucial.

This will be a multi-year effort, and estimations are unlikely to be accurate. I would prefer to refrain from speculating on a timeline.

Estimating project costs is inherently precarious, given the unpredictability of factors like regulatory changes, market conditions, labor availability,

construction challenges, supply chain disruptions, and unforeseen events. Initial assessments tend to underestimate the complexity of projects and factors involving human dynamics. Optimistic pricing and external pressures to control costs often lead to overly ambitious estimates. Recognizing these challenges is critical. The budget should be regularly reviewed and adjusted as the project progresses to ensure accurate financial planning and successful project completion.

This will be a multi-year effort, and estimations are unlikely to be accurate. I would prefer to refrain from speculating on a timeline.

Type of Funding Request: Project

Total Budget: Amount of funding requested from EDRST: TBD

Is this request anticipated to be a one-time request or multi-year?

Multi-year. Support from the EDRST could be applicable to the following phases of development:

- Property Acquisition
- Design and Planning
- Construction Phase
- Community Engagement and Marketing
- Tenant Recruitment
- Residential Unit Preparation

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

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

Venture Hill Enterprises, LLC

A.J. Trujillo

January 10, 2024

Delmar and Hanley Mixed-Use Redevelopment Proposal Venture Hill Enterprises, LLC

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

Question 1. Applicant/Organizational Information

Name of Applicant/Organization: Venture Hill Enterprises, LLC

Contact Person and Title: Amy J. ("A.J.") Trujillo, Chief Executive Officer

Mailing Address: 7423 Gannon Ave, St. Louis, MO, 63130

Phone Number: (314) 315-5001

E-mail Address: ajtrjll@gmail.com

Website: N/A

Organizational Officers: A.J. Trujillo, Chief Executive Officer. Articles of Incorporation attached separately. Note: this is a Single Member LLC; there are no other officers.

Type of Entity: Single Member Limited Liability Company. Not a 501(c)3.

Women Business Enterprise (WBE): Yes, WBE.

Question 2: Applicant / Organization Background

Describe the applicant/organization history and mission:

I am a founding partner of a retail establishment (Trujillo Holdings, LLC dba Star Clipper) that operated successfully in the Delmar Loop for almost ten years. During that time, I was also president of an LLC (Bitter End Systems) that developed and sold Point-of-Sale software.

Describe the applicant/organization programs and activities:

Venture Hill Enterprises was created in 2023 as a means to address any viable business opportunities I encountered. Multiple projects are being considered at this time.

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

Project Title: Delmar and Hanley Mixed-Use Redevelopment Proposal

Summary:

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Need for the Program or Project:

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- 4. Mixed-Use Integration:** Promote a vibrant and integrated community by combining commercial and residential spaces, encouraging a live-work-play environment.

Alignment with City Plans and Policies:

The Delmar and Hanley Mixed-Use Redevelopment Project is in direct alignment with the city's plans and policies for sustainable urban development and economic revitalization. The project supports the city's goals of creating mixed-use spaces that encourage walkability, reduce urban blight, and enhance the overall quality of life for residents. By incorporating affordable housing options and commercial spaces, this project contributes to the city's commitment to inclusive growth and community-building.

Implementation Strategy:

1. **Site Acquisition:** Complete the purchase of the vacant property at 7489 Delmar Blvd.
2. **Design and Planning:** Engage with architects and urban planners to design a mixed-use building that meets both commercial and residential needs while adhering to local zoning regulations.
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The Delmar and Hanley Mixed-Use Redevelopment Project is poised to be a transformative venture, breathing new life into an underutilized space and contributing to the economic and social well-being of the University City community.

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

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average of two full-time positions per commercial space, the total full-time jobs created would be approximately six.

- Residential Management: The operation and management of the residential units could involve roles such as property managers, maintenance staff, and security personnel. Allocating an additional two full-time positions for residential management brings the estimated total full-time jobs to eight.

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It's important to note that these estimates are general approximations, and actual job creation and wages may vary based on factors such as local labor markets, specific business types occupying the commercial spaces, and the skill requirements of various positions. Additionally, the success of the project and the resulting economic impact can contribute to further job creation and increased wages over time.

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4. Construction Phase:

- Initiation and completion of the construction phase within the specified timeline and budget.

5. Tenant Recruitment:

- Attraction of a diverse range of commercial tenants to occupy the ground-level spaces.

6. Residential Unit Occupancy:

- Occupancy of the studio apartments, ensuring a balance between affordability and quality.

7. Grand Opening:

- Successful launch and opening of the mixed-use building to the public.

Project Success Measurement

1. Economic Impact:

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- Monitoring the rise in property values in the vicinity.

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3. Urban Renewal Impact:

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- Analyzing the occupancy and success of the commercial spaces through rental income and tenant longevity.
- Evaluating the integration of residential and commercial aspects based on community utilization patterns.

5. Financial Performance:

- Reviewing the financial performance of the project against initial projections.
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6. Sustainability Measures:

- Assessing the environmental impact of the construction and operation phases.
- Implementing and evaluating sustainable practices in the building's design and management.

These outcomes, milestones, and success measurement criteria collectively ensure a comprehensive evaluation of the Delmar and Hanley Mixed-Use Redevelopment Project's success in meeting its goals and objectives. Regular monitoring and adjustments to the project plan may be necessary to address any unforeseen challenges and optimize outcomes.

Program or Project Location (Attach photos of location or site, if appropriate): 7489 Delmar Blvd, Saint Louis, MO 63130, former site of Jordan's Auto Service.

Program or Project Timetable:

Estimating project timelines is highly prone to failure due to unpredictable factors like regulatory changes, human factors, unforeseen events, weather disruptions, and supply chain uncertainties. Initial assessments often underestimate project intricacies and human variables. External influences, such as market fluctuations, add further unpredictability. The desire for optimistic timelines and external pressures to expedite completion contribute to overly ambitious estimates. Acknowledging these challenges early in the dialogue with University City is crucial.

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This will be a multi-year effort, and estimations are unlikely to be accurate. I would prefer to refrain from speculating on a timeline.

Type of Funding Request: Project

Total Budget: Amount of funding requested from EDRST: TBD

Is this request anticipated to be a one-time request or multi-year?

Multi-year. Support from the EDRST could be applicable to the following phases of development:

- Property Acquisition
- Design and Planning
- Construction Phase
- Community Engagement and Marketing
- Tenant Recruitment
- Residential Unit Preparation

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

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

Venture Hill Enterprises, LLC

A.J. Trujillo

January 10, 2024



Economic Development Retail Sales Tax Board
6801 Delmar Boulevard · University City, Missouri 63130 · 314-505-8500 · Fax: 314-862-3168

ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS FISCAL YEAR 2024 (JULY 1, 2023 – JUNE 30, 2024)

GENERAL INFORMATION

In August 2006, the City of University City levied a one-quarter (1/4) percent sales tax on retail sales to be used for economic development purposes. This revenue is based on the amount of sales tax generated through point of sales within the City limits and fluctuates from year to year.

Through the Economic Development Retail Sales Tax (EDRST), funds are being invested in University City programs and projects that encourage the physical and economic redevelopment of major corridors, improve infrastructure, support existing successful business districts, and enhance efforts toward business retention, expansion and attraction. The use of revenues generated by the tax are generally for project administration, land acquisition, infrastructure, water and wastewater treatment capacity, matching state or federal grants related to long-term economic development projects, marketing, training, equipment and infrastructure and other specified uses. Please refer to the "Funding Priority Guidelines" for additional information relating to the use of funds.

A nine-member volunteer Economic Development Retail Sales Tax Board helps to oversee the use of the EDRST and serves in an advisory capacity to City Council. City Council will make the final award decisions.

WHO CAN APPLY

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

FY2024 EDRST APPLICATION TENTATIVE SCHEDULE

DATE	ACTION
December 13, 2023	Issue application
January 10, 2024 @ 5:00 p.m.	Application Deadline
December 27 – January 26, 2024	Staff reviews applications & forwards to EDRST Board
January 26, 2024	EDRST Board Receives Applications
February 1, 2024	Public Hearing & Presentations by Applicants to EDRST Board
February 15, 2024	EDRST Board makes final funding recommendations to City Council.
March 11, 2024	City Council makes final funding awards



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

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

Application Date: January 10, 2024

Project Title: Delmar and Hanley Mixed-Use Redevelopment Proposal

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: Venture Hill Enterprises

Contact Person and Title: A.J. Trujillo, President

Mailing Address: 7423 Gannon Ave., St. Louis, MO, 63130

Phone Number: (314) 315-5001

E-mail Address: ajtrjll@gmail.com

Website: N/A

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

a. A.J. Trujillo, President. See above for details. Articles of incorporation attached separately.

b. N/A

c. _____

Type of Entity:

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

501(c) 3:

Yes No If no, list type of entity: Single Member LLC

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

Yes No

2. **Applicant/Organization Background**

Describe the applicant/organization history and mission:

See attached document.

Describe the applicant/organization programs and activities:

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

SECTION 2: PROGRAM OR PROJECT INFORMATION

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

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

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

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

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

Program or Project Timetable:

Type of Funding Request (check all that apply):

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

Total Budget: \$235K

Amount of funding requested from EDRST: TBD

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

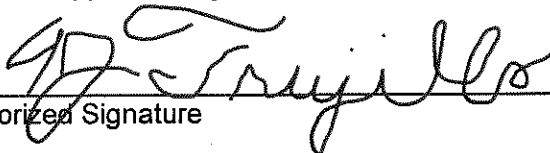
Multi-year.

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

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

Venture Hill Enterprises

Name of Applicant Organization


Authorized Signature

January 10, 2024

Date

EDRST B-1

**City of University City
Economic Development Retail Sales Tax
FY24 Request for Funds: Budget Cost Summary**

**Applicant
Project
Amount of Request**

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

	Total EDRST Funds	Applicant's Cash Funds	Applicant's Non-Cash Contributions	Other Funds	Project Total
I. Project or Program Direct Costs*					
Total Direct Costs	\$ -				\$ -
II. Indirect Costs**					
Operations	\$ -				\$ -
BUDGET TOTAL - ALL ACTIVITIES	\$ -				\$ 235K -

*Examples of direct costs are project materials, salaries, fringe and benefits, supplies and equipment that are tied to a particular cost objective such as a project or program. Consultation with City staff is advised to assist in defining direct costs.

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Idea Lab at The Delmar Loop: Fostering Innovation and Collaboration Venture Hill Enterprises, LLC

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

Question 1. Applicant/Organizational Information

Name of Applicant/Organization: Venture Hill Enterprises, LLC

Contact Person and Title: Amy J. ("A.J.") Trujillo, Chief Executive Officer

Mailing Address: 7423 Gannon Ave, St. Louis, MO, 63130

Phone Number: (314) 315-5001

E-mail Address: ajtrjll@gmail.com

Website: N/A

Organizational Officers: A.J. Trujillo, Chief Executive Officer. Articles of Incorporation attached separately. Note: this is a Single Member LLC; there are no other officers.

Type of Entity: Single Member Limited Liability Company. Not a 501(c)3.

Women Business Enterprise (WBE): Yes, WBE.

Question 2: Applicant / Organization Background

Describe the applicant/organization history and mission:

I am a founding partner of a retail establishment (Trujillo Holdings, LLC dba Star Clipper) that operated successfully in the Delmar Loop for almost ten years. During that time, I was also president of an LLC (Bitter End Systems) that developed and sold Point-of-Sale software.

Describe the applicant/organization programs and activities:

Venture Hill Enterprises was created in 2023 as a means to address any viable business opportunities I encountered. Multiple projects are being considered at this time.

SECTION 2: PROGRAM OR PROJECT INFORMATION

Question 3: Program or Project Summary

Description of the Program or Project. In addition to a detailed description of the project, include a summary of the need for the program or project,

goals and objectives, partners, and how the program or project meets any City plans or policies:

Project Title: Idea Lab at The Delmar Loop: Fostering Innovation and Collaboration

Introduction

In response to the growing demand for innovative solutions and collaborative spaces in University City, I propose the establishment of an Idea Lab in The Delmar Loop district of University City. This dynamic initiative aims to provide a dedicated space for creativity, problem-solving, and community engagement. By strategically partnering with institutions like Washington University of Saint Louis, this Idea Lab will contribute to the vibrant intellectual and entrepreneurial ecosystem of University City.

Need for the Program

University City, known for its rich cultural diversity and intellectual vibrancy, is primed for an initiative that fosters regional growth through innovation and collaboration. The need for such a program arises from the desire to harness the collective energy of the community and academia, addressing real-world challenges and fostering an environment where ideas can flourish into tangible solutions.

Goals and Objectives

1. **Promoting Innovation:** Cultivate a culture of innovation by providing a space for cross-disciplinary collaboration, encouraging the development of creative solutions to local challenges.
2. **Community Engagement:** Act as a hub for community members, students, entrepreneurs, and professionals to connect, collaborate, and contribute to the social and economic development of University City.
3. **Skill Development:** Offer workshops, seminars, and training programs to enhance participants' skills in areas such as design thinking, problem-solving, and entrepreneurship.
4. **Research and Development:** Facilitate collaborative research projects, encouraging partnerships between the local community and academic institutions to address pressing issues.

5. **Entrepreneurial Support:** Provide resources and mentorship for aspiring entrepreneurs, supporting the development of innovative startups within University City.

Partnerships

The Idea Lab could collaborate with Washington University of Saint Louis to leverage academic expertise, research facilities, and student talent. This partnership will create a bridge between the academic and local community, fostering a dynamic exchange of ideas and knowledge.

Alignment with University City Plans

The establishment of the Idea Lab aligns seamlessly with University City's commitment to fostering a vibrant and innovative community. This initiative contributes to the city's strategic plans by:

1. **Enhancing Economic Development:** By supporting entrepreneurial endeavors and attracting innovative businesses.
2. **Strengthening Community Ties:** Providing a space for residents, students, and professionals to collaborate on solutions that benefit the local community.
3. **Encouraging Educational Initiatives:** Aligning with the city's emphasis on education and research by involving Washington University and promoting skill development.

Conclusion

The Idea Lab in The Delmar Loop district is poised to become a catalyst for innovation, collaboration, and community development in University City. By bringing together diverse perspectives and fostering partnerships with academic institutions, this initiative will contribute to the city's growth and position University City as a hub for creativity and innovation.

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

The job creation potential for the University City Idea Lab Project can have a positive impact on both part-time and full-time employment opportunities. Presuming it operates seven days a week, ten hours a day, here's an estimate of the number of jobs and average wages:

Staffing Estimate

1. Full-Time Positions (Salaried):

Lab Director/Manager: \$55,000 \$65,000 per year

Operations Manager: \$40,000 \$50,000 per year

2. Part-Time Positions (Hourly)

Program Coordinator: \$28 \$36 per hour

Assistant Program Coordinator: \$20 \$25 per hour

Research and Development Advisors: \$40 \$50 per hour

Workshop Facilitators/Trainers/Instructors: \$25 \$30 per hour

Administrative Staff: \$15 \$20 per hour

Technical Support: \$25 \$35 per hour

It's important to note that these estimates are general approximations, and actual job creation and wages may vary based on factors such as local labor markets, and the skill requirements of various positions. Additionally, the success of the project and the resulting economic impact can contribute to further job creation and increased wages over time.

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

Expected Outcomes of the Idea Lab Project

1. Innovation Hub: The Idea Lab aims to become a thriving innovation hub, fostering the development of novel solutions, products, and services through collaborative efforts.

2. Community Empowerment: Empowerment of the local community through skill development, knowledge-sharing, and opportunities for entrepreneurship, contributing to the economic growth of University City.

3. Cross-Disciplinary Collaboration: Encouraging collaboration among individuals from diverse backgrounds, including academia, industry, and the community, to address complex challenges through interdisciplinary approaches.

4. Entrepreneurial Ecosystem: Nurturing an entrepreneurial ecosystem by providing resources, mentorship, and support to startup initiatives, ultimately contributing to the creation of new businesses within University City.

5. Research and Development: Facilitating research and development projects that address local issues, with tangible outcomes and applications that enhance the overall quality of life in University City.

Milestones

1. Launch and Facility Setup:

- Secure funding and resources for the Idea Lab.
- Establish physical space, including necessary equipment and technology.

2. Program Development:

- Design and launch skill development programs, workshops, and training sessions.
- Develop collaborative research projects and initiatives.

3. Partnership Formation:

- Form strategic partnerships with local businesses, educational institutions, and community organizations.
- Establish formal collaborations with Washington University and other relevant entities.

4. Community Engagement:

- Organize events, seminars, and forums to engage the local community.
- Implement outreach programs to involve a diverse range of participants.

5. Innovation Showcases:

- Conduct regular showcases to highlight innovative projects and startups emerging from the Idea Lab.
- Measure the success of these projects in terms of their impact and sustainability.

Project Success Measurement

1. Quantifiable Impact:

- Measure the number of innovative projects initiated and successfully implemented.
- Track the number of startups launched and their sustainability over time.

2. Community Involvement:

- Assess the level of community involvement through participation in workshops, events, and collaborative projects.

3. Skill Development Metrics:

- Evaluate the success of skill development programs by measuring the acquisition and application of new skills by participants.

4. Partnership Effectiveness:

- Gauge the effectiveness of partnerships through metrics such as the number of joint initiatives, shared resources, and collaborative projects.

5. Research Output:

- Assess the impact of research and development projects on addressing local challenges and contributing to the advancement of knowledge.

6. Economic Contribution:

- Measure the economic impact by tracking the growth of new businesses, job creation, and overall economic development within University City.

7. Surveys and Feedback:

- Collect feedback from participants, partners, and the community through surveys to assess satisfaction, perceived impact, and areas for improvement.

By systematically monitoring and evaluating these outcomes and milestones, the success of the Idea Lab project can be assessed, ensuring that it effectively contributes to the goals of innovation, community development, and economic growth in University City.

Program or Project Location (Attach photos of location or site, if appropriate): The Delmar Loop district of University City.

Program or Project Timetable: Roughly a year from inception to grand opening.

1. Project Initiation:

- Define project goals and objectives.
- Establish a project team.
- Conduct a feasibility study.
- Identify potential funding sources and partners.
- Develop a project proposal.
- Secure initial funding commitments.

2. Space Planning and Design:

- Develop a detailed project plan.
- Design the physical space and layout.
- Identify necessary equipment and technology.
- Finalize the budget and funding agreements.
- Complete construction and setup of the Idea Lab space.

- Install necessary equipment and technology
- Test equipment

3. Fundraising and Partnership Development:

- Launch fundraising campaigns.
- Continue partnership negotiations.
- Begin outreach to potential collaborators.

Ongoing:

- Secure additional funding and finalize partnerships.

4. Resource Development

- Hire staff.
- Conduct training sessions for employees.

5. Program Development

- Ideate.
- Design program objectives and key results.
- Establish program key performance indicators.

6. Program Refinement and Marketing:

- Refine and adjust programs based on pilot testing.
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7. Grand Opening

- Plan and organize a grand opening event.
- Invite stakeholders, community members, and partners.
- Host the official opening ceremony.
- Begin regular operations of the Idea Lab.

Type of Funding Request: Project

Total Budget: Amount of funding requested from EDRST: TBD

Is this request anticipated to be a one-time request or multi-year?

Multi-year. Year one cost breakdown might look like the following:

1. Facility Setup:

- Construction and setup of the Idea Lab space: \$15,000

2. Technology and Equipment:

- Initial setup cost: \$5,000
- Monthly technology and equipment costs thereafter: \$250

3. Staff Salaries (Months 6-12):

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- Promotion of the Idea Lab, including marketing materials, outreach events, and workshops.
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- Estimated Cost: \$25,000 - \$35,000

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7. Miscellaneous and Contingency:

- Allowance for unforeseen expenses and contingencies.
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Total Estimated Costs:

- Minimum: \$180,000
- Maximum: \$235,000

These figures are approximations, and actual costs may vary based on specific circumstances and factors unique to the Idea Lab project.

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

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

Venture Hill Enterprises, LLC

A.J. Trujillo

January 10, 2024

Idea Lab at The Delmar Loop: Fostering Innovation and Collaboration Venture Hill Enterprises, LLC

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

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Name of Applicant/Organization: Venture Hill Enterprises, LLC

Contact Person and Title: Amy J. ("A.J.") Trujillo, Chief Executive Officer

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Conclusion

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Milestones

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Program or Project Location (Attach photos of location or site, if appropriate): The Delmar Loop district of University City.

Program or Project Timetable: Roughly a year from inception to grand opening.

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- Install necessary equipment and technology
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3. Fundraising and Partnership Development:

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Ongoing:

- Secure additional funding and finalize partnerships.

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Type of Funding Request: Project

Total Budget: Amount of funding requested from EDRST: TBD

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4. Marketing and Outreach:

- Promotion of the Idea Lab, including marketing materials, outreach events, and workshops.
- Estimated Cost: \$5,000 - \$10,000

5. Operating Expenses (Months 1-6):

- Utilities, insurance, licenses, permits, and other miscellaneous operational costs.
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6. Fundraising Campaigns:

- Costs associated with launching and managing fundraising campaigns.
- Estimated Cost: \$5,000 - \$10,000

7. Miscellaneous and Contingency:

- Allowance for unforeseen expenses and contingencies.
- Estimated Cost: \$15,000 - \$20,000

Total Estimated Costs:

- Minimum: \$180,000
- Maximum: \$235,000

These figures are approximations, and actual costs may vary based on specific circumstances and factors unique to the Idea Lab project.

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

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

Venture Hill Enterprises, LLC

A.J. Trujillo

January 10, 2024



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

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

Application Date: **December 27, 2023**

Project Title: **Well U Café – Structure Replacement/Renovation and Renovation of Co-op Space**

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: Well U Café, LLC
Contact Person and Title: Diarra Morris - Co-owner/General Manager
Mailing Address: 6500 Etzel Avenue
Phone Number: 314-669-5007
E-mail Address: info@wellucafe.com
Website: www.wellucafe.com

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

- a. Diarra Morris - 6502 Etzel Ave, St. Louis, MO 63130, 314-669-5007
- b. James Bowens – 6502 Etzel Ave, St. Louis, MO 63130, 314-669-5007
- c.

Type of Entity:

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

501(c) 3:

- Yes No If no, list type of entity:

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

Yes No *Woman and Minority Owned but not federally certified.*

2. Applicant/Organization Background

Describe the applicant/organization history and mission:

Well U Café was formed in 2018 as a limited Liability Company Partnership under Missouri state laws. The company is minority and woman owned by Diarra Morris and James Bowens. Located in the Sutter Heights neighborhood of the community, the structure sits on the corner of a major thoroughfare connecting residents, students, workers, and visitors from surrounding areas. The name "Well U Café," is derived from our company's focus on "wellness" and its relation to good food and the individual, "you." It is also a pun on its proximity to the cities of Wellston and University City. The company plans to restore the existing structure with plans for expansion. The community we will serve is the community both co-owners grew up in. They are graduates and alums of University City High school. Our mission is to provide a unique environment where customers can enjoy conscious dining without compromising flavor, hospitality, or experience. In fact, our motto is to "expect the unexpected" when visiting with us.

Describe the applicant/organization programs and activities:

The company currently operates online and provides artisan crafted homestyle desserts through local delivery and catering services. Having experience in the hospitality industry, we recognize industry standards for running a successful establishment. Our commitment to the community and success of this café is why James became a professionally trained chef through the 9th ranked culinary program in the nation. Diarra holds a Bachelor of Science in Management and is enrolled in a certification program that will enhance that degree. In the past we have personally partnered with various organizations and efforts throughout the community. We are active members of the University City Alumni Association and regularly volunteer for community efforts throughout the year.

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

N/A

SECTION 2: PROGRAM OR PROJECT INFORMATION

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

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

The end goal is to expand operations to a full-service brick and mortar café serving American styled cuisine infused with other ethnic flavors, a co-working kitchen, and a private event space. The project we are proposing will require the redevelopment of a portion of the commercial space of an existing mixed-use structure and the permanent placement and interior renovation of a food trailer. We want to maintain the integrity of the original architectural character of the building as much as possible. A renovation, rehabilitation and remodel are necessary to achieve this goal. Completing the entire project in phases is best. The expansion of services will happen in two phases. The phase one business goal is to

expand service offerings to include a pickup and outside dining option and a shared working kitchen. This phase would entail the interior renovation and permanent placement of a food trailer that would be located where a previous structure stood on the property. The complete construction of the coworking kitchen in the lower level of the existing structure would occupy approximately 1,300 square feet of the commercial space. When this phase is complete, we will offer culinarians the opportunity to advance their culinary business out of a professional kitchen. The second phase would entail the renovation of the remaining commercial space to accommodate the café and event space. When this phase is completed, we will be able to offer dine-in and private rental options.

Until 1982, a small business had always operated out of the 20 X 20 FT structure that stood behind the existing building. (see attachment B) Damage over the years caused this building to be condemned and required demolition. The concrete pad the structure stood upon remains intact so that a future structure can be erected in its place per ordinances. We have acquired a vintage concessions trailer to be used as a food trailer. (see attachment C) Chosen for its nostalgic appeal, sturdiness, character and recyclability, it is properly titled with the state under Missouri law. Work has been completed to preserve its exterior, interior, and undercarriage. (see attachment D & E) We are seeking funding to permanently place the converted food trailer atop the concrete pad to align and connect directly to the utilities of the previous structure. (see attachment F) The funding would also be used to purchase the necessary equipment and supplies needed to convert the interior of the trailer into a food trailer. The company expects to hire 2 full-time and 2 part-time employees due to this expansion.

Over the past few years, St. Louis, city and county combined, have become recognized throughout the country as an essential culinary destination. The city consistently ranks as one of the leading cities in the United States in the number of independent restaurants per capita. Starting a business in the culinary industry can be taxing. Our own experiences in growing in the culinary industry highlighted unforeseen shortages. Finding an affordable commercial space to prepare our food that meets county codes was almost impossible. A coworking kitchen will help to immediately alleviate that issue for rising food professionals while supporting the growth of locally grown businesses. We are seeking funding to purchase equipment and supplies for the renovation of a co-op working space. The space is a kitchen designed to be a safe and sanitary shared space for individuals to create, test, and prepare food for consumption. (see attachment J) The space is not for company business use purposes. The company expects to hire 1 full-time position and accommodate a maximum of 8-10 tenants at a time after the completion of this part of the phase.

There is a dire need for the project. One of the greatest challenges facing the residents of the 3rd Ward is their lack of access to food service and retail. It is a district with mostly residential homes and a very minimal number of businesses located within the community. There are several small commercial pockets throughout the 1st and 2nd Wards and none throughout the 3rd Ward. Our objective is to be the catalyst that attracts other small businesses to the area. The project is directly aligned with the 3rd Ward Housing and Revitalization Plan and the Economic Development Strategic Plan. More specifically, the project encourages the physical and economic redevelopment of a major corridor, will improve infrastructure, support existing business districts, and will enhance efforts toward business retention, expansion and attraction. The coworking space presents an opportunity for the city to engage with growing firms and to promote University City as a business-friendly municipality and an advocate for small business development. We possess an economic asset that is expected to help to advance the future of the city through tax growth and increase economic opportunity.

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

The additional in-house needs will add 15 positions. 5 employees and 10 co-working tenants.

Full and part-time employees will earn \$15-\$21 per hour.

Co-working tenants are mentioned because they will earn a varied income and could potentially hire employees to assist them directly.

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

**Project completion within the timetable.
All full-time and part-time positions filled.**

Program or Project Location (Attach photos of location or site, if appropriate):
Project location: 6500 Etzel Ave. (see attachment A)

Program or Project Timetable:

Summer 2024: City Approval of Drawings

Summer 2024: Licensing and permits

Summer 2024: Purchase equipment and supplies

Summer 2024: Placement of food trailer on property

Summer 2024: Renovation begins on food trailer

Fall 2024: Renovation and Construction begins co-working kitchen

Early Spring 2025: Renovation and Construction complete

Early Summer 2025: Grand Opening of food trailer and co-op kitchen

Type of Funding Request (check all that apply):

Project

Program

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

Total Budget: \$125,300

Amount of funding requested from EDRST: \$77,200

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

This is a one-time request.

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

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

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

Well U Café, LLC

Name of Applicant Organization

Authorized Signature

[Handwritten Signature]

12/27/23
Date

EDRST B-1

**City of University City
 Economic Development Retail Sales Tax
 FY24 Request for Funds: Budget Cost Summary**

**Applicant: Well U Café
 Project: Structure Replacement/Renovation and Renovation of Co-op Space
 Amount of Request**

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

	Total EDRST Funds	Applicant's Cash Funds	Applicant's Non-Cash Contributions	Other Funds	Project Total
I. Project or Program Direct Costs*					
Structure/food trailer placement	\$ 5,000				\$ 5,000
All equipment	\$ 65,200			\$ 10,000	\$ 65,200
Supplies	\$ 7,000			\$ 2,000	\$ 7,000
Construction		\$ 5,000	\$ 14,000	\$ 18,000	\$ 37,100
Total Direct Costs	\$ 77,200				\$ 114,300
II. Indirect Costs**					
Operations		\$ 5,000	\$ 6,000		\$ 11,000
BUDGET TOTAL - ALL ACTIVITIES	\$ 77,200	\$ 5,000	\$ 20,000	\$ 30,000	\$ 125,300

*Examples of direct costs are project materials, salaries, fringe and benefits, supplies and equipment that are tied to a particular cost objective such as a project or program. Consultation with City staff is advised to assist in defining direct costs.

**Examples of indirect costs are expenses relating to operations, such as general office and building expenses. These costs must represent a reasonable and proportional rate in relationship to direct costs. Consultation with City staff is advised to assist with defining indirect costs.

EDRST B-1

City of University City
 Economic Development Retail Sales Tax
 FY24 Request for Funds: Budget Cost Summary

Applicant: *Well U Café*
 Project: *Structure Replacement/Renovation and Renovation of Co-op Space*

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

	Total EDRST Funds	Applicant's Cash Funds	Applicant's Non-Cash Contributions	Other Funds	Project Total
I. Project or Program Direct Costs*					
Structure/food trailer placement	\$ 5,000				\$ 5,000
All equipment	\$ 65,200			\$ 10,000	\$ 65,200
Supplies	\$ 7,000			\$ 2,000	\$ 7,000
Construction		\$ 5,000	\$ 14,000	\$ 18,000	\$ 37,100
Total Direct Costs	\$ 77,200				\$ 114,300
II. Indirect Costs**					
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Economic Development Retail Sales Tax Board
6801 Delmar Boulevard •University City, Missouri 63130 •314-505-8500 •Fax: 314-862-3168

ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS FISCAL YEAR 2024 (JULY 1, 2023 – JUNE 30, 2024)

GENERAL INFORMATION

In August 2006, the City of University City levied a one-quarter (1/4) percent sales tax on retail sales to be used for economic development purposes. This revenue is based on the amount of sales tax generated through point of sales within the City limits and fluctuates from year to year.

Through the Economic Development Retail Sales Tax (EDRST), funds are being invested in University City programs and projects that encourage the physical and economic redevelopment of major corridors, improve infrastructure, support existing successful business districts, and enhance efforts toward business retention, expansion and attraction. The use of revenues generated by the tax are generally for project administration, land acquisition, infrastructure, water and wastewater treatment capacity, matching state or federal grants related to long-term economic development projects, marketing, training, equipment and infrastructure and other specified uses. Please refer to the "Funding Priority Guidelines" for additional information relating to the use of funds.

A nine-member volunteer Economic Development Retail Sales Tax Board helps to oversee the use of the EDRST and serves in an advisory capacity to City Council. City Council will make the final award decisions.

WHO CAN APPLY

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FY2024 EDRST APPLICATION TENTATIVE SCHEDULE

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March 11, 2024	City Council makes final funding awards



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

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

Application Date: 1/8/2024 _____

Project Title: Advertising _____

SECTION 1: APPLICANT/ ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: University City Loop Special Business District _____

Contact Person and Title: Jessica Bueler, Executive Director _____

Mailing Address: P.O. Box 300249 University City, MO 63130 _____

Phone Number: 314-585-6331 _____

E-mail Address: jessica@visittheloop.com _____

Website: visittheloop.com _____

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

a. Derek Deaver, 6315 Delmar Blvd. 314-494-9409 derek@threekingspub.com _____

b. Michael Alter, 6605 Delmar Blvd, 314-726-9555 michael@fitsrootbeer.com _____

c. Dan Wald, 6655 Delmar, 314-422-2386 dan@rodanmanagement.com _____

Type of Entity:

Sole-Proprietorship

Corporation/Partnership/Limited Liability Company

Not for Profit Organization

Public/Government

Political subdivision of the State of Missouri - sales tax exempt

501(c) 3:

NO

If no, list type of entity:

Political subdivision of the State of Missouri - sales tax exempt

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

NO

2. **Applicant/Organization Background**

Describe the applicant/organization history and mission:

A political subdivision of the State of Missouri formed on Oct. 20, 1980 whose main purpose is the improvement of the environment and the promotion of business in the area it encompasses, as authorized by Chapter 71, Sections 71.790 through 71.808 inclusive, RSMo.

We strive to expand the remarkable revitalization of this exciting restaurant, shopping and arts & entertainment district by encouraging unique businesses to move to and operate in the Delmar Loop by emphasizing diversity, by implementing infrastructure improvements, and planning special events for the enjoyment of residents and visitors. The Loop was designated "One of the 10 Great Streets in America" by the American Planning Association.

Describe the applicant/organization programs and activities:

Business promotion/recruitment/retention, economic development/planning/marketing, promotion of tourism, special events/decorations, advertising, capital improvements, cleaning/trash collection on weekends, streetscape amenities including bicycle racks, beautification, monthly meetings, creating newsletters for distribution of communication; website, social media, co-promotions.

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

Requests and suggestions were made at monthly meetings open to all property owners, merchants and other interested parties.

SECTION 2: PROGRAM OR PROJECT INFORMATION

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

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

The LSBD is deeply committed to the success and vitality of our community and believes that we have an opportunity to support our local businesses and restaurants through innovative advertising campaigns.

Local businesses are the lifeblood of our community, providing jobs, unique products, and vibrant gathering places. However, in recent times, our local businesses have faced unprecedented challenges due to various factors, including the ongoing impact of the COVID-19 pandemic, the decrease of in-person shopping for retailers, and inflation of cost of goods, utilities, and employee wages. It is crucial that we take proactive steps to revitalize our local business district and encourage residents and visitors to shop and dine in the Delmar Loop.

To achieve this goal, the LSBD is requesting the allocation of \$30,000 to fund advertising campaigns aimed at promoting local shopping and dining. These campaigns would emphasize the importance of supporting our local businesses, showcasing the diverse range of products and culinary experiences available in the Delmar Loop, and creating a sense of community pride.

The proposed advertising campaigns would include a mix of online and local marketing initiatives, such as:

- *Social media advertising to reach a broader audience on Facebook and Instagram.*
- *Local television and/or radio spots*
- *Eye-catching banners and posters throughout the Delmar Loop area.*
- *Collaborations with local influencers and bloggers to highlight the unique offerings of our businesses.*
- *Printed materials distributed to residents and visitors.*

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

N/A

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

Expected Outcomes of the Project:

- ***Increased Foot Traffic:*** The advertising campaigns are expected to significantly increase foot traffic in the Delmar Loop area, leading to increased number of customer visits to local businesses and restaurants.
- ***Boosted Sales:*** As a direct result of increased foot traffic and awareness, local businesses are projected to experience a boost in sales, contributing to their sustainability and growth.
- ***Community Engagement:*** The campaigns will foster a sense of community engagement and pride as residents and visitors become more aware of the unique offerings of the Delmar Loop, leading to a stronger sense of community.

Milestones:

To ensure the successful implementation of the advertising campaigns, we propose the following milestones:

- ***Campaign Development:*** Within one month of receiving funding, the LSBDD will develop a comprehensive advertising strategy and creative materials.
- ***Launch of Campaigns:*** The campaigns will be launched within three months, utilizing a phased approach to maximize their impact.
- ***Monitoring and Adjustments:*** Ongoing monitoring of campaign effectiveness will take place, with regular reviews and adjustments as needed to optimize results.

Measurement of Project Success:

The success of the project will be measured through key performance indicators (KPIs) such as:

- ***Increased Sales*** for retailers, restaurants, and service providers in the Delmar Loop.
- ***Website and Social Media Metrics:*** Monitoring website visits, social media engagement, and click-through rates to assess the campaign's online impact.
- *in the Delmar Loop*
- ***Community Feedback:*** Gathering feedback from residents and business owners through surveys and focus groups to gauge community sentiment and engagement.

By investing in these advertising campaigns, we can help increase foot traffic to our local businesses, boost sales, and create a sense of unity within our community. Moreover, this investment will not only benefit our local economy but also generate revenue for the city through increased sales tax revenue that will continue funding important programs such as the 1/4 cent EDRST tax.

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

Advertising will represent the Delmar Loop businesses and events between Kingsland Ave and Limit Ave.

Program or Project Timetable:

- *Submit request to EDRST Board on January 11, 2024.*
- *Present proposal to EDRST Board on February 1, 2024.*
- *Receive approval from University City City Council on March 11, 2024.*
- *Develop advertising strategy by April 15, 2024.*
- *Begin implementation of advertising strategy by May 1, 2024.*

Type of Funding Request (check all that apply):

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

Total Budget:

\$30,000

Amount of funding requested from EDRST:

\$30,000

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

This is a one-time request.

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

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

University City Loop Special Business District

Name of Applicant Organization

Jessica Bueler

1/10/2024

Authorized Signature

Date



Economic Development Retail Sales Tax Board
6801 Delmar Boulevard •University City, Missouri 63130 •314-505-8500 •Fax: 314-862-3168

ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS FISCAL YEAR 2024 (JULY 1, 2023 – JUNE 30, 2024)

GENERAL INFORMATION

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WHO CAN APPLY

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FY2024 EDRST APPLICATION TENTATIVE SCHEDULE

DATE	ACTION
December 13, 2023	Issue application
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Economic Development Retail Sales Tax Board
6801 Delmar Boulevard • University City, Missouri 63130 • 314-505-8533

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

Application Date: 1/8/2024_____

Project Title: Bicycle Racks Repainted_____

SECTION 1: APPLICANT/ ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: University City Loop Special Business District_____

Contact Person and Title: Jessica Bueler, Executive Director_____

Mailing Address: P.O. Box 300249 University City, MO 63130_____

Phone Number: 314-585-6331_____

E-mail Address: jessica@visittheloop.com_____

Website: visittheloop.com_____

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

a. Derek Deaver, 6315 Delmar Blvd. 314-494-9409 derek@threekingspub.com_____

b. Michael Alter, 6605 Delmar Blvd, 314-726-9555 michael@fitzsrootbeer.com_____

c. Dan Wald, 6655 Delmar, 314-422-2386 dan@rodanmanagement.com_____

Type of Entity:

- Sole-Proprietorship
- Corporation/Partnership/Limited Liability Company
- Not for Profit Organization
- Public/Government
- Political subdivision of the State of Missouri - sales tax exempt

501(c) 3:

NO If no, list type of entity:
Political subdivision of the State of Missouri - sales tax exempt

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

NO

2. **Applicant/Organization Background**

Describe the applicant/organization history and mission:

A political subdivision of the State of Missouri formed on Oct. 20, 1980 whose main purpose is the improvement of the environment and the promotion of business in the area it encompasses, as authorized by Chapter 71, Sections 71.790 through 71.808 inclusive, RSMo.

We strive to expand the remarkable revitalization of this exciting restaurant, shopping and arts & entertainment district by encouraging unique businesses to move to and operate in the Delmar Loop by emphasizing diversity, by implementing infrastructure improvements, and planning special events for the enjoyment of residents and visitors. The Loop was designated "One of the 10 Great Streets in America" by the American Planning Association.

Describe the applicant/organization programs and activities:

Business promotion/recruitment/retention, economic development/planning/marketing, promotion of tourism, special events/decorations, advertising, capital improvements, cleaning/trash collection on weekends, streetscape amenities including bicycle racks, beautification, monthly meetings, creating newsletters for distribution of communication; website, social media, co-promotions.

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

Requests and suggestions were made at monthly meetings open to all property owners, merchants and other interested parties.

SECTION 2: PROGRAM OR PROJECT INFORMATION

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

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

The LSBDD is requesting funds aimed at furthering our mission to transform the Delmar Loop into a vibrant Creative Arts District in Missouri. To work towards achieving this vision, we are seeking the support of the EDRST Board in securing \$10,000 in funding to re-paint and enhance the existing bike racks in the area because they are rusting and the original paint is deteriorating.

The Delmar Loop is renowned for its rich cultural history, diverse community, and thriving arts scene. As we continue our efforts to revitalize the business district, we believe that investing in our infrastructure can play a significant role in making the Delmar Loop an even more attractive destination for residents and visitors alike.

The bike racks in our district are not only functional but can also serve as artistic canvases, reflecting the creative spirit that defines the Delmar Loop. By painting these racks, we aim to transform them into unique, eye-catching installations that contribute to the overall aesthetic appeal of our district. This initiative aligns perfectly with our vision of creating an environment that fosters creativity and artistic expression.

In addition to the artistic aspect, enhancing the bike racks will also promote sustainable transportation options and contribute to our ongoing efforts to make the Delmar Loop more accessible to cyclists. Encouraging cycling aligns with our commitment to a greener, more environmentally friendly district.

The \$10,000 in funding we are seeking will be allocated towards the following:

- **Materials:** High-quality paint, primer, and protective coatings to ensure the longevity of the artwork.
- **Artist Compensation:** We intend to collaborate with local artists who will be responsible for transforming the bike racks into stunning works of art.
- **Maintenance:** Covering the costs associated with repairing the painted bike racks if they become vandalized with graffiti.

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

Up to 8 jobs for various artists.

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

Expected Outcomes:

The Delmar Loop Special Business District (LSBD) anticipates several positive outcomes from the enhancement of bike racks within the Delmar Loop. These outcomes include:

- **Enhanced Aesthetic Appeal:** The painted bike racks will serve as unique, eye-catching installations, contributing to the overall artistic and cultural atmosphere of the Delmar Loop.
- **Promotion of Local Artistry:** Collaboration with local artists will provide opportunities for creative expression, showcase their talent, and support their livelihoods. By truly including local artists in the project, we show that we value them which encourages them to join our pop-up program to fill a vacant loop space with an artist's work for 6 months per empty storefront.
- **Increased Bicycle Usage:** By providing visually appealing and convenient bicycle parking, we aim to encourage more people to choose cycling as a mode of transportation within the district, thereby promoting sustainability and reducing traffic congestion.
- **Community Engagement:** This project will engage the community through art-related events, workshops, and public involvement, fostering a sense of ownership and pride in the Delmar Loop's transformation.
- **Missouri Arts Council Engagement:** The Missouri Arts Council will support any efforts to beautify the area through art to help promote it on a state level.

Milestones:

To ensure the successful implementation of this project, we have outlined the following key milestones:

- **Project Planning and Artist Selection:** Within the first month of receiving funding we will initiate the planning phase, including selecting local artists and finalizing the design concepts.
- **Materials Procurement:** By the end of the first month after receiving funding, we will have procured all necessary materials, including paint, primer, and protective coatings.
- **Artwork Creation:** Artists will work on transforming the bike racks into works of art. This phase will involve regular progress checks and community involvement with artists to be completed by Loop Mural Festival on May 31, 2024.
- **Ongoing Maintenance:** Following the project's completion, we will establish a maintenance schedule to ensure the long-term preservation of the artwork as well as a social campaign to show off the artists' work.

Measuring Project Success:

The success of the project will be assessed using the following criteria:

- **Visual Impact:** The painted bike racks enhance the overall visual appearance of the Delmar Loop.
- **Local Artist Engagement:** The success of local artists involved in the project will be evaluated based on their participation, artistic contributions, feedback from the artistic community, and sharing the project via social media.
- **Bicycle Usage:** The increase in bicycle usage within the Delmar Loop that has dramatically decreased since the installation of the trolley and relocation of Big Shark Bicycle Co.
- **Community Engagement:** The level of community engagement and response to social posts sharing the project will be measured to gauge the project's reach to the community.

We believe that this project will not only beautify the Delmar Loop but also support the broader community by providing local artists with opportunities for creative expression and employment. Additionally, it will make a significant contribution to our efforts to establish the Delmar Loop as a Creative Arts District in the state of Missouri.

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

8 Bike racks located on Delmar Blvd. between Kingsland Ave and Limit Ave.

Program or Project Timetable:

- *Submit request to EDRST Board on January 11, 2024.*
- *Present proposal to EDRST Board on February 1, 2024.*
- *Receive approval from University City City Council on March 11, 2024.*
- *Work with curator Peat Wollaeger to purchase paint that is rust-resistant and appropriate for bicycle racks by April 1, 2024.*
- *All bicycle racks will be painted before the Loop's mural festival begins on May 31, 2024.*

Type of Funding Request (check all that apply):

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

Total Budget:

\$10,000

Amount of funding requested from EDRST:

\$10,000

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

This is a one-time request.

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

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

University City Loop Special Business District

Name of Applicant Organization

Jessica Bueler

1/10/2024

Authorized Signature

Date

EDRST B-1

City of University City Economic Development Retail Sales Tax

FY24 Request for Funds: Budget Cost Summary

Applicant Project: Bicycle Racks Repainted

Amount of Request: \$10,000

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

	Total EDRST Funds	Applicant's Cash Funds	Applicant's Non-Cash Contributions	Other Funds	Project Total
I. Project or Program Direct Costs*	\$10,000				
Total Direct Costs	\$ 10,000				\$ 10,000
II. Indirect Costs**					
Operations	\$ -				\$ -
BUDGET TOTAL - ALL ACTIVITIES	\$ 10,000				\$ 10,000

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**Examples of indirect costs are expenses relating to operations, such as general office and building expenses. These costs must represent a reasonable and proportional rate in relationship to direct costs. Consultation with City staff is advised to assist with defining indirect costs.



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ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS FISCAL YEAR 2024 (JULY 1, 2023 – JUNE 30, 2024)

GENERAL INFORMATION

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

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

Application Date: 1/8/2024_____

Project Title: Expanded Outdoor Dining_____

SECTION 1: APPLICANT/ ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: University City Loop Special Business District_____

Contact Person and Title: Jessica Bueler, Executive Director_____

Mailing Address: P.O. Box 300249 University City, MO 63130_____

Phone Number: 314-585-6331_____

E-mail Address: jessica@visittheloop.com_____

Website: visittheloop.com_____

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

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b. Michael Alter, 6605 Delmar Blvd, 314-726-9555 michael@fitsrootbeer.com_____

c. Dan Wald, 6655 Delmar, 314-422-2386 dan@rodanmanagement.com_____

Type of Entity:

- Sole-Proprietorship
- Corporation/Partnership/Limited Liability Company
- Not for Profit Organization
- Public/Government
- Political subdivision of the State of Missouri - sales tax exempt

501(c) 3:

NO

If no, list type of entity:

Political subdivision of the State of Missouri - sales tax exempt

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

NO

2. Applicant/Organization Background

Describe the applicant/organization history and mission:

A political subdivision of the State of Missouri formed on Oct. 20, 1980 whose main purpose is the improvement of the environment and the promotion of business in the area it encompasses, as authorized by Chapter 71, Sections 71.790 through 71.808 inclusive, RSMo.

We strive to expand the remarkable revitalization of this exciting restaurant, shopping and arts & entertainment district by encouraging unique businesses to move to and operate in the Delmar Loop by emphasizing diversity, by implementing infrastructure improvements, and planning special events for the enjoyment of residents and visitors. The Loop was designated "One of the 10 Great Streets in America" by the American Planning Association.

Describe the applicant/organization programs and activities:

Business promotion/recruitment/retention, economic development/planning/marketing, promotion of tourism, special events/decorations, advertising, capital improvements, cleaning/trash collection on weekends, streetscape amenities including bicycle racks, beautification, monthly meetings, creating newsletters for distribution of communication; website, social media, co-promotions.

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

Requests and suggestions were made at monthly meetings open to all property owners, merchants and other interested parties.

SECTION 2: PROGRAM OR PROJECT INFORMATION

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

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

The Delmar Loop is not only a cultural and commercial hub but also a place where our community comes together to celebrate its unique character. Over the years, our local businesses have faced numerous challenges, including the recent impact of the COVID-19 pandemic, which has significantly affected the restaurant and hospitality industry.

To adapt to the changing circumstances and continue serving our community, many of our local businesses have expressed a strong interest in expanding their outdoor dining options. Outdoor dining spaces not only provide a safer environment for patrons but also add to the overall charm and appeal of the Delmar Loop.

By allocating \$25,000 towards LSBD's initiative for Expanded Outdoor Dining buildouts, we can help our local businesses create inviting outdoor spaces that will not only increase their capacity which will increase sales, but also enhance the vibrancy of our neighborhood through the ambience created with outdoor expanded dining.

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

N/A

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

Alignment with City Plans or Policies:

This project aligns with the City's goals of supporting local businesses, promoting economic recovery, and enhancing community spaces. It contributes to the vision of a thriving, inclusive, and dynamic neighborhood, which is in line with the City's long-term plans for sustainable development and community well-being.

Expected Outcomes:

The expected outcomes of the Expanded Outdoor Dining Buildouts project include:

- *Increased outdoor dining capacity for local restaurants.*
- *Improved safety and comfort for patrons by creating the option for social distancing for autoimmune compromised individuals.*

- *Enhanced aesthetic appeal and vibrancy of the Delmar Loop.*
- *Economic benefits for local businesses by increasing capacity and sales.*
- *A more resilient and adaptable restaurant and hospitality industry in the face of future challenges.*

Milestones and Measurement of Success:

The success of the project will be measured through several milestones:

- *Completion of expanded outdoor dining buildouts by participating businesses.*
- *Increased utilization and positive feedback from patrons.*
- *Enhanced foot traffic and economic activity in the Delmar Loop.*
- *Visually appealing streetscape*

This investment will not only benefit the local businesses within the Delmar Loop but also contribute to the economic recovery and overall well-being of our community. The Expanded Outdoor Dining Buildouts project aligns with our shared vision of a thriving, inclusive, and dynamic neighborhood.

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

The Expanded Outdoor Dining Guidelines utilize the city parking spots directly in front of the business requesting the expanded outdoor dining build out between Kingsland Ave and Limit Ave.

Program or Project Timetable:

- Submit request to EDRST Board on January 11, 2024.
- Present proposal to EDRST Board on February 1, 2024.
- Receive approval from University City City Council on March 11, 2024.
- Reach out to restaurants to inform them of the expanded outdoor dining buildout options by April 15, 2024.
- Begin implementation of advertising strategy by May 1, 2024.
- Utilize funds until exhausted through the end of FY 24.

Type of Funding Request (check all that apply):

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

Total Budget:
\$25,000

Amount of funding requested from EDRST:
\$25,000

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

This is a one-time request.

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

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

University City Loop Special Business District
Name of Applicant Organization

Jessica Bueler

1/10/2024

Authorized Signature

Date



Economic Development Retail Sales Tax Board
6801 Delmar Boulevard •University City, Missouri 63130 •314-505-8500 •Fax: 314-862-3168

ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS FISCAL YEAR 2024 (JULY 1, 2023 – JUNE 30, 2024)

GENERAL INFORMATION

In August 2006, the City of University City levied a one-quarter (1/4) percent sales tax on retail sales to be used for economic development purposes. This revenue is based on the amount of sales tax generated through point of sales within the City limits and fluctuates from year to year.

Through the Economic Development Retail Sales Tax (EDRST), funds are being invested in University City programs and projects that encourage the physical and economic redevelopment of major corridors, improve infrastructure, support existing successful business districts, and enhance efforts toward business retention, expansion and attraction. The use of revenues generated by the tax are generally for project administration, land acquisition, infrastructure, water and wastewater treatment capacity, matching state or federal grants related to long-term economic development projects, marketing, training, equipment and infrastructure and other specified uses. Please refer to the "Funding Priority Guidelines" for additional information relating to the use of funds.

A nine-member volunteer Economic Development Retail Sales Tax Board helps to oversee the use of the EDRST and serves in an advisory capacity to City Council. City Council will make the final award decisions.

WHO CAN APPLY

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

FY2024 EDRST APPLICATION TENTATIVE SCHEDULE

DATE	ACTION
December 13, 2023	Issue application
December 27, 2023 @ 5:00 p.m.	Application Deadline
December 27 – January 26, 2024	Staff reviews applications & forwards to EDRST Board
January 26, 2024	EDRST Board Receives Applications
February 1, 2024	Public Hearing & Presentations by Applicants to EDRST Board
February 15, 2024	EDRST Board makes final funding recommendations to City Council.
March 11, 2024	City Council makes final funding awards



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

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

Application Date: 1/8/2024 _____

Project Title: Marketing and Event Planning Position _____

SECTION 1: APPLICANT/ ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: University City Loop Special Business District _____

Contact Person and Title: Jessica Bueler, Executive Director _____

Mailing Address: P.O. Box 300249 University City, MO 63130 _____

Phone Number: 314-585-6331 _____

E-mail Address: jessica@visittheloop.com _____

Website: visittheloop.com _____

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

a. Derek Deaver, 6315 Delmar Blvd. 314-494-9409 derek@threekingspub.com _____

b. Michael Alter, 6605 Delmar Blvd, 314-726-9555 michael@fitzsrootbeer.com _____

c. Dan Wald, 6655 Delmar, 314-422-2386 dan@rodanmanagement.com _____

Type of Entity:

- Sole-Proprietorship
- Corporation/Partnership/Limited Liability Company
- Not for Profit Organization
- Public/Government
- Political subdivision of the State of Missouri - sales tax exempt

501(c) 3:

NO

If no, list type of entity:

Political subdivision of the State of Missouri - sales tax exempt

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

NO

2. Applicant/Organization Background

Describe the applicant/organization history and mission:

A political subdivision of the State of Missouri formed on Oct. 20, 1980 whose main purpose is the improvement of the environment and the promotion of business in the area it encompasses, as authorized by Chapter 71, Sections 71.790 through 71.808 inclusive, RSMo.

We strive to expand the remarkable revitalization of this exciting restaurant, shopping and arts & entertainment district by encouraging unique businesses to move to and operate in the Delmar Loop by emphasizing diversity, by implementing infrastructure improvements, and planning special events for the enjoyment of residents and visitors. The Loop was designated "One of the 10 Great Streets in America" by the American Planning Association.

Describe the applicant/organization programs and activities:

Business promotion/recruitment/retention, economic development/planning/marketing, promotion of tourism, special events/decorations, advertising, capital improvements, cleaning/trash collection on weekends, streetscape amenities including bicycle racks, beautification, monthly meetings, creating newsletters for distribution of communication; website, social media, co-promotions.

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

Requests and suggestions were made at monthly meetings open to all property owners, merchants and other interested parties.

SECTION 2: PROGRAM OR PROJECT INFORMATION

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

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

We are writing to request your support for a critical initiative that will have a profound impact on the Delmar Loop and the surrounding community. As part of our ongoing efforts to bolster local businesses, stimulate economic development, and strengthen our city's business landscape, we are requesting \$50,000 from the EDRST Board.

The Delmar Loop is a vibrant and culturally rich neighborhood, and we are committed to preserving its unique character while fostering growth and prosperity. To achieve this vision the LSBDD has taken significant steps to enhance our marketing efforts. One of the key components of this strategy is the hiring of a dedicated Marketing and Event Planning Agency that will be instrumental in driving our mission forward.

Our Marketing and Event Planning Agency plays a pivotal role in promoting the Delmar Loop as a prime destination for residents and visitors alike. They are responsible for crafting and executing comprehensive marketing campaigns that highlight our local businesses, spur economic development, and support the City's objectives of business retention, attraction, and expansion. Their duties will include, but not be limited to:

- Developing and implementing marketing plans that showcase the unique offerings of Delmar Loop businesses.
- Cultivating partnerships with local organizations, including the East Loop CID and Washington University, to foster collaboration with the goal of increasing foot traffic and patronage in the area.
- Enhancing the Delmar Loop's online presence through social media, website, event calendars, and digital advertising to reach a wider audience and attract new customers.
- Organizing large-scale events, street festivals, and promotions that garner attention to the Delmar Loop and its businesses.
- Analyzing marketing data and feedback to refine strategies for maximum impact

The success of our marketing efforts is currently at risk due to lower occupancy rates in the Delmar Loop. These lower occupancy rates have a direct impact on the amount of sales tax earned in our district. As a significant portion of our Marketing and Event Planning Agency's salary is funded through business license fees that are derived from sales tax revenue, this has created a funding gap that we are unable to fill without the requested EDRST funds.

While the LSBDD has made significant progress in securing partial funding for this position, we require \$50,000 to fully cover the Marketing and Event Planning Agency's salary for the upcoming year. The decline in sales tax revenue underscores the urgency of this request as it directly affects our ability to retain and maintain this critical position. Without this service, the LSBDD will be very restricted in its ability to attract new businesses and promote the existing businesses in the Delmar Loop.

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

Two Full-time positions to supplement Event Planning and implementation, Social Media Marketing, Graphic and Web Development, and Administrative Services offered by the Marketing and Event Planning Agency.

Approximate Average Salaries for these jobs in Missouri for Reference:

Event Planner Salary - \$45,000 - \$75,000/year

Social Media Marketing Specialist Salary - \$40,000 - \$70,000/year

Graphic Designer + Web Specialist Salary - \$40,000 - \$60,000/year

Administrator Salary - \$40,000/year

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

Expected Outcomes and Measurement of Success:

We are committed to ensuring that your investment in our project yields tangible results. To that end, we have established clear expected outcomes, milestones, and measures of success for the project:

Expected Outcomes:

- Increased Foot Traffic: We aim to see an increase in foot traffic in the Delmar Loop*
- Improved Business Performance: We anticipate an uptick in sales and revenue for local businesses within the Delmar Loop, which will be tracked through regular reporting and surveys.*
- Enhanced Online Presence: We plan to expand our digital footprint and engagement on social media platforms with metrics such as increased followers, likes, and shares.*

Milestones:

- Launch of Marketing Campaigns: Within the first quarter of project implementation, we will launch a series of targeted marketing campaigns to promote Delmar Loop businesses.*
- Increased Online Engagement: We aim to achieve a 20% increase in social media engagement and website traffic within six months of the project's commencement.*
- Successful Festival and Street Closure Events: Upon completion of major events business feedback is collected through surveys and at the monthly marketing meetings.*

Measurement of Success:

- Increase of sales by Delmar Loop Businesses*
- Increase of New Businesses Opening in Delmar Loop.*
- Increase of Business Retention in the Delmar Loop.*
- Increasing Positive Perception of Safety in the Delmar Loop.*
- Website Analytics: Unique impressions, new users, and the reach of website traffic.*
- Social Media Metrics: Monthly reports on social media performance will be provided, including metrics*

on follower growth, likes, shares, and comments.

- *Family-oriented and inclusive events promote community engagement and a sense of pride in the Delmar Loop.*

We believe that this investment aligns perfectly with the EDRST Board's mission to support initiatives that promote economic growth, cultural enrichment, and community development in our city. By providing funding for this critical position, you will be contributing to the sustainability and prosperity of the Delmar Loop and businesses within the University City limits.

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

The Delmar Loop

Program or Project Timetable:

This is a supplemental request for a one year position.

Type of Funding Request (check all that apply):

Project
Program

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

Total Budget:

\$125,000

Amount of funding requested from EDRST:

\$50,000

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

This is currently a one-time request in the hopes that occupancy rates increase and retail sales taxes in the district grow to previous collections.

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

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

University City Loop Special Business District

Name of Applicant Organization

Jessica Bueler

1/10/2024

Authorized Signature

Date



Economic Development Retail Sales Tax Board
6801 Delmar Boulevard • University City, Missouri 63130 • 314-505-8500 • Fax: 314-862-3168

ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS FISCAL YEAR 2024 (JULY 1, 2023 – JUNE 30, 2024)

GENERAL INFORMATION

In August 2006, the City of University City levied a one-quarter (1/4) percent sales tax on retail sales to be used for economic development purposes. This revenue is based on the amount of sales tax generated through point of sales within the City limits and fluctuates from year to year.

Through the Economic Development Retail Sales Tax (EDRST), funds are being invested in University City programs and projects that encourage the physical and economic redevelopment of major corridors, improve infrastructure, support existing successful business districts, and enhance efforts toward business retention, expansion and attraction. The use of revenues generated by the tax are generally for project administration, land acquisition, infrastructure, water and wastewater treatment capacity, matching state or federal grants related to long-term economic development projects, marketing, training, equipment and infrastructure and other specified uses. Please refer to the "Funding Priority Guidelines" for additional information relating to the use of funds.

A nine-member volunteer Economic Development Retail Sales Tax Board helps to oversee the use of the EDRST and serves in an advisory capacity to City Council. City Council will make the final award decisions.

WHO CAN APPLY

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

FY2024 EDRST APPLICATION TENTATIVE SCHEDULE

DATE	ACTION
December 13, 2023	Issue application
December 27, 2023 @ 5:00 p.m.	Application Deadline
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March 11, 2024	City Council makes final funding awards



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

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

Application Date: 1/8/2024 _____

Project Title: Power Washing Street _____

SECTION 1: APPLICANT/ ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: University City Loop Special Business District _____

Contact Person and Title: Jessica Bueler, Executive Director _____

Mailing Address: P.O. Box 300249 University City, MO 63130 _____

Phone Number: 314-585-6331 _____

E-mail Address: jessica@visittheloop.com _____

Website: visittheloop.com _____

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

a. Derek Deaver, 6315 Delmar Blvd. 314-494-9409 derek@threekingspub.com _____

b. Michael Alter, 6605 Delmar Blvd, 314-726-9555 michael@fitzsrootbeer.com _____

c. Dan Wald, 6655 Delmar, 314-422-2386 dan@rodanmanagement.com _____

Type of Entity:

- Sole-Proprietorship
- Corporation/Partnership/Limited Liability Company
- Not for Profit Organization
- Public/Government
- Political subdivision of the State of Missouri - sales tax exempt

501(c) 3:

NO

If no, list type of entity:

Political subdivision of the State of Missouri - sales tax exempt

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

NO

2. **Applicant/Organization Background**

Describe the applicant/organization history and mission:

A political subdivision of the State of Missouri formed on Oct. 20, 1980 whose main purpose is the improvement of the environment and the promotion of business in the area it encompasses, as authorized by Chapter 71, Sections 71.790 through 71.808 inclusive, RSMo.

We strive to expand the remarkable revitalization of this exciting restaurant, shopping and arts & entertainment district by encouraging unique businesses to move to and operate in the Delmar Loop by emphasizing diversity, by implementing infrastructure improvements, and planning special events for the enjoyment of residents and visitors. The Loop was designated "One of the 10 Great Streets in America" by the American Planning Association.

Describe the applicant/organization programs and activities:

Business promotion/recruitment/retention, economic development/planning/marketing, promotion of tourism, special events/decorations, advertising, capital improvements, cleaning/trash collection on weekends, streetscape amenities including bicycle racks, beautification, monthly meetings, creating newsletters for distribution of communication; website, social media, co-promotions.

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

Requests and suggestions were made at monthly meetings open to all property owners, merchants and other interested parties.

SECTION 2: PROGRAM OR PROJECT INFORMATION

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

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

The LSBD is requesting \$15,000 from the EDRST Board for the purpose of power washing and cleaning Delmar Blvd. Maintaining clean and well-kept streets is crucial for the overall appearance, perception of safety, and cleanliness of our business district.

Over the years, our community has grown, and our streets have experienced an increase in oil that has dripped from vehicles onto the street, dirt, grime, and debris buildup. This not only affects the aesthetics of our neighborhood but also poses potential health and safety hazards to our residents. The accumulation of dirt and debris can lead to slippery surfaces caused by oil, reduced visibility for drivers and pedestrians, and may even contribute to long-term damage to our streets.

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

N/A

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

Project Outcomes and Milestones:

To address these concerns and ensure that our community remains a clean and pleasant place to live, we propose allocating \$15,000 towards a comprehensive street power washing and cleaning project. This project aims to achieve the following outcomes:

- **Improved Aesthetics:** *Clean and well-maintained streets will enhance the visual appeal of our neighborhood, making it more attractive to residents and potential homebuyers.*
- **Enhanced Safety and Perception of Safety:** *Removal of dirt and debris will reduce slip and fall hazards and improve visibility, contributing to a safer environment for pedestrians and drivers. The cleanliness of the street has a direct correlation to an increased perception of safety of the area.*
- **Extended Street Lifespan:** *Regular cleaning can prevent long-term damage to our streets, potentially extending their lifespan and reducing the need for costly repairs.*

Project Milestones:

- **Project Planning:** *The project team will be assembled and a detailed plan will be developed of the designated zones to be cleaned.*
- **Selection of Contractor:** *The selection of a professional power washing service provider that can*

safely remove oil, dirt, debris, and grime from the street.

- **Power Washing and Cleaning:** *The streets will be power washed, and debris will be removed in accordance with the project plan.*
- **Street Sweeping:** *Following power washing, the streets will be thoroughly swept to ensure all remaining debris is removed.*
- **Inspection and Repairs:** *An inspection will be conducted to identify any necessary repairs or maintenance work and submitted to University City Public Works, in the event that any regular maintenance is required to the street.*

Measuring Project Success:

The success of this project will be evaluated based on the following key performance indicators:

- **Cleanliness Rating:** *The cleanliness and appearance of the streets will be assessed before and after the completion of the project.*
- **Stakeholder Satisfaction:** *Feedback from residents, customers, business owners property owners and other stakeholders will be collected to gauge their satisfaction with the cleanliness and safety of the streets.*

By investing in the maintenance and cleanliness of our streets, we not only enhance the experience for our residents and patrons in the Delmar Loop, but we also increase property values and attract new potential business owners, investors, and homeowners to our community. We also improve the perception of safety in the area when our streets are clean.

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

Cleaning of the street on Delmar Blvd from Kingsland Ave to Limit Ave.

Program or Project Timetable:

- *Submit request to EDRST Board on January 11, 2024.*
- *Present proposal to EDRST Board on February 1, 2024.*
- *Receive approval from University City City Council on March 11, 2024.*
- *Receive bids from contractors for power washing by April 15, 2024.*
- *Select contractor for power washing by May 1, 2024.*
- *Complete power washing by June 1, 2024.*

Type of Funding Request (check all that apply):

Project
Program

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

Total Budget:
\$15,000

Amount of funding requested from EDRST:
\$15,000

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

This is a one-time request. Routine maintenance of the streets is imperative to providing a safe, clean, and healthy experience for those shopping, dining, and living in the Delmar Loop.

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

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

University City Loop Special Business District
Name of Applicant Organization

Jessica Bueler

1/10/2024

Authorized Signature

Date



Economic Development Retail Sales Tax Board
6801 Delmar Boulevard •University City, Missouri 63130 •314-505-8500 •Fax: 314-862-3168

ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS FISCAL YEAR 2024 (JULY 1, 2023 – JUNE 30, 2024)

GENERAL INFORMATION

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

Application Date: 1/8/2024 _____

Project Title: Receptacles _____

SECTION 1: APPLICANT/ ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: University City Loop Special Business District _____

Contact Person and Title: Jessica Bueler, Executive Director _____

Mailing Address: P.O. Box 300249 University City, MO 63130 _____

Phone Number: 314-585-6331 _____

E-mail Address: jessica@visittheloop.com _____

Website: visittheloop.com _____

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

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b. Michael Alter, 6605 Delmar Blvd, 314-726-9555 michael@fitsrootbeer.com _____

c. Dan Wald, 6655 Delmar, 314-422-2386 dan@rodanmanagement.com _____

Type of Entity:

- Sole-Proprietorship
- Corporation/Partnership/Limited Liability Company
- Not for Profit Organization
- Public/Government
- Political subdivision of the State of Missouri - sales tax exempt

501(c) 3:

NO

If no, list type of entity:

Political subdivision of the State of Missouri - sales tax exempt

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

NO

2. Applicant/Organization Background

Describe the applicant/organization history and mission:

A political subdivision of the State of Missouri formed on Oct. 20, 1980 whose main purpose is the improvement of the environment and the promotion of business in the area it encompasses, as authorized by Chapter 71, Sections 71.790 through 71.808 inclusive, RSMo.

We strive to expand the remarkable revitalization of this exciting restaurant, shopping and arts & entertainment district by encouraging unique businesses to move to and operate in the Delmar Loop by emphasizing diversity, by implementing infrastructure improvements, and planning special events for the enjoyment of residents and visitors. The Loop was designated "One of the 10 Great Streets in America" by the American Planning Association.

Describe the applicant/organization programs and activities:

Business promotion/recruitment/retention, economic development/planning/marketing, promotion of tourism, special events/decorations, advertising, capital improvements, cleaning/trash collection on weekends, streetscape amenities including bicycle racks, beautification, monthly meetings, creating newsletters for distribution of communication; website, social media, co-promotions.

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

Requests and suggestions were made at monthly meetings open to all property owners, merchants and other interested parties.

SECTION 2: PROGRAM OR PROJECT INFORMATION

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

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

The LSBDD is requesting funds to implement a significant improvement for the Delmar Loop, which we believe will enhance the overall cleanliness and functionality of this iconic area. Our proposal is to replace the existing old trash cans and recycling bins with new, more functional trash cans that will not only improve the aesthetics but also minimize defacement and graffiti, encourage more use of the receptacles, and maintain uniformity with the East Loop CID in St. Louis to match their existing cans.

Rationale for Replacement: The Delmar Loop is a vibrant and popular destination for residents and visitors alike, offering a wide range of restaurants, shops, and entertainment options. However, the current trash cans in the area have become outdated, inefficient, and aesthetically unpleasing that are covered with stickers, graffiti, and grime. Here are some reasons why the replacement is necessary:

- **Improved Aesthetics and Perception of the Delmar Loop:** *The old trash cans and recycling bins are too small to handle the volume that is disposed of by customers in The Loop. They are in disrepair and detract from the overall visual appeal of the Delmar Loop. Replacing them with modern and well-maintained trash cans will enhance the area's aesthetics. The new receptacles will be made of concrete that will prevent stickers from adhering to the surface. They are also treated with an anti-graffiti spray that helps prevent spray paint from adhering permanently to the surface.*
- **Enhanced Functionality:** *New receptacles are designed to be more user-friendly, with larger openings that can hold more volume, secure lids to prevent litter from blowing out of the cans when high winds are present, and better signage for proper disposal. This will encourage customers and visitors to the area to dispose of their trash correctly, reducing litter. Our current cans are too small and often cause trash to blow across the street because they become full in less than one day before city employees can empty them again for their regular pick up schedule.*
- **Branding Opportunity:** *The new receptacles can be customized to feature the Delmar Loop logo or branding, creating a cohesive and appealing image for the area.*
- **Uniformity with East Loop CID:** *To maintain consistency and uniformity in the entire Delmar Loop area, the East Loop CID has recently installed new, state-of-the-art trash cans and recycling bins. To align with this initiative and create a unified visual experience of the Delmar Loop, we propose installing the same style of trash cans in the University City.*

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

N/A

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

Expected Outcomes:

- ***Enhanced Aesthetics and Improved Perception of the Loop by the Public:*** *The Delmar Loop will benefit from a visually appealing and unified appearance due to the installation of new, uniform receptacle improving the perception of the area. The perception of safety (which is imperative at this time due to the tremendous increased number of car breaks in The Loop) is directly tied to the appearance and cleanliness of an area. Loop businesses have reported a continuous increase in trash blowing around the street and complaints from customers about how the area does not feel safe, clean, or maintained. Installation of these new receptacles will significantly improve the perception of the area.*
- ***Improved Waste Management:*** *With the introduction of larger receptacles we anticipate a reduction in litter on the street and sidewalks of Delmar and an improvement in waste disposal practices by the public.*
- ***Increased Community Engagement:*** *The project will encourage community members to take pride in the Delmar Loop, fostering a sense of ownership and responsibility for the area. We plan to create an online social media campaign highlighting the new receptacles and educating the public about recycling.*
- ***Efficient Maintenance:*** *The use of new receptacles with advanced features will result in cost savings and more effective waste management. Currently, Extra trash pick-ups on Sunday are costing overtime at the rate of \$1,200 per month. These larger reciprocals will decrease the number of times the cans need to be emptied because of their larger volume.*
- *This proposal will contribute to the overall improvement of the Delmar Loop and create a cleaner, more enjoyable environment for everyone. Your support and funding will be instrumental in making this project a reality.*

Milestones:

- ***Design Selection:*** *Within [4 weeks] of securing funding, we will finalize the design of the new trash cans, ensuring they align with the East Loop CID's style.*
- ***Procurement and Installation:*** *We will commence procurement and installation of the new trash cans within [2 months] of receiving the EDRST Board's funding approval.*
- ***Public Awareness Campaign:*** *A comprehensive public awareness campaign will launch [2 weeks] prior to the installation of the new trash cans.*
- ***Ongoing Maintenance:*** *We will establish a regular maintenance schedule to ensure the proper functioning and appearance of the new trash cans.*

Project Success Measurement:

Project success will be measured through the following key performance indicators:

- **Reduction in Litter:** A [$\geq 15\%$] reduction in litter and improperly disposed waste will be on the streets and sidewalks in the Delmar Loop.
- **Decrease Number of Times Receptacles are Emptied** - \$1,200 in overtime is spent every month emptying the receptacles that are too small and cannot handle the volume necessary to sustain a clean environment in the Delmar Loop.
- **Community Satisfaction:** Increased community satisfaction and positive feedback regarding the aesthetics and functionality of the new trash cans from business owners and the general public.
- **Brand Recognition:** Increased recognition of the Delmar Loop's branding through the customized trash cans.
- **Perception:** Increased perception of cleanliness and safety by the general public.

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

New receptacles to replace the old outdated ones on both the North and South sides of Delmar Blvd. between Kingsland Ave and Limit Ave. We are requesting 23 receptacles for the south side of Delmar and 23 receptacles for the North side of Delmar.

Program or Project Timetable:

- *Submit request to EDRST Board on January 11, 2024.*
- *Present proposal to EDRST Board on February 1, 2024.*
- *Receive approval from University City City Council on March 11, 2024.*
- *Order new receptacles on April 1, 2024.*
- *Receive new receptacle on May 15, 2024.*
- *Launch social media campaign promoting new receptacles on June 1, 2024.*

Type of Funding Request (check all that apply):

Project

Program

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

Total Budget:

\$90,000

Amount of funding requested from EDRST:

\$90,000

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

This is a one-time request.

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

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

University City Loop Special Business District

Name of Applicant Organization

Jessica Bueler

1/10/2024

Authorized Signature

Date



Economic Development Retail Sales Tax Board
6801 Delmar Boulevard • University City, Missouri 63130 • 314-505-8500 • Fax: 314-862-3168

ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS FISCAL YEAR 2024 (JULY 1, 2023 – JUNE 30, 2024)

GENERAL INFORMATION

In August 2006, the City of University City levied a one-quarter (1/4) percent sales tax on retail sales to be used for economic development purposes. This revenue is based on the amount of sales tax generated through point of sales within the City limits and fluctuates from year to year.

Through the Economic Development Retail Sales Tax (EDRST), funds are being invested in University City programs and projects that encourage the physical and economic redevelopment of major corridors, improve infrastructure, support existing successful business districts, and enhance efforts toward business retention, expansion and attraction. The use of revenues generated by the tax are generally for project administration, land acquisition, infrastructure, water and wastewater treatment capacity, matching state or federal grants related to long-term economic development projects, marketing, training, equipment and infrastructure and other specified uses. Please refer to the "Funding Priority Guidelines" for additional information relating to the use of funds.

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WHO CAN APPLY

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FY2024 EDRST APPLICATION TENTATIVE SCHEDULE

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February 1, 2024	Public Hearing & Presentations by Applicants to EDRST Board
February 15, 2024	EDRST Board makes final funding recommendations to City Council.
March 11, 2024	City Council makes final funding awards



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

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

Application Date: 1/8/2024 _____

Project Title: Security _____

SECTION 1: APPLICANT/ ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: University City Loop Special Business District _____

Contact Person and Title: Jessica Bueler, Executive Director _____

Mailing Address: P.O. Box 300249 University City, MO 63130 _____

Phone Number: 314-585-6331 _____

E-mail Address: jessica@visittheloop.com _____

Website: visittheloop.com _____

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

a. Derek Deaver, 6315 Delmar Blvd. 314-494-9409 derek@threekingspub.com _____

b. Michael Alter, 6605 Delmar Blvd, 314-726-9555 michael@fitzsrootbeer.com _____

c. Dan Wald, 6655 Delmar, 314-422-2386 dan@rodanmanagement.com _____

Type of Entity:

- Sole-Proprietorship
- Corporation/Partnership/Limited Liability Company
- Not for Profit Organization
- Public/Government
- Political subdivision of the State of Missouri - sales tax exempt

501(c) 3:

NO

If no, list type of entity:

Political subdivision of the State of Missouri - sales tax exempt

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

NO

2. Applicant/Organization Background

Describe the applicant/organization history and mission:

A political subdivision of the State of Missouri formed on Oct. 20, 1980 whose main purpose is the improvement of the environment and the promotion of business in the area it encompasses, as authorized by Chapter 71, Sections 71.790 through 71.808 inclusive, RSMo.

We strive to expand the remarkable revitalization of this exciting restaurant, shopping and arts & entertainment district by encouraging unique businesses to move to and operate in the Delmar Loop by emphasizing diversity, by implementing infrastructure improvements, and planning special events for the enjoyment of residents and visitors. The Loop was designated "One of the 10 Great Streets in America" by the American Planning Association.

Describe the applicant/organization programs and activities:

Business promotion/recruitment/retention, economic development/planning/marketing, promotion of tourism, special events/decorations, advertising, capital improvements, cleaning/trash collection on weekends, streetscape amenities including bicycle racks, beautification, monthly meetings, creating newsletters for distribution of communication; website, social media, co-promotions.

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

Requests and suggestions were made at monthly meetings open to all property owners, merchants and other interested parties.

SECTION 2: PROGRAM OR PROJECT INFORMATION

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

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

The LSBDD would like to request your support and consideration for the allocation of \$150,000 in funding to enhance security measures in the Delmar Loop. This additional security is crucial to address the tremendous number of car break-ins and thefts that have been occurring when customers are shopping and dining in the area, primarily during evenings, weekends, and special events.

The Delmar Loop is a vibrant and bustling community that draws visitors from across the city and beyond. Its unique blend of shops, restaurants, and cultural attractions makes it a hub for both local residents and tourists. However, this popularity has also made the area susceptible to criminal activities, particularly during peak hours and holidays when the streets are filled with patrons.

The escalating number of incidents of car break-ins and thefts have not only caused financial distress to our customers but have also had a detrimental impact on the reputation of the Delmar Loop. It is essential for us to take proactive steps to address this issue to ensure the safety and security of all visitors and residents.

The proposed allocation of \$150,000 will be used to implement a comprehensive security plan that includes:

- **Increased Security Presence:** We will collaborate with local security companies to have a visible security presence during peak hours, special events, and holidays to deter potential criminals and provide a sense of security for patrons.
- **Hire Security Ambassadors:** Hiring of additional security personnel to patrol the area, assist visitors, and respond promptly to any security concerns.
- **Collaborative Efforts:** Working closely with local businesses, property owners, Wash U, and residents to create a unified front against criminal activities in the Delmar Loop.
- Hiring off-duty University City Police officers if available, and/or outsourcing to secondary police officers through third-party staffing agencies when needed.

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

Ambassadors - **\$40/hour**

Secondary Police - **\$80/hour**

We would want to hire security to patrol the Delmar Loop from 6pm - 3am with additional supplemental security based on the recommendations of the University City police and outside security agencies as we collaborate on this effort to provide a safer shopping and dining experience for our community.

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

Project Outcomes:

The allocation of \$150,000 to enhance security in the Delmar Loop is expected to yield several tangible outcomes, including:

- **Reduction in Car Break-ins and Thefts:** *A significant decrease in the number of car break-ins and theft incidents during evenings, weekends, holidays, and special events within the Delmar Loop.*
- **Improved Visitor Satisfaction:** *An increase in visitor satisfaction due to a heightened sense of security, leading to more frequent visits, longer shopping/dining times upon each visit, increased new patronage, and positive word-of-mouth recommendations.*
- **Decreased Negative Publicity:** *Minimization of negative publicity and improved public perception of the Delmar Loop as a safe and welcoming destination.*
- **Economic Boost:** *A boost in economic activity with increased foot traffic and sales for local businesses, ultimately leading to higher revenue generation for the area.*

Project Milestones:

To ensure the successful implementation of the security enhancement project, we have established the following key milestones:

N/A

Measurement of Project Success:

The success of this project will be measured through a combination of quantitative and qualitative indicators, including but not limited to:

- **Crime Incident Data:** *Regularly track and report on the number of car break-ins and thefts, aiming for a significant reduction over the project's duration.*
- **Visitor Surveys:** *Conduct surveys to gauge visitor perceptions of safety and satisfaction, with the goal of achieving higher scores and positive feedback.*
- **Economic Impact Analysis:** *Measure the increase in foot traffic, sales, and revenue for local businesses within the Delmar Loop.*
- **Law Enforcement Collaboration:** *Evaluate the effectiveness of collaboration with law enforcement agencies through their response times and incident resolution rates.*

We believe that this allocation will not only address the immediate security concerns but will also help create a safer environment that encourages more patrons to visit and enjoy the Delmar Loop. This, in turn, will benefit local businesses and contribute to the economic development of our community.

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

Parking Lot 4, Parking Lot 3, Tivoli Parking Lot, Loop South, Alleyways and Delmar Blvd. between Kingsland Ave and Limit Ave.

Program or Project Timetable:

- **Project Initiation (Month 1-2):** Assemble a project team, finalize the budget, and formalize partnerships with local law enforcement agencies.
- **Additional Security Personnel Hiring (Month 3-6):** Recruit additional security personnel to commence patrols and support visitors.
- **Ongoing Monitoring and Adaptation (Months 6-12):** Continuously monitor security metrics and adapt strategies as needed to address emerging concerns and maintain a safe environment.

Type of Funding Request (check all that apply):

Project
Program

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

Total Budget:
\$150,000

Amount of funding requested from EDRST:
\$150,000

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

This currently is a one-time request. We are asking to temporarily supplement the City's need for additional security in the Loop Special Business District .

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

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

University City Loop Special Business District
Name of Applicant Organization

Jessica Bueler

1/10/2024

Authorized Signature

Date



Economic Development Retail Sales Tax Board
6801 Delmar Boulevard • University City, Missouri 63130 • 314-505-8500 • Fax: 314-862-3168

ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS FISCAL YEAR 2024 (JULY 1, 2023 – JUNE 30, 2024)

GENERAL INFORMATION

In August 2006, the City of University City levied a one-quarter (1/4) percent sales tax on retail sales to be used for economic development purposes. This revenue is based on the amount of sales tax generated through point of sales within the City limits and fluctuates from year to year.

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WHO CAN APPLY

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Application Date: 1/8/2024 _____

Project Title: Trash Pickup and Street Cleanup _____

SECTION 1: APPLICANT/ ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: University City Loop Special Business District _____

Contact Person and Title: Jessica Bueler, Executive Director _____

Mailing Address: P.O. Box 300249 University City, MO 63130 _____

Phone Number: 314-585-6331 _____

E-mail Address: jessica@visittheloop.com _____

Website: visittheloop.com _____

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

a. Derek Deaver, 6315 Delmar Blvd. 314-494-9409 derek@threekingspub.com _____

b. Michael Alter, 6605 Delmar Blvd, 314-726-9555 michael@fitsrootbeer.com _____

c. Dan Wald, 6655 Delmar, 314-422-2386 dan@rodanmanagement.com _____

Type of Entity:

- Sole-Proprietorship
- Corporation/Partnership/Limited Liability Company
- Not for Profit Organization
- Public/Government
- Political subdivision of the State of Missouri - sales tax exempt

501(c) 3:

NO

If no, list type of entity:

Political subdivision of the State of Missouri - sales tax exempt

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

NO

2. Applicant/Organization Background

Describe the applicant/organization history and mission:

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We strive to expand the remarkable revitalization of this exciting restaurant, shopping and arts & entertainment district by encouraging unique businesses to move to and operate in the Delmar Loop by emphasizing diversity, by implementing infrastructure improvements, and planning special events for the enjoyment of residents and visitors. The Loop was designated "One of the 10 Great Streets in America" by the American Planning Association.

Describe the applicant/organization programs and activities:

Business promotion/recruitment/retention, economic development/planning/marketing, promotion of tourism, special events/decorations, advertising, capital improvements, cleaning/trash collection on weekends, streetscape amenities including bicycle racks, beautification, monthly meetings, creating newsletters for distribution of communication; website, social media, co-promotions.

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

Requests and suggestions were made at monthly meetings open to all property owners, merchants and other interested parties.

SECTION 2: PROGRAM OR PROJECT INFORMATION

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

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

The LSBD would like to request the allocation of \$15,000 from the EDRST Board to support and supplement the existing trash pickup services provided by University City in the Delmar Loop. This allocation will enable us to enhance the cleanliness and aesthetic appeal of our district while also contributing to a more sustainable and vibrant community.

The LSBD understands the struggles for adequate staffing our local business owners are facing, and their inability to allocate additional resources to pick up trash on Delmar from the street or empty the trash. While University City currently provides essential trash pickup services, the demand for trash pickup on weekends and during special events in the Delmar Loop has exceeded their capacity in recent times, leading to sanitation issues and a less-than-ideal and unclean environment for our community; especially when there are storms or high winds which carry the trash out of the receptacle and into street and sidewalks.

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

N/A

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

Milestones:

To track our progress and ensure the effective utilization of the allocated funds, we have established the following milestones for the LSBD Trash Pickup and Street Cleaning Project:

- **Month 1:** *Contract with a local waste management company and implement additional trash pickup off of the sidewalk, street, and parking lots.*
- **Month 2-3:** *Establish a dedicated street cleaning crew and initiate regular street sweeping and maintenance.*
- **Month 3-6:** *Distribute new trash and recycling receptacles and install proper signage in strategic locations throughout the LSBD.*
- **Month 7-12:** *Continuously monitor and evaluate the effectiveness of the project, making necessary adjustments to service frequency and educational efforts as required.*

Measurement of Success:

The success of the LSB D Trash Pickup and Street Cleaning Project will be measured through the following key performance indicators:

- *Reduction in Litter in the Delmar Loop Business District*
- *Positive Community Feedback from residents, customers, business owners, and property owners.*
- *Increased public perception of cleanliness, attractiveness, and safety in the Delmar Loop.*

The allocation of \$15,000 from the EDRST funds will not only help us address the immediate sanitation challenges but also contribute to the overall quality of life and attractiveness of the Loop Special Business District. This will benefit local businesses, residents, and visitors alike, furthering our shared goals of a prosperous and vibrant community.

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

Between Kingsland Ave and Limit Ave on Delmar Blvd.

Program or Project Timetable:

This is a one-year timeline to clean up Delmar Blvd as we expect the new trash cans and recycling bins will help alleviate the issue moving forward. We hope this will raise the bar and create a new standard of clean in the Delmar Loop.

Type of Funding Request (check all that apply):

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

Total Budget:
\$15,000

Amount of funding requested from EDRST:
\$15,000

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

This is a one-time request.

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

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

University City Loop Special Business District
Name of Applicant Organization

Jessica Bueler

1/10/2024

Authorized Signature

Date



Economic Development Retail Sales Tax Board
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ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS FISCAL YEAR 2024 (JULY 1, 2023 – JUNE 30, 2024)

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APPLICATION FOR ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS FISCAL YEAR 2024 (JULY 1, 2023 – JUNE 30, 2024)

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Application Date: 1/8/2024_____

Project Title: Utility Boxes Painted_____

SECTION 1: APPLICANT/ ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: University City Loop Special Business District_____

Contact Person and Title: Jessica Bueler, Executive Director_____

Mailing Address: P.O. Box 300249 University City, MO 63130_____

Phone Number: 314-585-6331_____

E-mail Address: jessica@visittheloop.com_____

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a. Derek Deaver, 6315 Delmar Blvd. 314-494-9409 derek@threekingspub.com_____

b. Michael Alter, 6605 Delmar Blvd, 314-726-9555 michael@fitsrootbeer.com_____

c. Dan Wald, 6655 Delmar, 314-422-2386 dan@rodanmanagement.com_____

Type of Entity:

Sole-Proprietorship

Corporation/Partnership/Limited Liability Company

Not for Profit Organization

Public/Government

Political subdivision of the State of Missouri - sales tax exempt

501(c) 3:

NO

If no, list type of entity:

Political subdivision of the State of Missouri - sales tax exempt

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

NO

2. **Applicant/Organization Background**

Describe the applicant/organization history and mission:

A political subdivision of the State of Missouri formed on Oct. 20, 1980 whose main purpose is the improvement of the environment and the promotion of business in the area it encompasses, as authorized by Chapter 71, Sections 71.790 through 71.808 inclusive, RSMo.

We strive to expand the remarkable revitalization of this exciting restaurant, shopping and arts & entertainment district by encouraging unique businesses to move to and operate in the Delmar Loop by emphasizing diversity, by implementing infrastructure improvements, and planning special events for the enjoyment of residents and visitors. The Loop was designated "One of the 10 Great Streets in America" by the American Planning Association.

Describe the applicant/organization programs and activities:

Business promotion/recruitment/retention, economic development/planning/marketing, promotion of tourism, special events/decorations, advertising, capital improvements, cleaning/trash collection on weekends, streetscape amenities including bicycle racks, beautification, monthly meetings, creating newsletters for distribution of communication; website, social media, co-promotions.

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

Requests and suggestions were made at monthly meetings open to all property owners, merchants and other interested parties.

SECTION 2: PROGRAM OR PROJECT INFORMATION

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

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

The LSBDD is requesting \$6,000 from the EDRST Board to fund a transformative initiative for the painting of existing utility boxes on Delmar. This project serves as a critical component in our broader vision of establishing the Delmar Loop as a recognized creative arts district in the state of Missouri and preventing graffiti and stickers to be placed on the boxes.

Summary of the Need:

The Delmar Loop boasts a rich history of cultural diversity and artistic expression. However, to fully realize its potential as a creative arts district, we must address the current aesthetic shortcomings within the neighborhood. The existing utility boxes, utilitarian and unattractive, are in stark contrast to the creative spirit we aim to cultivate. This project is essential to enhance the visual appeal of the area, thereby making it more inviting to residents, visitors, and artists alike. The Loop also has a problem with graffiti, stickers, and flyers being posted all over the business district. Studies have shown that by adding public art to an electrical box, bicycle rack, building, or any surface, those spaces are much less likely to be vandalized.

Goals and Objectives:

- **Aesthetic Transformation:** *The primary goal is to visually enhance the Delmar Loop by converting the six utility boxes into vibrant, eye-catching works of art. This transformation will contribute significantly to the neighborhood's overall appeal and serve as a testament to our commitment to creativity.*
- **Support for Local Artists:** *We aim to provide local artists with a platform to showcase their talents and foster recognition within the community. Collaborating with local artists is essential for infusing the district with their unique perspectives and creative energy.*
- **Community Engagement:** *Public art projects like this have a proven track record of fostering community engagement and pride. Residents will develop a deeper sense of ownership and attachment to their neighborhood through their involvement in this initiative.*
- **Missouri Creative Arts District Status:** *This project is a pivotal step in our quest to secure creative arts district status for the Delmar Loop. By investing in public art and promoting a vibrant arts community, we align with the city's plans and policies for cultural enrichment and economic development.*

Alignment with City Plans and Policies:

Our project harmonizes seamlessly with several key city plans and policies:

- **Cultural Enrichment:** *The project aligns with the city's vision for cultural enrichment by promoting public art, celebrating local talent, and fostering an environment that encourages artistic expression.*
- **Economic Development:** *The establishment of a creative arts district is an investment in economic development. It will attract tourists, spur local businesses, and create jobs, contributing to the city's economic growth.*

- **Community Engagement:** Encouraging community involvement and pride through public art initiatives aligns with the city's commitment to fostering strong, engaged neighborhoods.

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

Up to 6 jobs for various artists.

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

Milestones will include the completion of each utility box painting and the organization of community engagement events related to the project.

The success of the project will be measured by assessing the impact on the neighborhood's visual appeal, increased community engagement, and progress toward the goal of establishing a creative arts district.

This initiative is not only vital for enhancing the aesthetic appeal of the Delmar Loop but also for advancing our collective vision of establishing a recognized creative arts district in Missouri. We look forward to your consideration and collaboration in this transformative endeavor.

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

This project will paint the utility boxes on both sides of Delmar Blvd. between Kingsland Ave and Limit Ave.

Program or Project Timetable:

- *Submit request to EDRST Board on January 11, 2024.*
- *Present proposal to EDRST Board on February 1, 2024.*
- *Receive approval from University City City Council on March 11, 2024.*
- *Work with curator Peat Wollaeger to purchase paint that is rust-resistant and appropriate for electrical boxes by April 1, 2024.*
- *All electrical boxes will be painted before the Loop's mural festival begins on May 31, 2024.*

Type of Funding Request (check all that apply):

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

Total Budget:
\$6,000

Amount of funding requested from EDRST:
\$6,000

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

This is a one-time request.

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

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

University City Loop Special Business District

Name of Applicant Organization

Jessica Bueler

1/10/2024

Authorized Signature

Date



Economic Development Retail Sales Tax Board
6801 Delmar Boulevard •University City, Missouri 63130 •314-505-8500 •Fax: 314-862-3168

ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS FISCAL YEAR 2024 (JULY 1, 2023 – JUNE 30, 2024)

GENERAL INFORMATION

In August 2006, the City of University City levied a one-quarter (1/4) percent sales tax on retail sales to be used for economic development purposes. This revenue is based on the amount of sales tax generated through point of sales within the City limits and fluctuates from year to year.

Through the Economic Development Retail Sales Tax (EDRST), funds are being invested in University City programs and projects that encourage the physical and economic redevelopment of major corridors, improve infrastructure, support existing successful business districts, and enhance efforts toward business retention, expansion and attraction. The use of revenues generated by the tax are generally for project administration, land acquisition, infrastructure, water and wastewater treatment capacity, matching state or federal grants related to long-term economic development projects, marketing, training, equipment and infrastructure and other specified uses. Please refer to the "Funding Priority Guidelines" for additional information relating to the use of funds.

A nine-member volunteer Economic Development Retail Sales Tax Board helps to oversee the use of the EDRST and serves in an advisory capacity to City Council. City Council will make the final award decisions.

WHO CAN APPLY

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

FY2024 EDRST APPLICATION TENTATIVE SCHEDULE

DATE	ACTION
December 13, 2023	Issue application
December 27, 2023 @ 5:00 p.m.	Application Deadline
December 27 – January 26, 2024	Staff reviews applications & forwards to EDRST Board
January 26, 2024	EDRST Board Receives Applications
February 1, 2024	Public Hearing & Presentations by Applicants to EDRST Board
February 15, 2024	EDRST Board makes final funding recommendations to City Council.
March 11, 2024	City Council makes final funding awards



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

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

Application Date: 1/8/2024_____

Project Title: Walk of Fame_____

SECTION 1: APPLICANT/ ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: University City Loop Special Business District_____

Contact Person and Title: Jessica Bueler, Executive Director_____

Mailing Address: P.O. Box 300249 University City, MO 63130_____

Phone Number: 314-585-6331_____

E-mail Address: jessica@visittheloop.com_____

Website: visittheloop.com_____

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

- a. Derek Deaver, 6315 Delmar Blvd. 314-494-9409 derek@threekingspub.com_____
- b. Michael Alter, 6605 Delmar Blvd, 314-726-9555 michael@fitsrootbeer.com_____
- c. Dan Wald, 6655 Delmar, 314-422-2386 dan@rodanmanagement.com_____

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Public/Government

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501(c) 3:

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If no, list type of entity:

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

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

The LSBD is requesting your support by allocating \$25,000 for the much-needed repairs to the St. Louis Walk of Fame stars located in the Delmar Loop.

The St. Louis Walk of Fame has long been a cherished attraction in our city, celebrating the accomplishments of individuals who have made significant contributions to various fields. Over time, exposure to the elements, foot traffic, weather, and natural wear and tear have taken a toll on these stars and plaques, leading to their deterioration. It is crucial that we take action to restore and maintain this cultural attraction.

The proposed funds will be used for various repairs including:

- *Cleaning and restoration of existing stars.*
- *Replacement of damaged stars and plaques.*
- *Installation of protective measures to prevent future damage.*
- *Regular maintenance to ensure the stars remain in pristine condition.*

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

N/A

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

Project Outcomes:

The primary goal of this project is to restore and enhance the St. Louis Walk of Fame stars to their original condition, ensuring their continued historical and cultural significance. The expected outcomes of this project include:

- **Preservation of Heritage:** *The repair and restoration efforts will protect and preserve the stars, safeguarding the heritage and legacy of the St. Louis Walk of Fame.*
- **Enhanced Aesthetics:** *The repaired stars will enhance the overall aesthetics of the Delmar Loop, creating a more attractive and engaging environment for visitors and residents alike.*
- **Increased Foot Traffic:** *As the stars regain their former glory, we anticipate an increase in foot traffic to the Delmar Loop, benefiting local businesses and promoting economic growth.*
- **Educational Value:** *A well-maintained Walk of Fame will continue to serve as an educational resource,*

inspiring future generations and educating them about the accomplishments of outstanding individuals.

- **Economic Value:** *Tourist attractions such as the Walk of Fame bring people from out of town to the area to view and photograph the stars. Bringing more people to the area exposes them to shops, restaurants, and services in the area for an opportunity to spend dollars at University City businesses.*

Milestones:

To achieve these outcomes, we have identified key milestones for the project:

- **Assessment and Planning:** *Initiate a comprehensive assessment of the current condition of the stars and develop a detailed repair and restoration plan.*
- **Fund Allocation:** *Secure the allocation of \$25,000 from the EDRST Board to fund the project.*
- **Repairs and Restoration:** *Execute the repair and restoration work, including cleaning, replacement, and installation of protective measures.*
- **Regular Maintenance:** *Implement a schedule for ongoing maintenance to ensure the stars remain in pristine condition for the long term.*
- **Community Engagement:** *Engage with the local community, stakeholders, and volunteers to raise awareness about the project and seek support for its success.*

Project Success Measurement:

The success of the St. Louis Walk of Fame Stars Repairs project will be measured using the following criteria:

- **Condition Assessment:** *Regular assessments will be conducted to track the improvement in the condition of the stars, with the goal of returning them to their original state.*
- **Increased Visitors:** *Monitoring foot traffic in the Delmar Loop area before and after the project will help gauge the project's impact on local tourism and business activity.*
- **Community Engagement:** *Success will be measured by the level of community involvement, support, and participation in the project, as well as feedback from residents and visitors.*
- **Long-term Maintenance:** *The project's success will be further validated by the establishment and adherence to a maintenance plan that ensures the continued preservation of the stars.*

The allocation of these funds will not only enhance the overall appearance of the Delmar Loop but also foster a sense of pride and connection among the residents of St. Louis. It will contribute to the continued success and vibrancy of our community.

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

Sidewalks on the North and South of Delmar Blvd from Kingsland Ave to Limit Ave.

Program or Project Timetable:

- *Submit request to EDRST Board on January 11, 2024.*
- *Present proposal to EDRST Board on February 1, 2024.*
- *Receive approval from University City City Council on March 11, 2024.*
- *Receive bids from contractors for re-installation of stars that have come out of the sidewalk by May 1, 2024.*
- *Select contractor for reinstallation of Walk of Fame by June 1, 2024.*
- *Complete reinstallation of Walk of Fame by September 1, 2024.*

Type of Funding Request (check all that apply):

Project
Program

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

Total Budget:

\$25,000

Amount of funding requested from EDRST:

\$25,000

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

This is a one-time request.

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

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

University City Loop Special Business District

Name of Applicant Organization

Jessica Bueler

1/10/2024

Authorized Signature

Date

Applicant: _____

Project Title: _____

Funding Requested: _____

Location: _____

Scoring

Little to no alignment with criteria 0

Moderate alignment with criteria 1

Strong alignment with criteria 2

Alignment with Comprehensive Plan _____

Ability to leverage additional funding _____

Ability to be long-lasting and value added _____

Ability to redevelop vacant properties _____

Potential to act as catalyst for additional development _____

Potential to provide employment opportunity _____

Appropriate alignment of business fit target area _____