



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

MEETING OF THE ECONOMIC DEVELOPMENT RETAIL SALES TAX BOARD
VIA VIDEOCONFERENCE
Thursday, February 29, 2024.
6:00 p.m.

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

EDRSTB will Meet Virtually on Thursday, February 29, 2024

Observe and/or Listen to the Meeting (your options to join the meeting are below):

Webinar via the link below:

<https://us02web.zoom.us/j/81485771938?pwd=ODhJMDhLR2ZybnVYd25WeStMWjdvUT09>

Passcode: 932885

Audio Only Call

+13092053325,,81485771938#,,,,*932885# US +13126266799,,81485771938#,,,,*932885# US (Chicago)

Or Telephone:

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

+1 309 205 3325 US +1 312 626 6799 US (Chicago) +1 646 931 3860 US +1 929 205 6099 US (New York)
+1 301 715 8592 US (Washington DC) +1 305 224 1968 US +1 253 215 8782 US (Tacoma) +1 346 248 7799 US
(Houston) +1 360 209 5623 US +1 386 347 5053 US +1 507 473 4847 US +1 564 217 2000 US
+1 669 444 9171 US +1 669 900 6833 US (San Jose) +1 689 278 1000 US
+1 719 359 4580 US +1 253 205 0468 US

Webinar ID: 814 8577 1938

Passcode: 932885

International numbers available: <https://us02web.zoom.us/j/81485771938>

Citizen Participation

Those who wish to provide a comment during the “Public Comments” portion as indicated on the EDRSTB agenda: may provide written comments to the Deputy City Manager/Dir. of Economic Development ahead of the meeting.

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

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

AGENDA

ECONOMIC DEVELOPMENT RETAIL SALES TAX BOARD

1. Roll Call
2. Minutes – 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 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. Old Business
 - i. FY24 EDRST Applications
Vote Required
5. New Business
 - i. FY24 Façade Improvement Applications
Vote Required
6. Board Member Comments
7. Next Meeting Date – April 4. 2024
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 28, 2024

SUBJECT: Agenda Item 4(i) – FY24 EDRST Applications - **Vote Required**

This agenda item asks the Board to vote on the FY24 EDRST Applications

At the meeting held on Wednesday, February 21st, this Board received 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
Well U Café
LSBD

At Thursdays meeting, we will discuss each application individually. We have scheduled these applications for a vote, but if you are not prepared to vote tomorrow, then we can schedule another meeting next week.

We will take each application individually and you all will need to vote to recommend awarding funding and the amount of the funding. Partial award amounts are allowed.

Staff has provided you with recommendations for each individual application. This document is attached for your review. **Please note that the board is not required to accept the staff recommendation for any project.** The scoring matrix is also included for your reference.

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

Recommendation: See Project Summary.

Attachments: Summary of Projects – Scored and Recommendations
Scoring Matrix

Summary of Projects – Scored and Staff Recommendations

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

Score – 7

Staff Recommendation: Staff recommends funding be denied at this time. While this is a viable project, there are too many unknowns. For example, a site to host this project has not been secured.

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

Score – 3

Staff Recommendation: Staff recommends funding be denied. This project does not align with your Funding Priority Guidelines.

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

Score – 6

Staff Recommendation: Staff recommends funding not to exceed \$26,500. This project meets your Funding Priorities Guidelines, and the Farmers Market has become a staple in the U City community and continues to draw customers to the Delmar 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

Score – 10

Staff Recommendation: This project meets your Funding Priority Guidelines and scored well on your evaluation criteria. However, staff is hesitant to recommend funding this project as this building was insured and those insurance proceeds were retained by the previous owner. Staff worries this would set an unfavorable precedent. For this reason, staff recommend funding be denied.

Hatchet House

Amount Requested: \$153,042

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

Location: The Loop

Score – 8

Staff Recommendation: This project meets your Funding Priority Guidelines and scored well on your evaluation criteria. However, staff is hesitant to recommend funding on this project. During the presentation, the applicant stated that a lease had not been executed, only a letter of intent. There was no discussion about a possible tenant allowance for improvements by the owner. For this reason, staff recommends funding be denied.

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

Score – 7

Staff Recommendation: Staff recommends funding be denied. While advertising does fall within your Funding Priority Guidelines, this project proposes to use U City tax dollars outside of U City without a guaranteed return on the investment via tourism dollars.

SHED

Amount Requested: \$16,250

Proposed Project: Partnership between SHED and U City High 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

Score – 7

Staff Recommendation: Staff recommends awarding funds not to exceed \$16,250. This is a viable project that aligns with your funding priority guidelines.

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

Score – 12

Staff Recommendation: Staff recommends funding not to exceed \$77,200, pending approval of the project by Planning and Zoning. This project meets your Funding Priority Guidelines and scored well on your evaluation criteria.

LSBD – The LSBD has submitted a total of eight applications for a total request of \$242,500. This is in addition to the \$275,000 they were awarded for their annual events.

Each application is individually scored but there is one staff recommendation.

LSBD

Amount Requested: \$30,000

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

Location: The Loop

Score – 6

LSBD

Amount Requested - \$10,000

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

Location: The Loop

Score – 1

LSBD

Amount Requested: \$25,000

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

Location: The Loop

Score – 3

LSBD

Amount Requested: \$15,000

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

Location: The Loop

Score – 2

LSBD

Amount Requested: \$90,000

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

Location: The Loop

Score – 3

LSBD

Amount Requested: \$15,000

Proposed Project: Trash Pickup and cleaning in the Loop.

Location: The Loop

Score - 2

LSBD

Amount Requested: \$6,000

Proposed Project: Paint utility boxes on Delmar.

Location: The Loop

Score – 2

LSBD

Amount Requested: \$25,000

Proposed Project: Repairs to the Walk of Fame

Location: The Loop

Score – 5

Staff Recommendation: Staff recommends funding not to exceed \$242,500. Collectively, these projects meet the overall strategic goals and objectives laid out in your Funding Priority Guidelines. The Loop is one of the main attractions in University City and these projects will beautify and promote The Loop, continuing to draw customers to the various businesses.

Economic Development Retail Sales Tax - FY24 Requests - Staff analysis

Scoring

Little or no alignment with criteria	0
Moderate alignment with criteria	1
Strong alignment with criteria	2

Applicant	Project Title	Location	Funding Request	Alignment with Comp 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 develop.
Artisans in the Loop	Art Forward	Unknown	\$63,900.00	1	0	1	2	1
iNeighborhoods - Bear Studios	Community Browser	6900 Delmar	\$25,250.00	1	0	1	0	0
Mermac Capital	Renovation/Repairs to 6307/6309 Delmar Blvd	6307/6309 Delmar	\$150,000.00	1	2	2	1	1
Hatchet Haus	Renovation/Repairs to 6662-C Delmar Blvd	6662-C Delmar	\$153,042.00	1	2	1	1	1
Audrey Jones/Mannequins Project	Mannequins Project	Delmar and Olive	\$20,000.00	2	2	2	0	0
SHED	SHED Youth Career Development	Third Ward	\$16,250.00	2	2	1	1	0
Well U Café LLC	Well U Café - Structure Replacement/Renovation	6500 Etzel	\$77,200.00	2	2	2	2	1
Midwest Association of Farmers Market	U City Farmers Market - Ads and Wednesday Market	Delmar Loop	\$26,500.00	1	2	2	0	0
LSBD	Advertising	Delmar Loop	\$30,000.00	1	0	1	1	0
LSBD	Paint Bicycle Racks	Delmar Loop	\$10,000.00	1	0	0	0	0
LSBD	Expanded Outdoor Dining Buildouts	Delmar Loop	\$25,000.00	1	0	1	0	0
LSBD	Powerwashing Streets	Delmar Loop	\$15,000.00	1	0	0	0	0
LSBD	Trash Receptacles	Delmar Loop	\$90,000.00	1	0	1	0	0
LSBD	Trash Pickup and Cleaning	Delmar Loop	\$15,000.00	1	0	0	0	0
LSBD	Utility Box Painting	Delmar Loop	\$6,000.00	1	0	0	0	0
LSBD	Repairs to Walk of Fame	Delmar Loop	\$25,000.00	1	0	2	0	0

Potential to provide employment opportunity	Appropriate alignment of business fit target area	SCORE	FY24 Recommended Funding - STAFF
1	1	7	\$0.00
0	1	3	\$0.00
1	2	10	\$0.00
1	1	8	\$0.00
0	1	7	\$0.00
1	0	7	\$16,250.00
1	2	12	\$77,200.00
0	1	6	\$26,500.00
1	2	6	\$30,000.00
0	0	1	\$10,000.00
0	1	3	\$25,000.00
0	1	2	\$15,000.00
0	1	3	\$90,000.00
0	1	2	\$15,000.00
0	1	2	\$6,000.00
0	2	5	\$25,000.00
TOTAL			\$335,950.00

Available Funds \$1,556,645.00



OFFICE OF THE CITY MANAGER

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

M E M O R A N D U M

TO: Members of the Economic Development Retail Sales Tax Board

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

DATE: February 28, 2024

SUBJECT: Agenda Item 5(i) – FY24 Façade Improvement Applications – **Vote Required**

This agenda item asks the Board to review and approve the FY24 Façade Improvement Applications.

The FY23 budget allocated \$150,000 to the Façade Improvement Program. Staff began accepting applications on January 2nd. We received six (6) applications from local businesses.

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

Recommendation: Reserved for Meeting

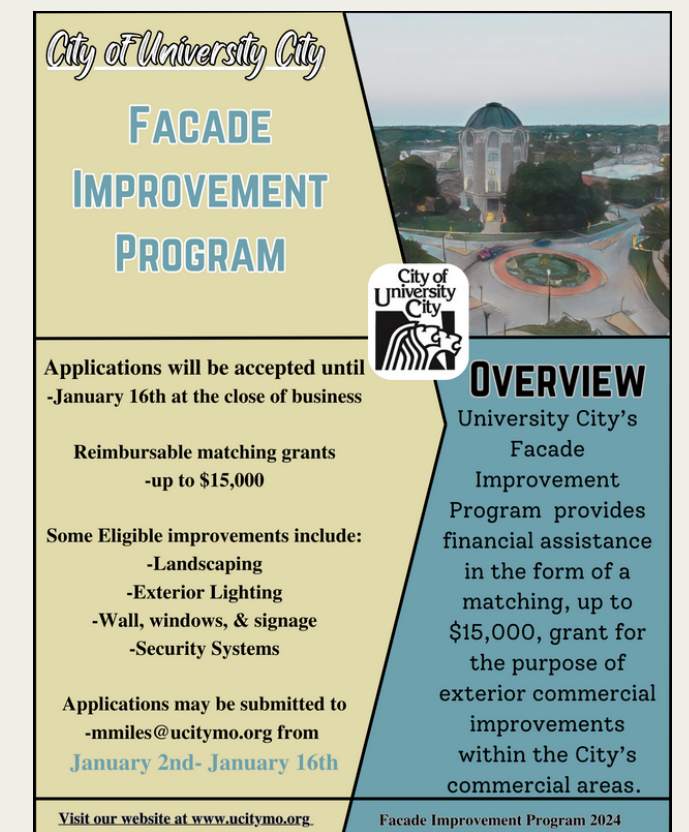
Attachments: PowerPoint Presentation - Project Summaries
Checklist for each Application

Please do not hesitate to contact me with any questions.

Facade Improvement Program 2024

CITY OF UNIVERSITY CITY

ECONOMIC DEVELOPMENT



The flyer is a vertical rectangular graphic with a yellow background on the left and a blue background on the right. At the top left, it says 'City of University City' in a script font, followed by 'FACADE IMPROVEMENT PROGRAM' in bold blue capital letters. Below this, it lists application details: 'Applications will be accepted until -January 16th at the close of business', 'Reimbursable matching grants -up to \$15,000', and 'Some Eligible improvements include: -Landscaping, -Exterior Lighting, -Wall, windows, & signage, -Security Systems'. It also provides contact information: 'Applications may be submitted to -mmiles@ucitymo.org from January 2nd- January 16th' and a website link 'Visit our website at www.ucitymo.org'. On the right side, there is a small image of a building with a dome, a 'City of University City' logo, and an 'OVERVIEW' section that states: 'University City's Facade Improvement Program provides financial assistance in the form of a matching, up to \$15,000, grant for the purpose of exterior commercial improvements within the City's commercial areas.' At the bottom right, it says 'Facade Improvement Program 2024'.

City of University City
FACADE IMPROVEMENT PROGRAM

Applications will be accepted until
-January 16th at the close of business

Reimbursable matching grants
-up to \$15,000

Some Eligible improvements include:
-Landscaping
-Exterior Lighting
-Wall, windows, & signage
-Security Systems

Applications may be submitted to
-mmiles@ucitymo.org from
January 2nd- January 16th

Visit our website at www.ucitymo.org

OVERVIEW
University City's Facade Improvement Program provides financial assistance in the form of a matching, up to \$15,000, grant for the purpose of exterior commercial improvements within the City's commercial areas.

Facade Improvement Program 2024





FACADE IMPROVEMENT PROGRAM

Key Goals

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



To strengthen and expand the commercial base of University City.



To improve the architectural and aesthetic appearance of the City's commercial corridors.



To increase business by making commercial area and individual businesses more attractive.

URBAN SPROUTS CHILD DEVELOPMENT CENTER

**6757/67 &
6777 Olive Blvd.**

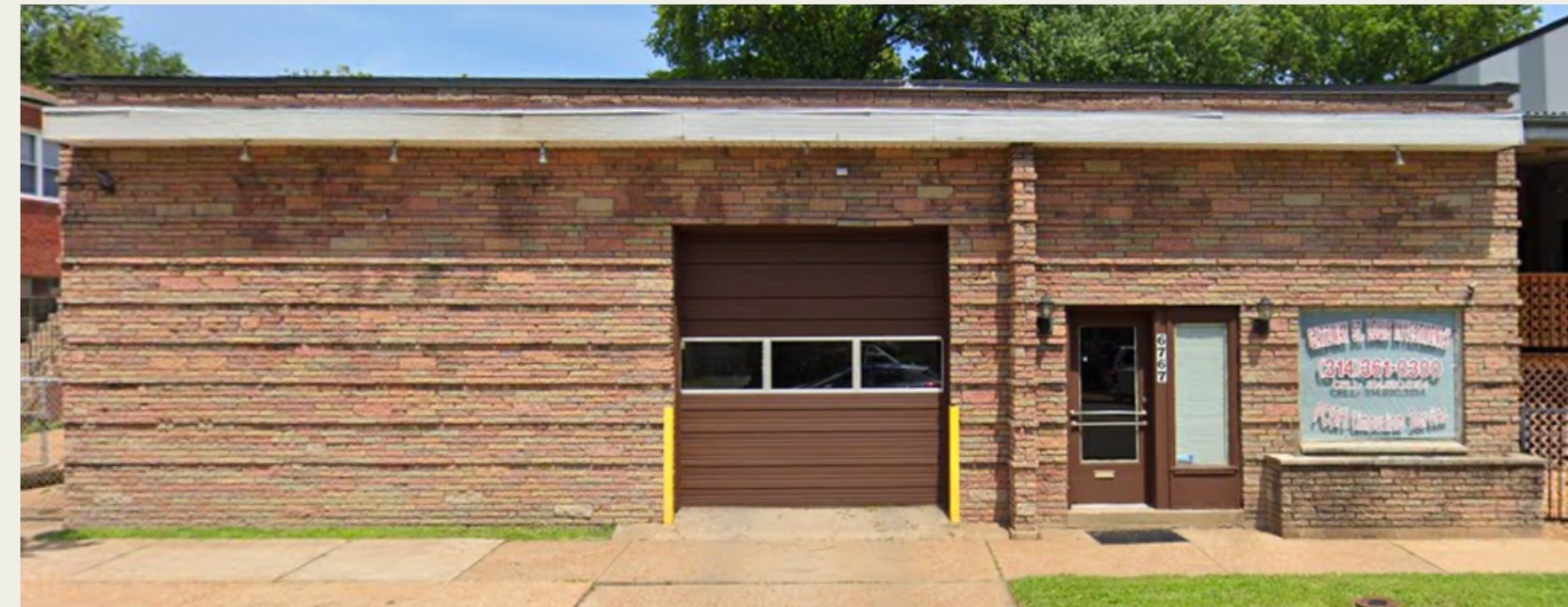
TOTAL PROJECT COST- \$2,738,833
AMOUNT REQUESTED- **\$45,000**

Improvements

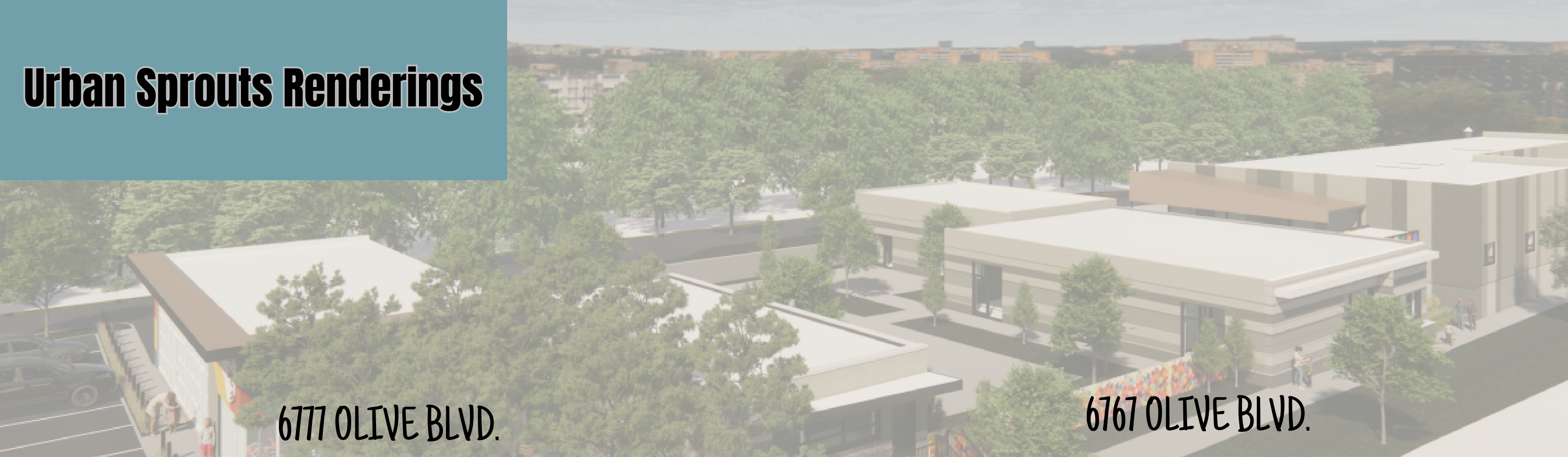
- Landscaping
- Tuckpointing
- New Fence w/mural
- Updated Security Systems
- Updated Signage

6777 OLIVE BLVD.

6767 OLIVE BLVD.



Urban Sprouts Renderings



6777 OLIVE BLVD.

6767 OLIVE BLVD.



MACC BOYZ PROPERTIES, LLC

**7267-73
Olive Blvd.**

TOTAL PROJECT COST- \$88,297
AMOUNT REQUESTED- **\$43,397**

Improvements

- **Replace doors**
- **New Glass windows**
- **Landscaping**
- **New energy efficeint Lighting**
- **Updated Security Systems**
- **Reseal Parking Lot**

REAR of BUILDING



7273 Olive Blvd.



7271 Olive Blvd.



7267 Olive Blvd.

MACC BOYZ PROPERTIES LLC Renderings



International Grocer & Coin Laundry Mat

**8430 &
8500 Olive Blvd.**

Total Project Cost- \$73,562

Amount Requested- **\$30,000**

Improvements

- **Awning installation**
- **New door installation**
- **signage installation**
- **Powering washing**
- **Tuckpointing**

8430 OLIVE BLVD.



8500 OLIVE BLVD.



Mary Gorman

6267 & 6273

Total Project Cost- \$4,000

Amount Requested- **\$2,000**

Improvements

- **New awning installation**
- **Reupholster of existing awning structure.**

6277 DELMAR BLVD.

6273 DELMAR BLVD.



Hatchet Haus

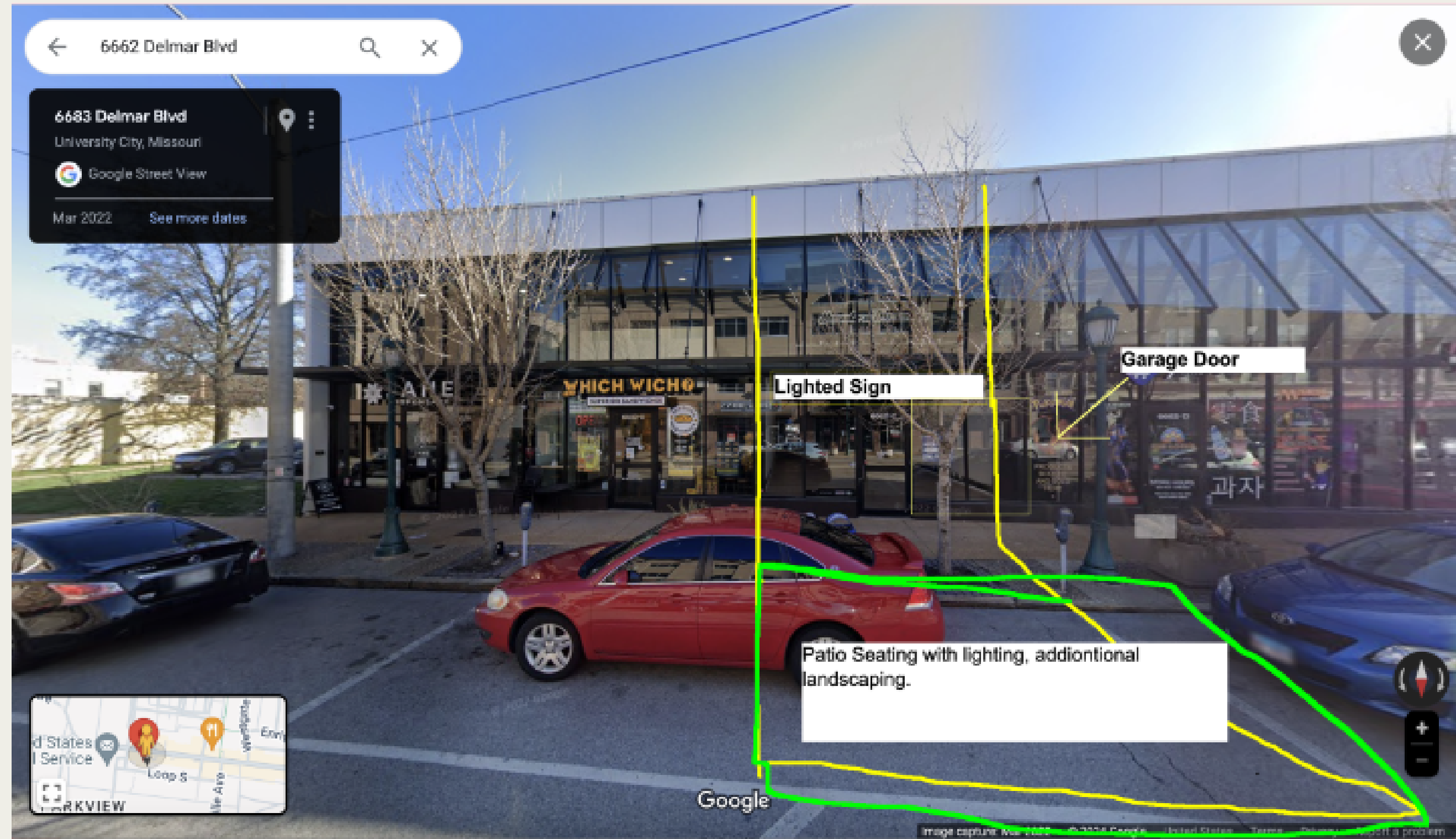
6662-suite C

TOTAL PROJECT AMOUNT- \$20,200.

AMOUNT REQUESTED- \$10,100

Improvements

- **New lighted signage**
- **Front window, garage door window conversion**
- **Refurbishing Sidewalk and Front Parking spaces**
- **Outdoor dining furniture/ landscaping**



Façade Program Review

Date Received: 1/16/24

Project Address: 8430 + 8500 Olive

Business Name: International Market - Coin Laundry

Amount Requested: \$30,000 Total Project Cost: \$70,552

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

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

Additional Submissions and Requirements

Color photographs	Yes
Designs/Plans	Yes
Three Bids	Yes
Property Owner Approval	Yes
Current Occupancy Permit	8430 - NO 2/21 8500 - yes
Current Business License	Yes
Minority/Women/Veteran Owned	(M/W) - yes
Eligible Improvements	Yes
Previous Funding	NO

Additional Comments: _____

Rec. Approval: _____

Rec. Amount: _____

Façade Program Review

Date Received: 1/16/24

Project Address: 6307 & 6309 Delmar

Business Name: Meramec Capital LLC

Amount Requested: \$30,000 Total Project Cost: \$60,000

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

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

Additional Submissions and Requirements

Color photographs	✓ yes
Designs/Plans	yes
Three Bids	yes
Property Owner Approval	
Current Occupancy Permit	
Current Business License	yes
Minority/Women/Veteran Owned	(m) yes
Eligible Improvements	
Previous Funding	NO

Additional Comments: 6307 - Iron Age ~~occupies~~ occupies this space. 6309 is under construction and is not occupied.

Rec. Approval: _____

Rec. Amount: _____

Façade Program Review

Date Received: 1/16/24

Project Address: 7267- 73 Olive Blvd.

Business Name: Mac Bays Properties LLC

Amount Requested: \$43,397 Total Project Cost: \$88,297

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

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

Additional Submissions and Requirements

Color photographs	Yes
Designs/Plans	Yes
Three Bids	Yes
Property Owner Approval	Yes
Current Occupancy Permit	Yes
Current Business License	Yes
Minority/Women/Veteran Owned	Yes
Eligible Improvements	Yes
Previous Funding	NO

Additional Comments: All three properties are under construction.

Rec. Approval: _____

Rec. Amount: _____

Façade Program Review

Date Received: 1/16/24

Project Address: 6757, 6767, 6773 Olive Blvd.

Business Name: URBAN SPROUTS

Amount Requested: \$30,000 Total Project Cost: \$2.7mil

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

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

Additional Submissions and Requirements

Color photographs	yes
Designs/Plans	yes
Three Bids	yes
Property Owner Approval	yes
Current Occupancy Permit	
Current Business License	yes
Minority/Women/Veteran Owned	yes
Eligible Improvements	
Previous Funding	NO

Additional Comments: _____

Rec. Approval: _____

Rec. Amount: _____

Façade Program Review

Date Received: 1/16/24

Project Address: 6662-C Delmar Blvd.

Business Name: Hatchet Haus

Amount Requested: \$10,000 Total Project Cost: \$20,000

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

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

Additional Submissions and Requirements

Color photographs	✓ yes
Designs/Plans	yes
Three Bids	yes
Property Owner Approval	
Current Occupancy Permit	yes
Current Business License	
Minority/Women/Veteran Owned	yes
Eligible Improvements	
Previous Funding	No

Additional Comments: _____

Rec. Approval: _____

Rec. Amount: _____

Façade Program Review

Date Received: 1/16/24

Project Address: 6267 + 6275 Delmar Blvd.

Business Name: Mary G. Properties

Amount Requested: \$2,000 Total Project Cost: \$4,000

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

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

Additional Submissions and Requirements

Color photographs	Yes
Designs/Plans	Yes
Three Bids	Yes (2)
Property Owner Approval	Yes
Current Occupancy Permit	
Current Business License	
Minority/ <u>Women</u> /Veteran Owned	(w) Yes
Eligible Improvements	
Previous Funding	

Additional Comments: _____

Rec. Approval: _____

Rec. Amount: _____