



**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  
**UNIVERSITY CITY CITY HALL**  
6801 Delmar Blvd  
Council Chambers, 5<sup>th</sup> Floor  
University City, MO 63130  
Wednesday, February 21, 2024.  
5:00 p.m.

## AGENDA

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

1. Roll Call
2. Minutes – None
3. Public Comments – (Limited to 3 minutes for individual’s comments, 5 minutes for representatives of groups or organizations.)

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

*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. Old Business
  - i. FY24 EDRST Applications – Presentations  
**Discussion Item**
6. Board Member Comments
7. Next Meeting Date – TBD
8. Adjourn



**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: February 20, 2024

SUBJECT: Agenda Item 5(i) – FY24 EDRST Applications Presentations - *Discussion Item*

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This agenda item asks the Board to receive presentations from the applicants that were selected at the last meeting to move forward in the application process.

At the meeting held on Monday, February 5<sup>th</sup>, this Board voted to receive presentations from the following applicants:

Artisans in the Loop  
U City Farmers Market  
Meramec Capital  
Hatchet House  
iNeighborhoods – Bear Studios  
Mannequins in the Loop  
SHED  
Venture Hill Enterprises  
Well U Café  
LSBD

These applicants have been invited to present their proposed projects to you at tomorrow’s meeting. They were told that a PowerPoint presentation was not required. Each applicant will be allotted 10 minutes to present and answer any questions the board may have. LSBD will be allotted 30 minutes to present on 9 applications. Please note that the LSBD has withdrawn their application for the Marketing Positions.

For your convenience, I am attaching the Summary of Projects for the applicants, minus those that were not invited to present.

I have put together a schedule for the presentations, which is listed below. I have put “**PPT**” next to those applicants that have submitted a PowerPoint presentation. Those presentations are attached for your review ahead of the meeting. Those who did not submit a PowerPoint presentation will discuss their project and/or provide handouts at the meeting.

5:30 – 5:40 – Artisans on the Loop **PPT**  
5:40 – 5:50 – Farmers Market **PPT**  
5:50 – 6:00 – Meramec Capital

*5 min break*

6:05 – 6:15 – Hatchet House **PPT**

6:15 – 6:25 – iNeighborhoods – Bear Studios **PPT**

6:25 – 6:35 – Mannequins in the Loop

*5 min break*

6:40 – 6:50 – SHED **PPT**

6:50 – 7:00 – Venture Hill Enterprises

7:00 – 7:10 – Well U Café **PPT**

*5 min break*

7:15 – 7:45 – LSBD

The breaks are not mandatory but are included as buffers in case some presentations go over or if someone needs a short break in between.

### **Other Information – Hatchet Haus**

In the previous meeting, I listed Hatchet Haus's requested funding as \$75,705. This amount was incorrect. There was a discrepancy between their application and their original budget form that had to be corrected. At this time, they told me their requested amount was the amount listed in their application, which was \$153,042. I listed the amount that was put on the incorrect budget form. To clarify, the amount Hatch Haus is requesting is \$153,042.

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

**Recommendation:** None.

Attachments:            Update Summary of Projects  
                                 Presentations from Applicants  
                                 Farmers Market Application for Wednesday Market

## 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

### **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

### **Midwest Association of Farmers Market**

*Amount Requested:* \$17,000

*Proposed Project:* Continuation of the Wednesday Market that was introduced in FY23, which has been very successful.

*Location:* The Loop

### **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:* \$153,042

*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**

*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 \$360,000. 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: \$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 Measures due to car 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*

# Art Forward

Supporting Delmar  
Arts District Goals  
and the  
Art community

By Renau and Alison Bozarth





# History

\*Componere

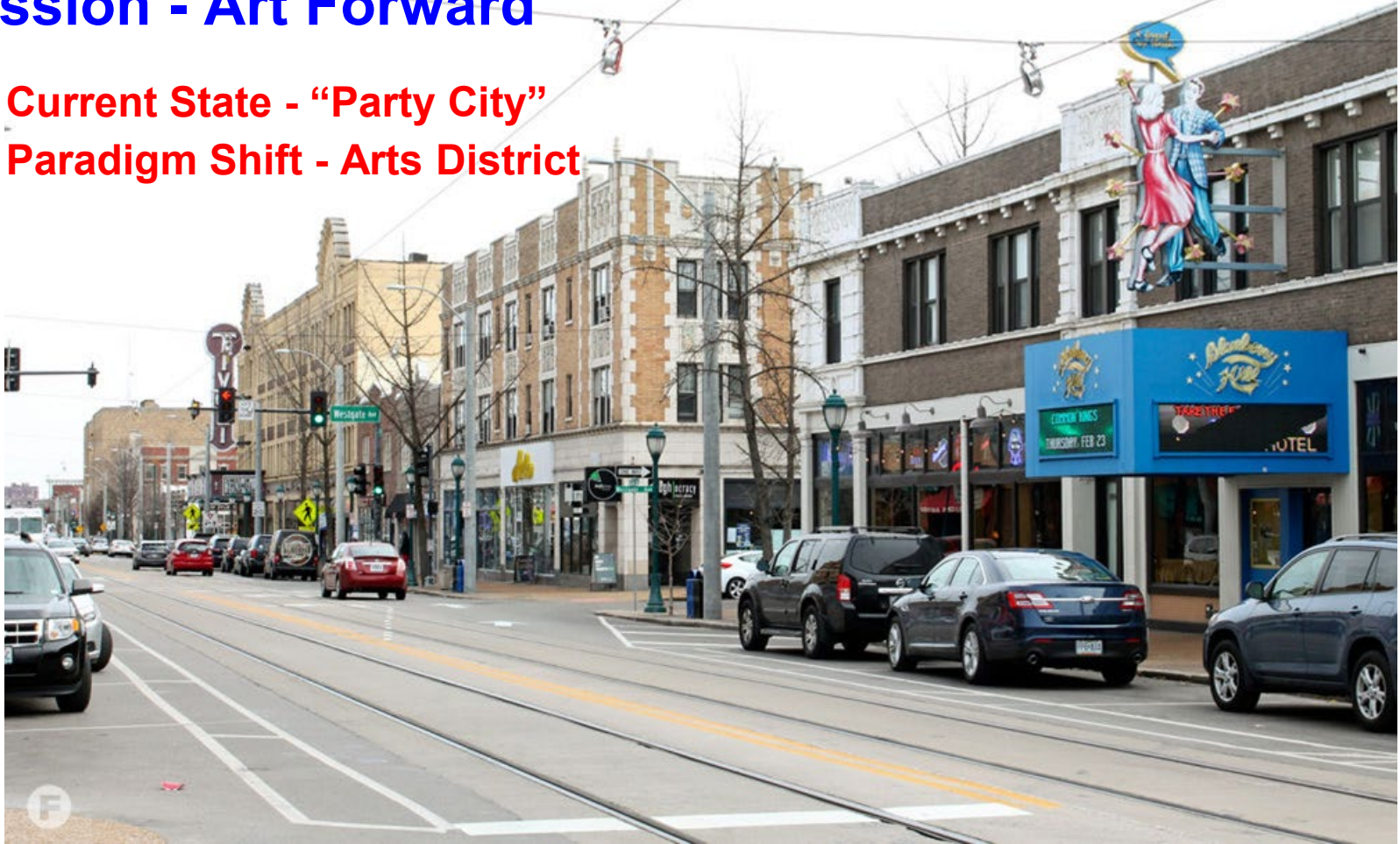
\*Artisans In The Loop 2018 Wendy Harris

\*April 23 2023



# Mission - Art Forward

- Current State - “Party City”
- Paradigm Shift - Arts District



# New Space/Projected Use

**\*Current State - Retail/No Space for special events**

**\*Monthly Art Openings Rotating**

**\*Best Of Show/Awards**

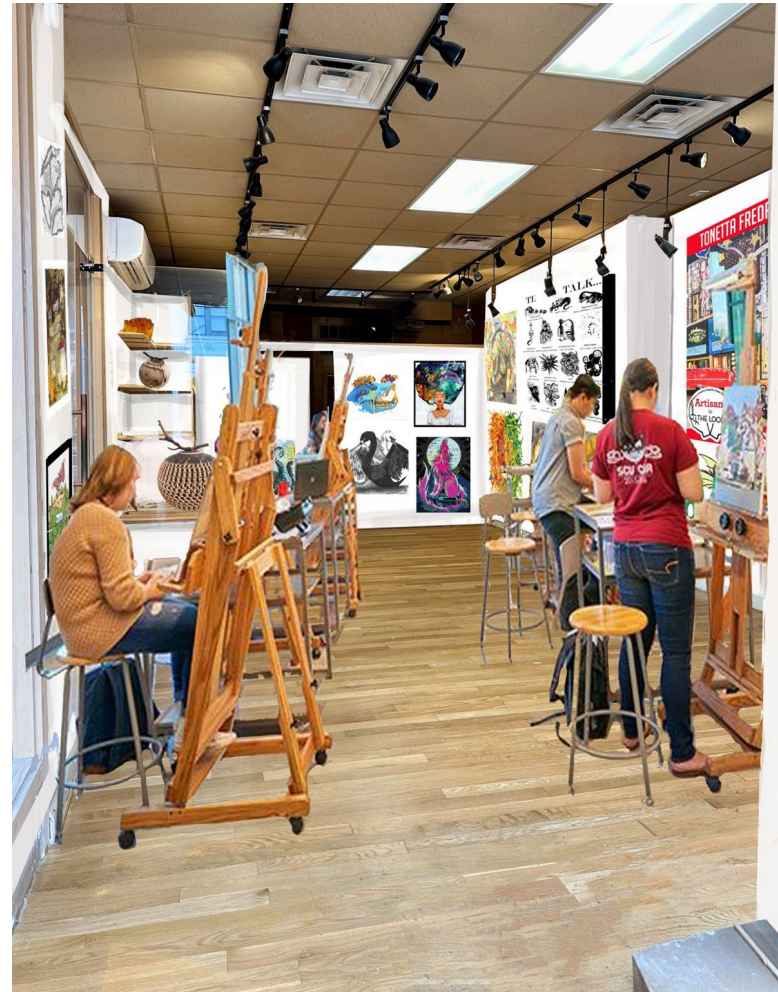
**\*Artist Led Workshops**

**\*Short Term Classes with Broad Appeal**

**\*Solo/Group Shows**

**\*University Collaboration**

**\*Guest Speakers**





# City Wide Art Events

- \*The Budding Artist - Modeled After Cherokee Street**
- \*Housed inside of local business/No Streets Closed**
- \*One Day Event**
- \*Significant Growth Potential/Emerging Artist**
- \*Foot traffic statistics**
- \*Pop Up Events**



# Summary Of Need



## \*Art Business Development Consultant

Knowledge Of the Art World

Relationships establishment with Universities & Local Business

Grant Writing; Best Of Missouri Hands, Greater Arts Association St. Louis, Regional Arts Commission, Artist Guild



St. Louis  
Artists' Guild  

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*inspiring art experiences*



# City Plans & Job Creation

- \*Redevelopment of underutilized commercial property.**
- \*Increase Foot Traffic/Higher Income Bracket**
- \*Increase Income Potential for employees across all venues**
- \*Provide unmet need**
  - Current Events - unrelated to art focus ie Pet Parade, 420 Fest**
  - Loss of art related businesses**



# Growth Benchmarks

## \* External events ie Budding Arts Festival

- Number of artists applying
- Number of artists accepted
- Foot Traffic Estimate

## \* Site Based

- Number artists applying
- Artists accepted
- Workshops held
- Participants
- Days of workshops



# Funding Request

## \* Direct Expense - \$51,900

- Business Development Consultant - \$34,000
- Art Teacher Pay - \$10,800
- General Supplies - \$2800
- Art Supplies \$2800
- Business Equipment - \$1800

## \* Indirect Expense

- Rent \$1200
- No Funds Requested; insurance, utilities, ect. - (\$25,400)

## \* Non-Cash Contributions

- \$58,000 (Executive Administration Donated - \$35,000)

## \* Total Budget **\$124,300**/Funds Requested **\$63,900**



## **Time Table**

- \* Secure Business Consultant by June 2024 (if not earlier)**
- \* Business Outreach Initiated**
- \* PopUp Event Development/Goal First Event October 2024**
- \* Budding Festival Planning Initiated**
- \* Art Shows/Workshops Initiated September 2024**

February 2024

# U City Farmers Market

Market Update

EDRST FY 24

By Deborah Henderson



**The U City Farmers Market  
continues the 50-year farmers market  
tradition in University City.**

**Now in its 10<sup>th</sup> year, UCFM's fun, festival-  
style market is offered two days a week in  
the spring, summer and fall; every other  
week in the winter and includes late  
season holiday markets.**

**Market-goers enjoy direct year-round  
access to farm fresh regional products,  
locally made specialty foods and fine  
crafts for hearth and home.**

**Located at 6655 Delmar Blvd.**

**University City, Missouri**

**Midwest Association of Farmers Markets**

# New Markets and Special Events

- **Wednesday and Winter Markets**
  - Increased Market-Goer attendance overall
  - Increased Vendor Attendance overall
  
- **Spring Special Events**
  - Winter Weather Warrior
  - Earth Day Festival
  - Petting Farm Visit
  - Culinary Demos
  
- **10-Year Anniversary**
  - Add themed events & activities to 2024 Season (FY24-25)



# ADVERTISING

- Direct Mailer: 15,000 post card announcements sent to University City and surrounding communities
- Magazine Ads: Dedicated digital ads, editorial comments and social media content
- Press Releases: Local media content editors and food writers
- Flyers: Posted at local shops, coffee houses & bulletin boards
- Social Media: Ads, event creation, and ongoing content postings

Midwest Association of Farmers Markets

**U CITY FARMERS MARKET**

**MAKE IT A WONDERFUL WEDNESDAY!**

**NEW MARKET OPENING CELEBRATION** NEW  
Wed - June 21, 4pm-7pm

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




6655 Delmar Blvd, University City

**U CITY FARMERS MARKET**

**NOW OPEN ON TWO DAYS** NEW

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

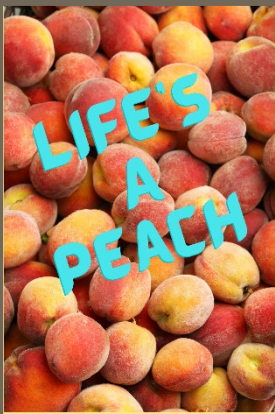
Every Other Wonderful Wednesday  
June 21 - Oct 25  
4:00pm-7:00pm

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

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

**LIFE'S A PEACH**

Wed, July 5  
Friedel Family Farm



**REV UP YOUR WEDNESDAY!**

**4-7PM**  
**6655 DELMAR**



## HEAT AMELIORATION EQUIPMENT

- New canopies for old frames
- New larger tents with 1-2 person deployment
- One industrial drum fan and two commercial pedestal fans
- Four moveable trough planters

## RESULTS

- Increased number of visitors during hottest months
- Increased attendance during hottest part of the day
- Increased attendance on rainy days
- Increased duration of stay

Midwest Association of Farmers Markets





# MARKETING DATA SUMMARY

## Social and Other Media

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



## Dot Survey

- **Parameters:**

Offered 3 consecutive Saturdays  
Simple, Interactive and thought-provoking  
Questions for visitors

- **Results compared to last survey:**

Increased participation by U City residents  
Special Events attract new visitors who  
travel from further away  
Some market-goers travel from St Charles County  
and Chesterfield regularly  
People visit mainly because of the location, the  
community of people and the quality  
of produce.  
People love the market! They want to see it  
continue for many years.



# RECOMMENDATIONS

## Wednesday Market

- Continue annually
- Increase length of season

## Special Events

- Create events & activities to celebrate 10-Year Anniversary throughout the season
- Continue Petting Farm and, Earth Day Festival
- Continue Winter Weather Warrior, and Culinary/Chef Demonstrations

## EDRST Funding:

- For FY24 continue funding Wed and Winter Markets and Spring Events
- For FY25 consider one combined funding request for all markets and events



Midwest Association of Farmers Markets

# MARKET VENDORS

- MO and IL farmers and fishermen growing and producing meat, poultry, fish, eggs, dairy, honey and value added products
- Small Food Entrepreneurs: Breads & pastries, preserves, pickles, sauces, beverages, spices and more
- Arts and Craft Makers: Jewelry, body care, candles, prints & photos, home goods & more.



# A COMMUNITY IS CREATED

Students

Families

Seniors

Children



Midwest Association of Farmers Markets



## U City Farmers Market

6655 Delmar Blvd, Back Lot  
University City, MO 63130

C/o MAFM

PO Box 440340

St. Louis, MO 63144

314-913-6632

[midwestmarkets1@gmail.com](mailto:midwestmarkets1@gmail.com)

[www.midwestfarmersmarkets.org](http://www.midwestfarmersmarkets.org)

It takes a Village to raise a Market!



**HATCHET HAUS**

*Axe Throwing*

# EDRST FUNDING FOR FY24

# MISSION

To provide an unparalleled axe throwing experience that combines excitement, safety, and entertainment in a dynamic environment. At Hatchet Haus, we strive to create lasting memories and foster camaraderie through expert guidance, exceptional service, and a diverse range of amenities, ensuring every visitor leaves with a sense of adventure and satisfaction.



# VISION

To be the premier destination for axe throwing enthusiasts, setting the standard for excellence in customer service, innovation, and fun. We envision a community where people from all walks of life come together to embrace the thrill of axe throwing, forging unforgettable moments and strengthening bonds in an inclusive and dynamic environment.



**HATCHET HAUS**

*Axe Throwing*



# FUNDING REQUEST

Elevate your portfolio with Hatchet Haus: Where adrenaline meets investment.

\$153,042.00



**HATCHET HAUS**

*Axe Throwing*

# FUNDING REQUEST CATEGORIES

DIRECT COST  
\$77,000.00

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COMMUNITY  
COMMUNICATION EVENTS  
\$24,000

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INDIRECT COSTS  
\$16,762.00

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SECURITY  
\$9,600.00

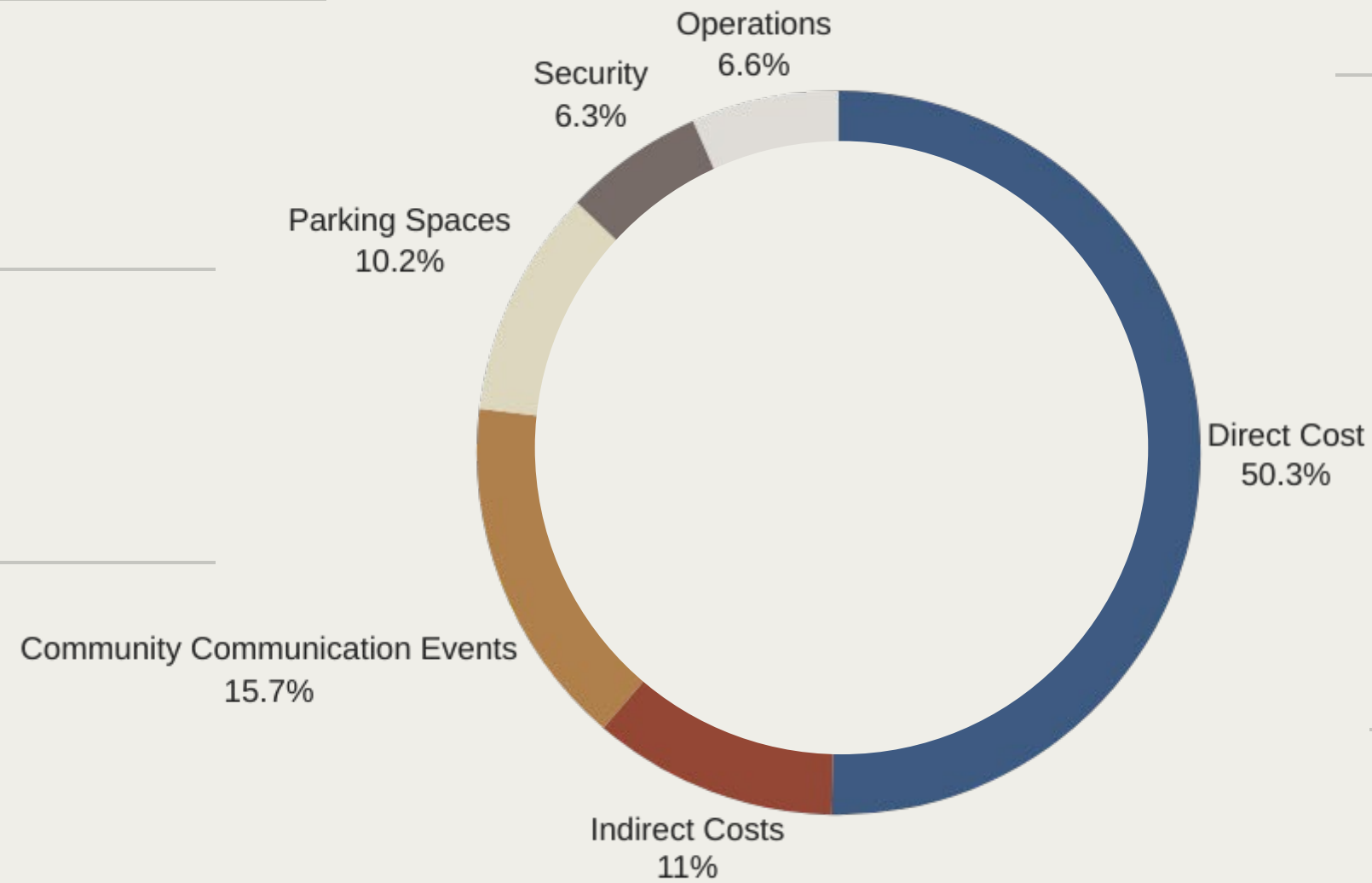
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PARKING SPACES  
\$15,600.00

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OPERATIONS  
\$10,080.00

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SEE INVESTMENT BREAKDOWN PDF ATTACHMENT OR HANDOUT FOR ITEMIZED LIST OF EXPENSES

# INTERIOR DESIGN BUILDOUT

Unlock the potential of our space: Invest in the build-out that speaks volumes about our commitment to quality and success.

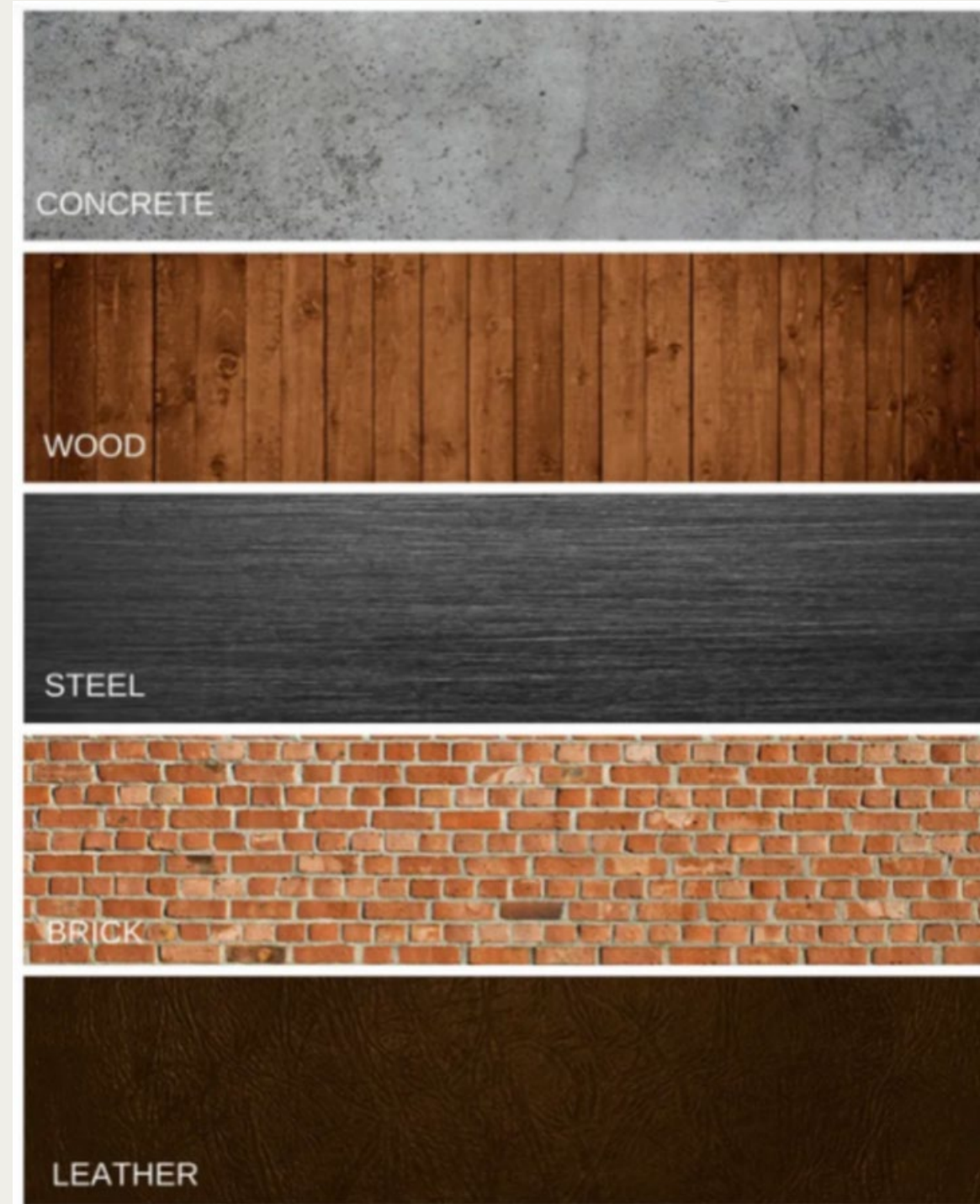


**HATCHET HAUS**

*Axe Throwing*

# MATERIALS

These are the basic materials we will be working with. Steel can be substituted with something that has the same look without the weight and cost. The brick is existing so the other items will be used in the design.

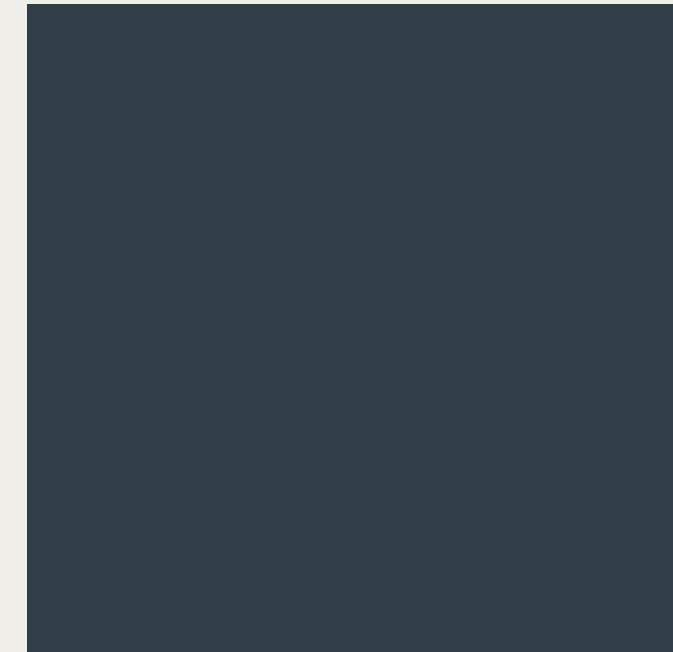


**HATCHET HAUS**  
*Axe Throwing*

# COLORS



SEA SALT  
Benjamin Moore



GENTLEMAN'S GRAY  
Benjamin Moore



**HATCHET HAUS**  
*Axe Throwing*

# BAR DESIGN



**HATCHET HAUS**  
*Axe Throwing*

# LOUNGE SEATING



**HATCHET HAUS**  
*Axe Throwing*

# LET THE JOURNEY BEGIN

As we embark on this thrilling journey into University City, we're not just opening a business – we're embracing a vibrant community with open arms. We can't wait to bring the excitement of axe throwing to this dynamic area and serve its wonderful residents with unforgettable experiences that will last a lifetime.







**HATCHET HAUS**

*Axe Throwing*

THANK YOU

# Community Browser EDRST



David Sandel – iNeighborhoods  
BEAR Studios



**BEAR STUDIOS**  
Washington University St. Louis



# Current Situation



**Perception and reality of safety in the Loop area**



**Delmar Loop will rebrand itself as an Arts District**



**Olive Street Economic Corridor**



**Post Covid Community Revitalization**



**UCHS and WU student workforce development and AI opportunity**



**Overall job creation and improved tax revenues**

# Community Browser

Utilizes Integrated Digital Placemaking

“Augments University City physical places with location-specific digital services, products or educational experiences to create more meaningful destinations for all”.

DEMONSTRATION >



# THANK YOU

Community Browser – EDRST Presentation and Demo



SUSTAINABLE HOUSING AND EQUITABLE DEVELOPMENT

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YOUTH WORKFORCE  
DEVELOPMENT

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Good morning/afternoon, members of the EDRST Grant Selection Committee.

My name is Michael Reid, Executive Director of SHED. and University City Resident

- Today, I am excited to present a program that aims to create career pathways and opportunities for students in construction/ construction management and real estate development



"WE CANNOT  
ALWAYS BUILD  
THE FUTURE FOR  
OUR YOUTH, BUT  
WE CAN BUILD  
OUR YOUTH FOR  
FRANKLIN D. ROOSEVELT  
THE FUTURE."



# IMPORTANCE OF THE PROGRAM

the shortage of workers in the construction industry, particularly among minority populations.

- Many high school students are seeking alternatives to traditional four-year college education, and our program provides viable career options in rewarding and lucrative fields.

- By bridging the gap between education and industry, we can empower students to explore diverse job opportunities and develop practical skills for future success.



# STUDENT BENEFITS

Exposure to a variety of jobs in construction, real estate development, and the arts.

- Hands-on experience in home repair and construction projects.
- Development of practical skills, project management abilities, and industry insights.
- Clear pathways to satisfying and lucrative careers.
- Stronger connections to the community and a sense of pride in their work.



# UNIVERSITY CITY BENEFITS

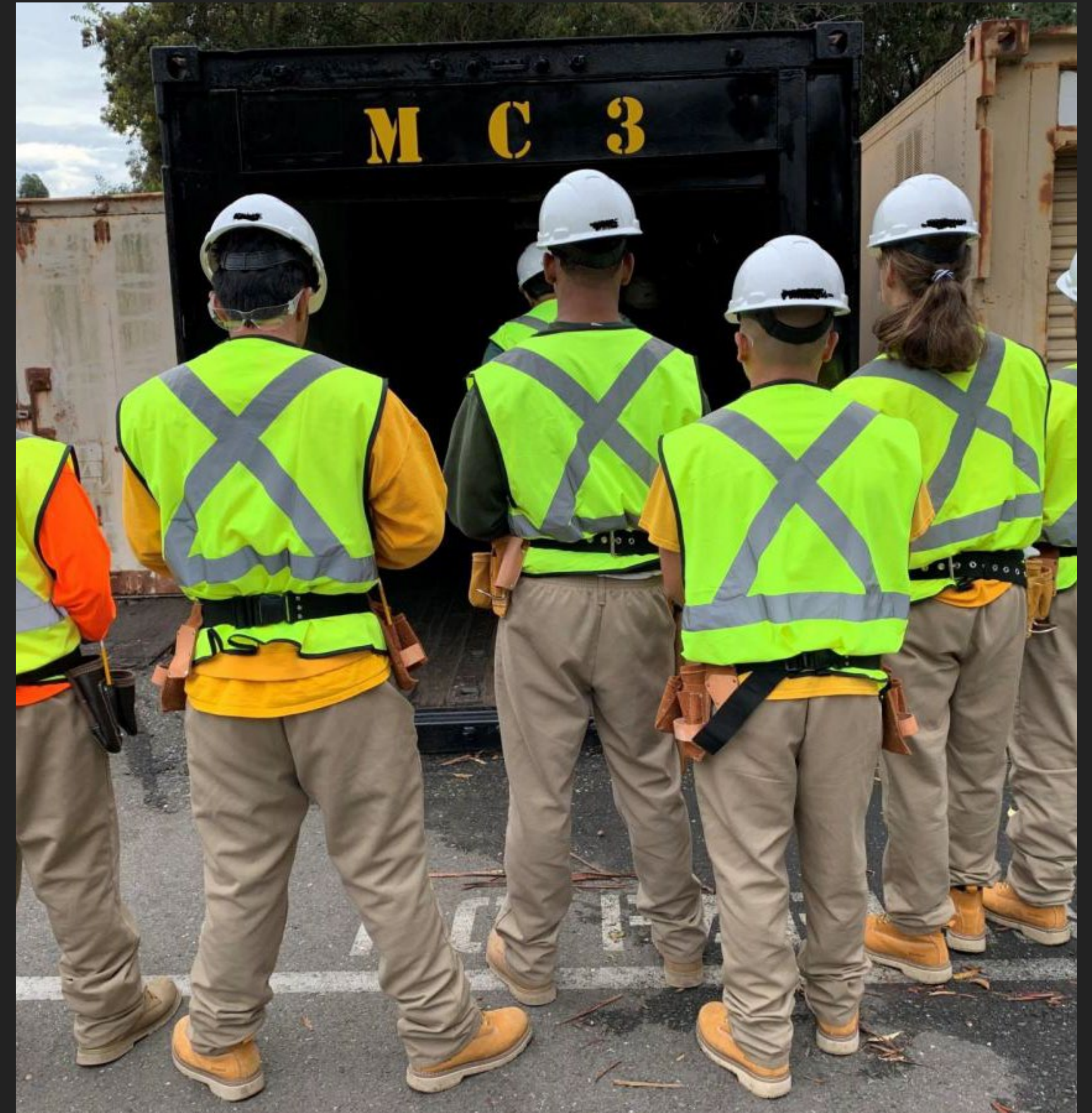
Strengthened community connections through student engagement in home repair and construction projects.

- Addressing the shortage of workers in the construction industry and promoting workforce development.
- Providing diverse educational opportunities and preparing students for successful futures.
- Fostering equity and inclusion by actively recruiting and engaging students from diverse backgrounds.



# PROGRAM OVERVIEW

- Levels: Volunteer Home Maintenance, Construction Training and Mentorship, Advanced Career Pathways.
- Partners: SHED (Supporting Housing, Education, and Development) and University City High School.
- Objectives: Expose students to career opportunities, develop practical skills, foster community connections, and offer viable career pathways





THANK YOU



# Transforming Community Through Culinary Innovation

FEBRUARY 2024



# Introduction to Well U Cafe

- Formed in 2018 as a Limited Liability Company Partnership under Missouri state laws.
- Minority and woman owned by Diarra Morris and James Bowens.
- The name derived from our focus on “wellness” and the individual “you.” It is also a pun on its proximity to the cities of Wellston and University City.
- Our mission is to provide a unique environment where customers can enjoy conscious dining without compromising flavor, hospitality, or experience.
- Our motto is to “expect the unexpected” when visiting with us.





# Project Vision and Community Impact

- Expand operations to a full-service brick and mortar cafe serving American styled cuisine infused with other ethnic flavors, a co-working kitchen, and a private event space.
- The project is a significant opportunity for the Sutter Heights neighborhood.
- Expected community benefits: job creation, culinary innovation, and local economic growth.



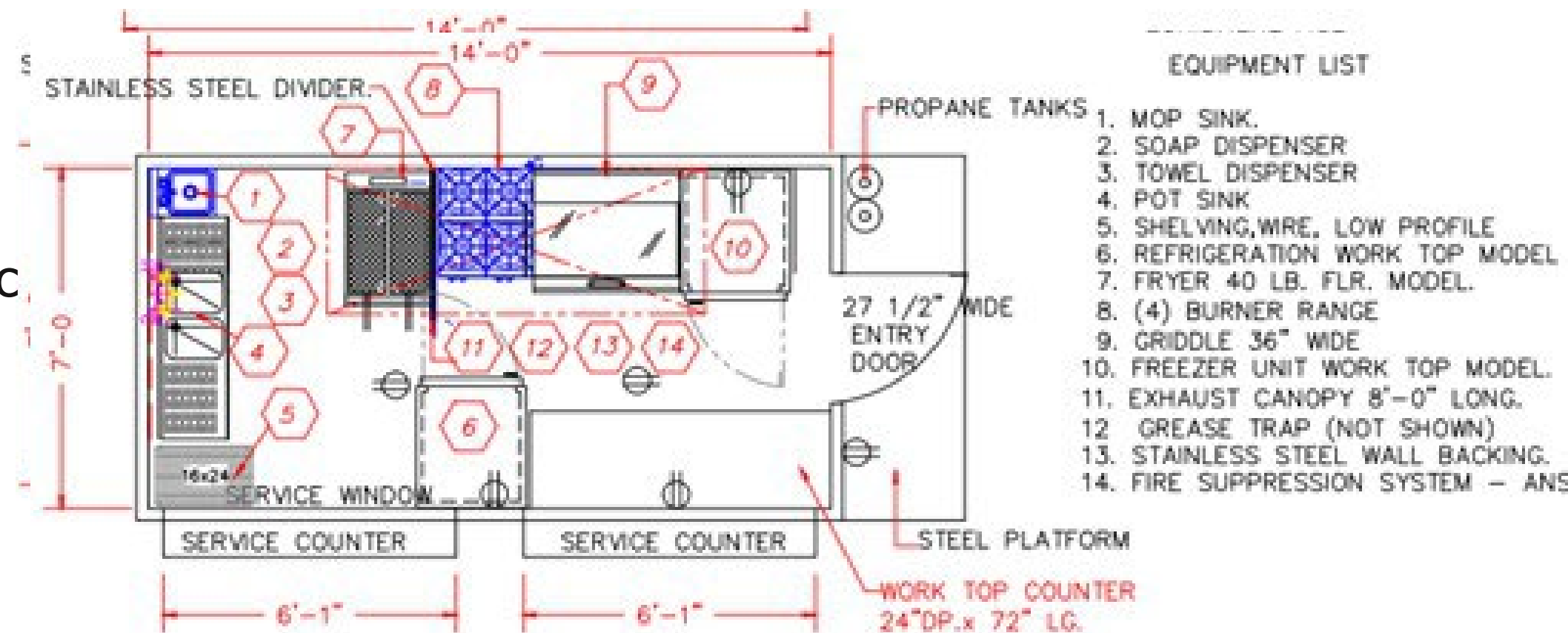
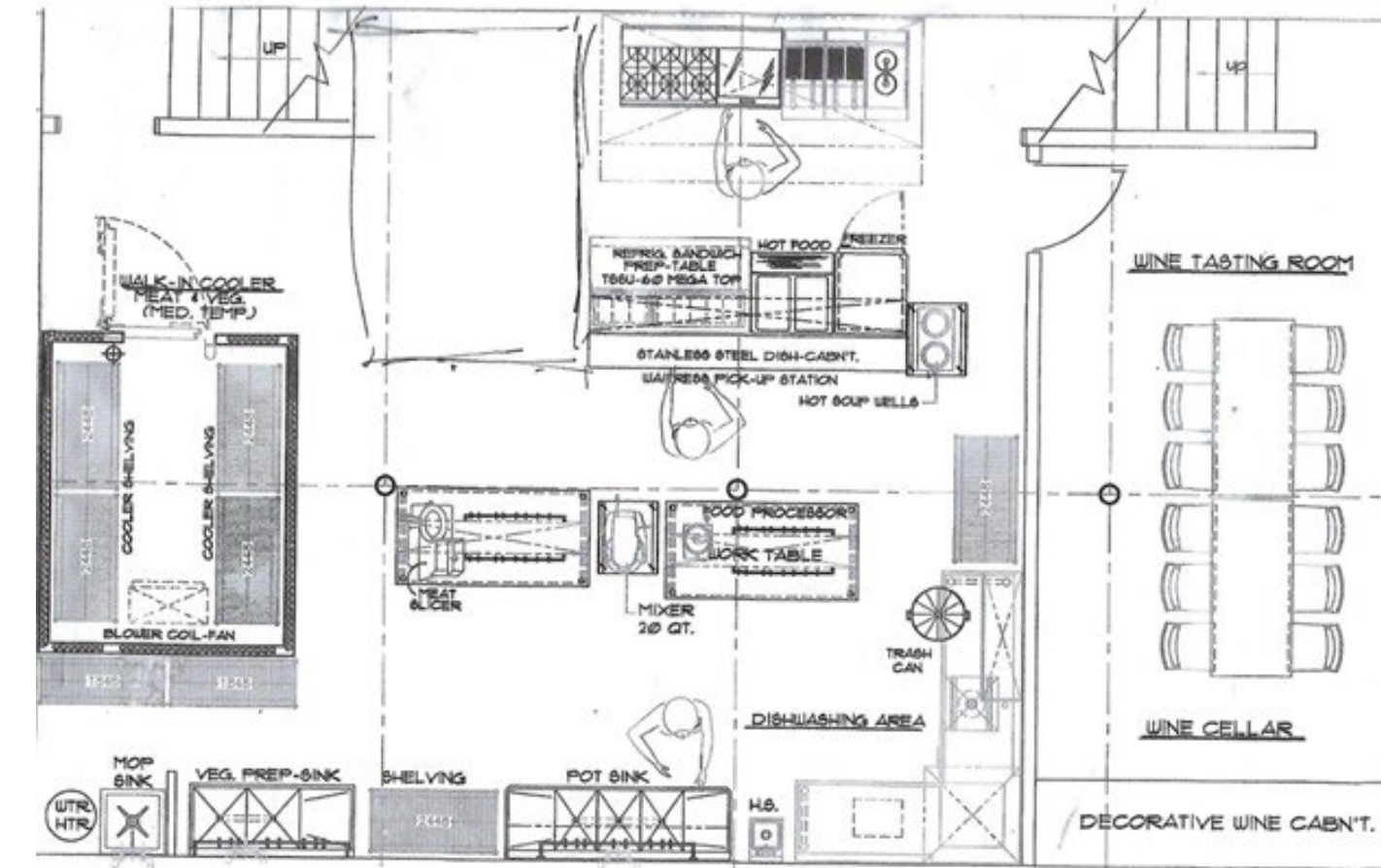


# Project Details and Phases

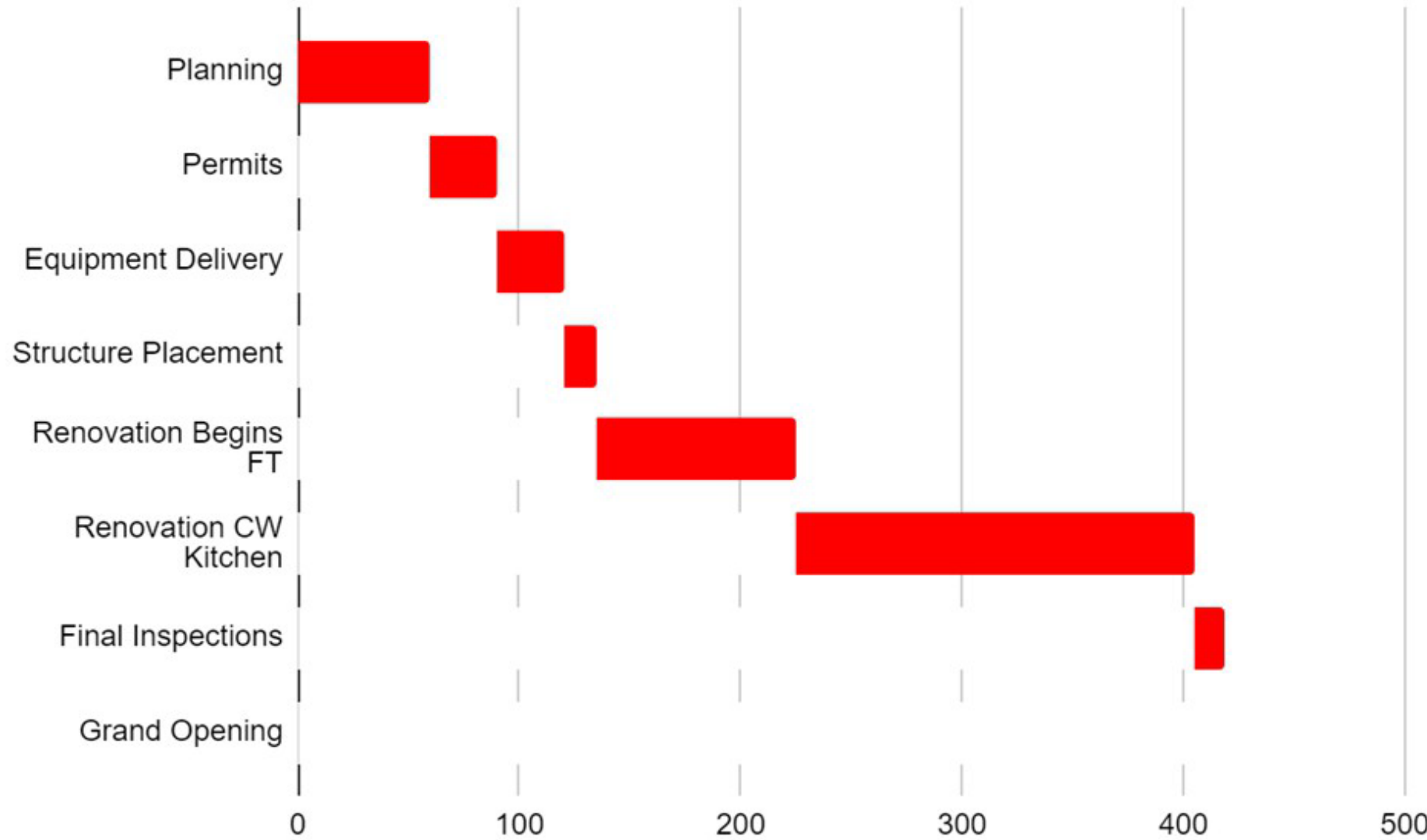
## Overview of the two-phase expansion plan

- Phase 1: Food trailer placement and renovation and shared working kitchen completion.
- Phase 2: Cafe and event space renovation

It is important to us to preserve the architectural integrity of the existing structure. We have chosen to approach construction from this standpoint for aesthetic value, environmental sustainability, economic benefit, and community identity. A renovation, rehabilitation and remodel are necessary to achieve this goal.



# Project Timetable



- Summer 2024: City Approval of drawings
- Summer 2024: Licensing and permits
- Summer 2024: Purchase equipment and supplies
- Fall 2024: Placement of food trailer on property
- Fall 2024: Renovation begins on the food trailer
- Winter 2025: Renovation begins for co-working kitchen
- Spring 2025: Renovation co-working space complete
- Summer 2025: Grand opening of food trailer and co-op kitchen

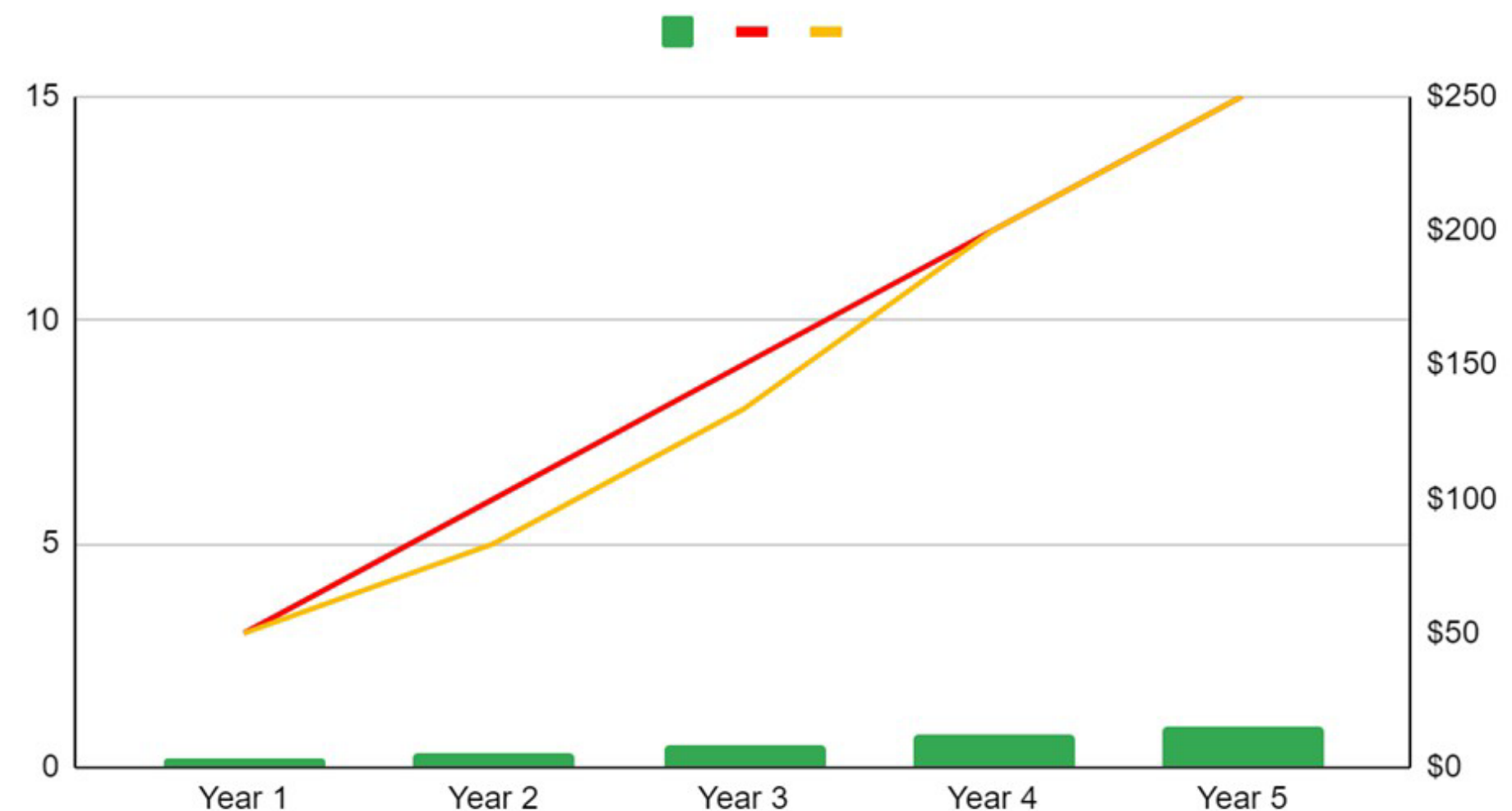
**Key Milestones:** City approvals  
Renovations  
Grand opening



# Economic and Social Rationale

- There is a dire need for this project in the 3rd Ward.
  - Lack of access to food service and retail
  - mostly residential homes and minimal number of businesses located in the community.
  - No commercial pockets throughout the 3rd ward.
- Directly aligned with the 3rd Ward Housing and Revitalization Plan and the Economic Development Strategic Plan.
  - encourages the physical and economic redevelopment of a major corridor
  - will improve infrastructure
  - enhances efforts toward business retention, expansion, and attraction
- Our role in attracting other small businesses and supporting local economic development

Economic Impact of Job Creation

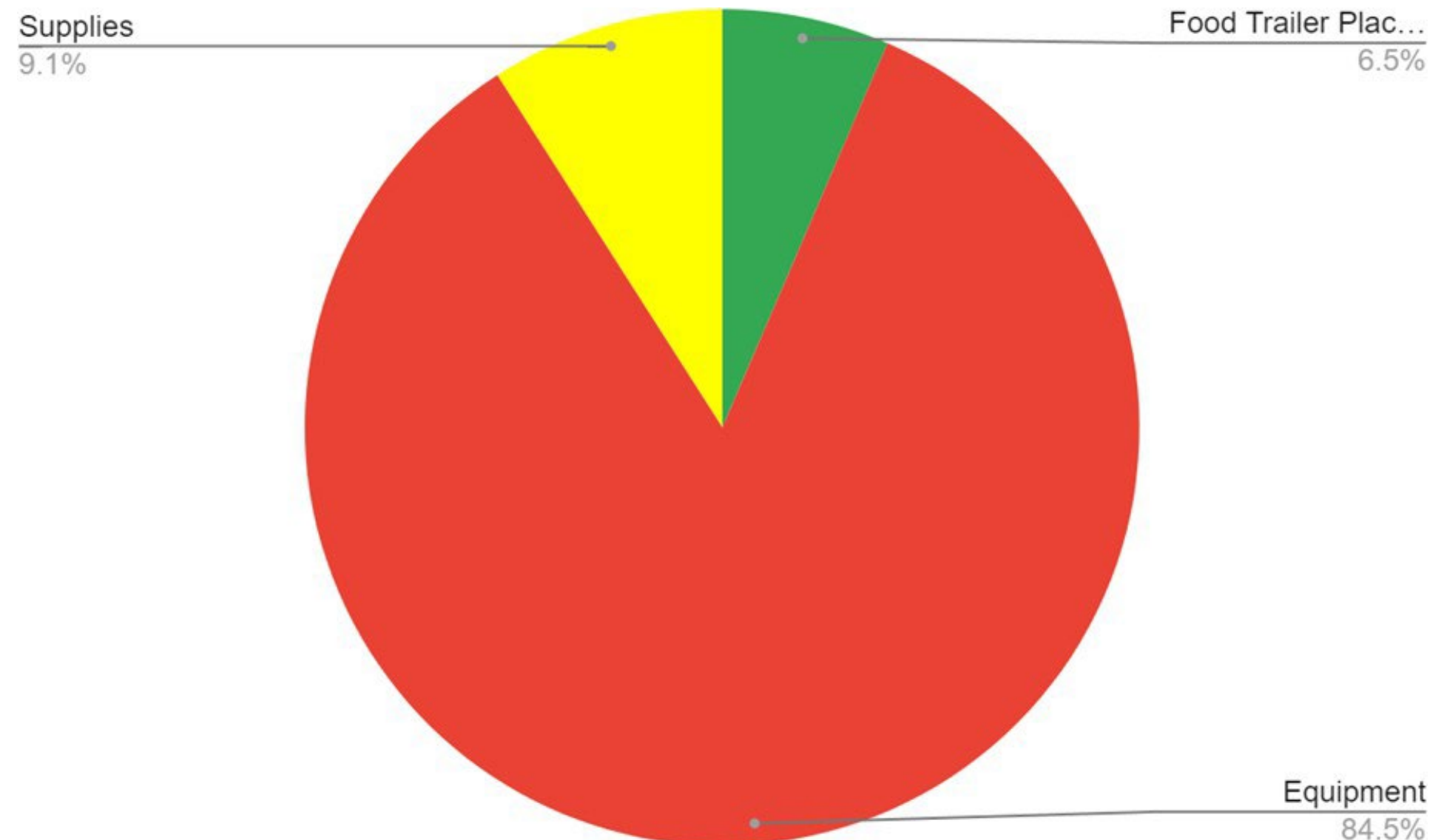


# Budget and Funding Request

$$\text{ROI for the Community} = \frac{\$92,000}{\$77,200 \text{ (funding request)}} \times 100 = 120\%$$

A conservative expected return on investment for the community in terms of economic growth and job creation is 120%.

- Structure/Food Trailer Placement - \$5,000
- All equipment - \$65,200
- Supplies - \$7,000



## BUDGET BREAKDOWN



# Supporting the Culinary Community

## Concept and Benefits

- Commercial kitchen space that meets county codes to prepare food.
- Safe and sanitary shared space for individuals to create, test, and prepare food for consumption.

## Challenges

- Shortages in affordable commercial space to rent for rising food professionals.

## Outcomes

- Support the growth of locally grown businesses.
- Promote culinary innovation
- Promote University City as a business friendly municipality and an advocate for small business development.

# Meet the owners



**Diarra  
Morris**

**CO-Owner/General Manager**

Diarra Morris brings over 25 years of seasoned expertise in the telecommunications industry to the table, complemented by a solid foundation in management from Fontbonne University, where she earned her Bachelor of Science in Management. A firm believer in the transformative power of effective communication, Diarra has masterfully honed her managerial skills across various roles, consistently emphasizing the importance of stellar customer service. Her commitment to excellence and continuous improvement is underscored by her current pursuit of advanced studies at Saint Louis University, with an expected completion in Summer 2024. Diarra's unique blend of industry experience and academic achievement positions her as a dynamic force in the industry, ready to leverage her skills for new challenges and opportunities.



**James  
Bowens**

**CO-Owner/Chef**

Chef James Bowens is a recent graduate of the Culinary Arts program at St Louis Community College Forest Park. Before and after graduating, James honed his skills in various kitchens around the city but most recently the launch and opening of Propel Kitchen under the guidance of chef Martin Lopez. James believes in the power of simple, locally sourced ingredients to create extraordinary dishes. Inspired by his travels and seasonings, he constantly experiments with flavors and techniques to push the boundaries of traditional cuisine. Looking ahead, he is excited to explore techniques further elevating the dining experience with the Marriott Grande. Outside the kitchen, James enjoys playing golf, working out, and spending time with his grandchildren which he believes fuels his creativity and passion for culinary arts.



# Why Support Well U Cafe

- Community Engagement and Revitalization
- Economic Dvelopment and Job Creation
- Culinary Innovation and Education
- Support for Local Producers and Sustainability
- Promotion of Health and Well-being
- Alignment with Strategic Development Plans

# Conclusion and Call to Action

Supporting the Well U Cafe project represents a strategic investment in the economic and social vitality of the Sutter Heights neighborhood in the 3rd ward of University City.

The project plans to drive job creation, support local producers and provide a platform for culinary innovation. This initiative not only aligns with the city's goals for economic development and community revitalization but also sets a precedent for sustainable business practices and community engagement.

We urge the city to seize this unique opportunity to foster economic innovation, support local entrepreneurship, and contribute to the community's long-term prosperity. Your support is crucial for turning this vision into a reality, marking a significant step towards a more vibrant and inclusive future.







WELL U CAFE



# Keep in touch

**314-669-5007**

**[www.wellucafe.com](http://www.wellucafe.com)**

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