



MEETING OF THE CITY COUNCIL
CITY OF UNIVERSITY CITY
CITY HALL, Fifth Floor
6801 Delmar Blvd., University City, Missouri 63130
Monday, March 25, 2024
6:30 p.m.

AGENDA

A. MEETING CALLED TO ORDER

B. ROLL CALL

C. APPROVAL OF AGENDA

D. PROCLAMATIONS (Acknowledgement)
none

E. APPROVAL OF MINUTES

1. March 11, 2024 Study Session Meeting Minutes (Summer Camp Update)
2. March 11, 2024 Meeting Minutes

F. APPOINTMENTS to BOARDS AND COMMISSIONS

None

G. SWEARING IN TO BOARDS AND COMMISSIONS

None

H. CITIZEN PARTICIPATION (Total of 15 minutes allowed)

Request to Address the Council Forms are located on the ledge just inside the entrance.

Please complete and place the form in the basket at the front of the room.

The public may also submit written comments must be received no later than 12:00 p.m. the day of the meeting. Comments may be sent via email to: councilcomments@ucitymo.org, or mailed to the City Hall – 6801 Delmar Blvd. – Attention City Clerk. Such comments will be provided to City Council 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 not if your comment is on an agenda or non-agenda item. If a name and address are not provided, the provided comment will not be recorded in the official record.

I. COUNCIL COMMENTS

J. PUBLIC HEARINGS

None

K. CONSENT AGENDA (1 voice vote required)

1. Heman Park - Memorial Fountain Restoration
2. Police Department Camera Surveillance Equipment Purchase (Eastgate Park)
3. FY2023 Supplemental Agreement (CDBG)

L. CITY MANAGER'S REPORT – (voice vote on each item as needed)

1. City Manager Updates
2. EDRST Applications

M. UNFINISHED BUSINESS (2nd and 3rd readings – roll call vote required)

None

N. NEW BUSINESS

Resolutions (voice vote required)

None

Bills (Introduction and 1st reading - no vote required)

None

O. COUNCIL REPORTS/BUSINESS

1. Boards and Commission appointments needed
2. Council liaison reports on Boards and Commissions
3. Boards, Commissions and Task Force minutes
4. Other Discussions/Business

P. CITIZEN PARTICIPATION (continued if needed)

Q. COUNCIL COMMENTS

R. EXECUTIVE SESSION (*roll call vote required*)

Motion to go into a Closed Session according to Missouri Revised Statutes 610.021 (1) Legal actions, causes of action or litigation involving a public governmental body and any confidential or privileged communications between a public governmental body or its representatives or attorneys.

S. ADJOURNMENT

The public may also observe via:

Live Stream via YouTube:

<https://www.youtube.com/channel/UCyN1EJ-Q22918E9EZimWoQ>

Posted March 22, 2024

STUDY SESSION

Summer Camp Update

CITY HALL, Fifth Floor
6801 Delmar Blvd., University City, Missouri 63130
Monday, March 11 2024
6:00 p.m.

AGENDA

1. MEETING CALLED TO ORDER

At the Study Session of the City Council of University City held on Monday, March 11, 2024, Mayor Terry Crow, called the meeting to order at 6:00 p.m.

In addition to the Mayor, the following members of Council were present:

Councilmember Stacy Clay
Councilmember Aleta Klein
Councilmember Steven McMahon
Councilmember Jeffrey Hales; (*excused*)
Councilmember Dennis Fuller
Councilmember Bwayne Smotherson; (*excused*)

Also in attendance were City Manager, Gregory Rose; City Attorney, John F. Mulligan, Jr., and Interim Director of Public Works & Recreation, Darin Girdler.

2. CHANGES TO THE REGULAR AGENDA

Councilmember Clay asked that Items K (1); Underwriter Engagement Letter for potential issuance of Certificates of Participation (COPS), and K (2); Rating Study for Certificates of Participation, be moved from the Consent Agenda to the City Manager's Report.

3. SUMMER CAMP UPDATE

Mr. Rose stated this update is being provided to allow Council with an opportunity to provide input and guidance on the City's future Summer Camp Program. And with the assistance of the School District and Washington University, something he would like to incorporate into the program is a tutoring component. So tonight, Mr. Girdler has been asked to provide Council with information on the previous camp's structure and his objectives moving forward.

Mr. Girdler noted that due to staffing and facility issues the City will be unable to conduct Summer Camp this year.

Summer Camp 2019

Eight weekly themes from June through July.

- Welcome to Camp
- Salute to our Heroes
- Blinded me With Science
- Time Travelers
- Welcome to the Jungle
- Body Movin'
- Movie Mania
- So Long Summer

Fees

1st through 6th Grade

- Resident: \$60.00
- Non-Resident: \$80.00

7th through 8th Grade

- Resident: \$70.00
- Non-Resident: \$92.00

Camp B4 or After

- Resident: \$24.00
- Non-Resident: \$31.00

Camp B4 or After

- Resident: \$48.00
- Non-Resident: \$62.00

Brochure



Weekly Activities

- Lunch
- Swimming
- Field Trips
- Games
- Crafts

Activity Bottom Line Report - 2019

Description	Enrolled	Total Fees	
TAPS	54	\$3,043.00	8-week period
Day Camp	308	\$14,665.00	8-week period
Camp B4 & After	122	\$1,890.00	8-week period
Camp B4 & After	9	\$272.00	8-week period
Camp After	31	\$666.75	4-week period

The Future of Summer Camp

Mr. Girdler stated staff is excited about 2025 when the facility is fully up and running. He stated the hope is that the Department will be able to collaborate with the school and other potential partners, to enhance the curriculum and expand the program's educational component.

Mr. Rose then asked Council for directions on the following:

1. Initiating a conversation with the School District and Washington University to examine this program and make recommendations, and
2. Allowing individuals and students participating in tutoring services to have free access to the pool and Centennial Commons

Councilmember Clay stated he is excited to hear that this program is coming back and that it will include collaborations with the School District and Washington University. He stated while he does not know if the District was running its summer program in 2019, it has been an advent for the last three years. So, he would think that part of those conversations should explore whether they intend to continue this program, and if so, how their program; which is purely academic, could mesh with ours. Councilmember Clay stated although he would be curious about the costs associated with both the camp and inventive program, he would like to see staff proceed with these conversations.

Councilmember Fuller asked if any consideration had been given to a scholarship fund for residents? Mr. Rose stated while he thinks that would be a good idea, he is unaware of whether such a fund existed in the past. However, staff can conduct some research to find out the answer.

Councilmember Fuller stated if there are no limitations on bringing in another university, he would be happy to work with staff to discuss this with the Education or Special Ed Departments at St. Louis University, who are always looking for outreach opportunities. He stated a lot of the students are willing to volunteer because they need curriculum hours, and this kind of program is ripe for that sort of thing.

Councilmember McMahon stated on average, the 2019 camp only had about 45 campers a week when there seem to be spots for over 150 kids per week. Going forward, are you looking to have enough capacity and staffing to service 150 kids? Mr. Rose stated initially, the plan is to conduct a pilot program to determine how much interest there is. That will probably be limited to 50 students, and if it is successful, expanded the following year.

Councilmember McMahon stated he thinks the District's program; which now consists of field trips and more engaging activities runs from June to the 4th of July. So, if you decide to add the tutoring component consideration will have to be given to where that staff will come from. You might find out that the teachers who volunteered for the District's program need that time between July and August to get ready for the next academic year or simply want a break.

Councilmember Klein asked if the tutoring classes would be open to kids outside of the camp program? Mr. Rose stated initially it will be limited to students participating in the Summer Camp, but the hope is that it can be expanded to everyone. He stated part of that depends on the number of teachers and students who are willing to volunteer as tutors. So, there are a number of unknowns.

Councilmember Klein stated she likes the idea of an incentive program, and at some point, it might be nice to expand it to kids outside of the summer program. However, that would probably precipitate the need for some kind of guidelines to make sure the incentive correlates with their efforts.

Mayor Crow stated his kids attended Summer Camp every year, and from his perspective there always seemed to be more than 35 kids. So, in an attempt to satisfy that perception, he has some questions that he understands staff may not have the immediate answers to, but probably need to be resolved.

Q. Has the Summer Camp attendance declined?

Q. Is there any information about the number of residents who participated in the camp?

Q. What are the enrollment numbers for the School District's Program?

Q. Can someone walk me through the options that were examined to make the determination that the City was not in the position to conduct Summer Camp this year?

Mr. Rose stated he had discussions with Mr. Girdler about whether the City had the facilities and staffing necessary to implement an effective program. And what he learned is that it was unlikely that the facilities would be available in time to conduct camp in 2024. He stated this unavailability is a result of the floods and the City's desire to be reimbursed by FEMA prior to advancing funds for the needed repairs.

Councilmember Clay stated he's also curious to know if there has been a decline, and if so, what might have precipitated it. Because while he understands that this was some time ago, Summer Camp was his first job, and at that time it was busting at the seams, with a waiting list.

Councilmember Fuller posed the following questions to Mr. Rose:

Q. Are you anticipating that staff will be volunteers rather than salaried employees?

A. No, the intent is to compensate staff. However, there will be discussions with the School District and universities to determine whether any teachers and students are willing to volunteer.

Q. Is it safe to assume that the Director of Recreation will play a significant role in this planning process?

A. Absolutely.

Mayor Crow stated while Councilmember Smotherson had to leave, he may have a few questions for staff at a later time.

4. ADJOURNMENT

Mayor Crow thanked Mr. Girdler for his presentation and adjourned the Study Session at 6:20 p.m.

Kena Dean / Ir
Acting City Clerk

MEETING OF THE CITY COUNCIL
CITY OF UNIVERSITY CITY
CITY HALL, Fifth Floor
6801 Delmar Blvd., University City, Missouri
63130
Monday, March 11, 2024

AGENDA

A. MEETING CALLED TO ORDER

At the Regular Session of the City Council of University City held on Monday, March 11, 2024, Mayor Terry Crow called the meeting to order at 6:30 p.m.

B. ROLL CALL

In addition to the Mayor, the following members of Council were present:

Councilmember Stacy Clay
Councilmember Aleta Klein
Councilmember Steven McMahon
Councilmember Jeffrey Hales; (*excused*)
Councilmember Dennis Fuller
Councilmember Bwayne Smotherson; (*arrives at 6:36 p.m.*)

Also in attendance were City Manager, Gregory Rose, City Attorney, John F. Mulligan, Jr., and Director of Finance, Keith Cole.

C. APPROVAL OF AGENDA

Mayor Crow noted that during the Study Session, Councilmember Clay had asked that Items K (1); Underwriter Engagement Letter for potential issuance of Certificates of Participation (COPS), and K (2); Rating Study for Certificates of Participation, be moved from the Consent Agenda to the City Manager's Report. The motion was seconded by Councilmember Klein and carried unanimously.

Councilmember McMahon moved to approve the Agenda as amended, it was seconded by Councilmember Fuller, and the motion carried unanimously.

D. PROCLAMATIONS (Acknowledgement)

None

E. APPROVAL OF MINUTES

1. February 26, 2024, Study Session Meeting Minutes (Community Survey Results); were moved by Councilmember Klein, it was seconded by Councilmember McMahon, and the motion carried unanimously; with the exception of Mayor Crow.
2. February 26, 2024, Meeting Minutes were moved by Councilmember Fuller, it was seconded by Councilmember McMahon, and the motion carried unanimously; with the exception of Mayor Crow.

F. APPOINTMENTS TO BOARDS AND COMMISSIONS

1. Larry Zelenovich is nominated for reappointment to the Traffic Commission by Councilmember Dennis Fuller, it was seconded by Councilmember McMahon and the motion carried unanimously.

G. SWEARING IN TO BOARDS AND COMMISSIONS

1. Grace Fitter was sworn into the Arts and Letters Commission on March 5th in the clerk's office.

H. CITIZEN PARTICIPATION (Total of 15 minutes allowed)

Procedures for submitting comments for Citizen Participation and Public Hearings:

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Citizen Comments

Chris Blumenhurst, 6615 Waterman Avenue, U City, MO

6826 Chamberlain Court Avenue, which was built in 1873, making it the oldest home in the community. So, the history of this home needs to be known and cherished by all. He stated as the President of the Sutter Meyer Society's Board of Directors, he would like to acknowledge all of the other members in attendance whose support has helped to maintain this home for the last 15 years. The Board welcomes visitors to the Sutter Meyer Farmhouse and strives to educate and expose students to U City's diverse history through curriculum, tours, and activities.

Sutter Meyer is also part of a larger organization called Historic St. Louis which represents 35 historical sites in the surrounding area. Mr. Blumenhurst stated the Sutter Meyer Home is a landmark that needs to be supported by citizens, and with the City's assistance the Board believes they can make this important landmark even more meaningful.

Diane Davenport, 784 Yale Avenue, U City, MO

Ms. Davenport stated she is a very proud Board member of the Sutter Meyer House and would invite everyone to visit and see the progress they have made.

Jerrod Tiers, 7345 Chamberlain, U City, MO

Mr. Tiers stated at the last Council meeting Mr. Sullivan complained that the City was not doing anything to fill vacant storefronts in The Loop. And while Council's follow-up to those comments noted that the City could not force landlords to rent out these spaces, in his opinion, that is not really the point. Because even though the City can't force landlords to take action, it can discourage this behavior by offering incentives or other measures associated with filling vacant properties.

- The City can reach out to landlords to find out why a space is not being rented. And if it turns out that they believe the City is creating problems that inhibit renting, work to correct the problem.
- Development is another way to encourage more rentals. Development begets more development, and businesses follow development to service that development. One thing is certain, landlords will rent space if the area is popular and there is a demand for rental space. Demand feeds on itself, but it needs a starting point.

For instance, the new apartment building is one potential driver for Loop businesses. And although the drive-in/drive-out drive may not generate much foot traffic, it has the potential to bring a lot of prospective customers to Delmar.

And the hotel that was proposed several years ago could be an even better stimulus. Hotel guests are natural customers for nearby restaurants.

Of course, the area needs to be perceived as safe. U City has the reputation of being where you go to get shot, which is certainly unfair since the Grove is still reasonably popular despite its two or three recent shootings. So, a more visible foot patrol could go a long way towards changing perceptions about The Loop.

Mr. Tiers stated no area is exempt from change. Popular places need to be reinvented from time to time to stay relevant. U City was lucky to have Joe Edwards to do its reinventing in the 1970s when Delmar was mostly boarded up with plywood. But now it is your turn to reinvent The Loop. Other municipalities have done just that, and you can talk to them for ideas. The U City Loop is the signature business district for U City, so the question you should be asking yourself is; does this administration care enough to make The Loop a priority and put some serious time and work into rejuvenating it?

I. COUNCIL COMMENTS

None

J. PUBLIC HEARINGS

None

K. CONSENT AGENDA - (1 voice vote required)

1. Stifel - Underwriter Engagement Letter for potential issuance of Certificates of Participation (COPS) - *(moved to City Manager's Report)*
2. Rating Study for Certificates of Participation - *(moved to City Manager's Report)*
3. Fund Transfer - Central Garage (Fleet)
4. Millar Park Baseball Field Improvements

Councilmember McMahon moved to approve Items 3 and 4 of the Consent Agenda, it was seconded by Councilmember Fuller and the motion carried unanimously.

L. CITY MANAGER'S REPORT – (voice vote on each item as needed)

1. Stifel - Underwriter Engagement Letter for potential issuance of Certificates of Participation (COPS)

Mr. Rose stated staff is recommending that Council consider using Stifel as the underwriter for the Letter of Engagement for issuance of the Certificates of Participation.

Mr. Cole stated the issuance of these Certificates of Participation will be used to fund the Police Annex and Trinity Renovation projects.

Councilmember Clay stated while he thinks many are familiar with bond issues as a mode of financing capital projects, the use of COPS may not be as familiar. So, for the benefit of residents, he would like staff to walk through what COPS are; the City's role; the advantages, and the disadvantages when pursuing this particular mechanism.

Mr. Cole stated COPS is a lease-back agreement where the City leases the asset; in this case, the buildings, from the bank, and financing is secured by lease payments rather than debt interest. The bank maintains the title to the asset until the final payment is made. Once that final payment is made, the leased property is converted back to the City.

- COPS are repaid with annual appropriations approved by Council. General Obligation Bonds are backed by the City's credit and are typically repaid with property taxes.
- COPS provide flexibility in the structuring of payments. Bonds have a 20-year max in the structuring of payments. COPS provide flexibility and allow you to extend the payment period up to 25 or 30 years.
- COPS do not require voter approval. Bonds require 4/7ths or 2/3rds approval depending on the election cycle and the month it is being held.
- Bonds are funded through property taxes. COPS are funded by various revenue sources, i.e., the general fund, capital improvement fund, sales tax fund, et cetera.

Mr. Rose stated General Obligation Bonds typically result in an increase in property taxes to retire the debt. However, the advantage of utilizing COPS is the ability to use existing revenue streams so that there is no increase to the residents of U City.

Mayor Crow stated he does not think either of these options has been utilized since 2008 when the General Obligation Bond for the parking garage retired.

Councilmember Clay posed the following questions to Mr. Cole:

Q. Is this the crux of the proposal; that the City will be leasing the buildings scheduled for renovation to the bank, the bank holds them for collateral, and once the certificates are paid off ownership reverts to the City?

A. That is correct.

Q. Plus, the repayment of COPS is more flexible than a bond and it has no potential tax implications for residents?

A. That's my understanding.

Q. Has staff identified any potential revenue sources for repaying the COPS?

A. Yes, we are looking at using the capital improvement sales tax fund, public safety sales tax fund, and the general fund.

Councilmember Smotherson posed the following questions to Mr. Rose:

Q. Are the park funds being considered as a potential revenue source?

A. At this point it has not been included. However, it is an option that I intend to explore with the City Attorney since the police are required to secure the City's parks. It's a policy decision that ultimately will have to be made by Council.

Q. Is the TIF financing which gets distributed into the general fund being considered as a potential revenue source?

A. Yes.

Q. Is it the City's intent to use TIF monies to repay this debt?

A. TIF monies are not delineated as a separate fund; they just go straight into the general fund.

Mayor Crow asked if the rates for both instruments were relatively the same? Mr. Cole stated that he could provide the rates after tonight's meeting.

Councilmember Klein moved to approve, it was seconded by Councilmember McMahon, and the motion carried unanimously, with the exception of Councilmember Smotherson.

2. Rating Study for Certificates of Participation

Mr. Rose stated staff is recommending that Council consider a Rating Study for the Certificates of Participation.

Councilmember Klein moved to approve, it was seconded by Councilmember McMahon, and the motion carried unanimously.

3. City Manager Updates

Police Annex and Court Trinity Building

The bid package for this project was released on February 27th, and staff anticipates receiving all of the bids by April 9th. If everything goes as planned, Mr. Rose stated the intent is to present Council with a bid for this construction at the May 13th meeting.

The Trinity Building includes a multipurpose room that will primarily be used for court proceedings, court personnel, and all of its operations. It will not be used for the Council's chambers, as erroneously reported by the media, and at this point, no determination has been made as to its location.

New Code Compliance Officer

The Citizen's Satisfaction Survey highlighted the need for more attention on the City's commercial areas to ensure their compliance with the Code. As a result, a new Code Compliance Officer has been hired to focus on this area and is scheduled to start today.

4. Second Quarter Financial Report

Mr. Cole provided Council with a presentation on the Second Quarter Financial Report, through December 31, 2003.

General Fund - Revenues

Adjusted Budget	\$25,655,485
YTD Actual	\$10,990,771
Actual as % of Adjusted Budget	42.8%
Increase/ (Decrease) compared to the same quarter of FY2023	\$136,945

Key Points:

- Increase in Sales & Use Tax Revenue of roughly \$84,000 or 2.9%. This increase is mainly due to an increase in Local Use, St. Louis County Pool, and Fire Sales taxes.
- Increase in Gross Receipts Tax of roughly \$88,000, or 3.6%. This increase is due to an increase in Electric and Natural Gas during November and December.
- Increase in Services Charges of roughly \$355,000, or 82.0%. This increase is mainly from collecting \$286,000 from Ambulance Services and \$85,000 from Weed & Debris bills.
- Increase in Interest Revenue of roughly \$87,600, or 424.5%. This increase is due to favorable market conditions in the 2nd Quarter.
- Increase in Municipal Court & Parking of roughly \$58,800, or 25.4%. This increase is due to the collection of Parking Fines.
- Increase in Other Revenue of roughly \$55,100, or 35.9%. This increase is due to receiving funds from an Opioid Settlement and a Surplus Distribution from SLAIT.
- Decrease in Grants of roughly \$362,000, or (99.3%). This decrease is due to the closure of Safer Grant in FY23.
- Decrease in Inspection Fees & Permits of roughly \$322,000, or (45.3%). This decrease is associated with Building & Zoning permits.

Overall revenues as a percent of budget show **an increase of 4.6%** when compared to the same quarter of FY23.

General Fund - Expenditures

Adjusted Budget	\$29,023,129
YTD Actual	\$14,146,704
Actual as % of Adjusted Budget	48.7%
Increase/ (Decrease) compared to the same quarter of FY2023	\$(607,344)

Key Points:

- Decrease in expenditures for Public Works and Parks & Recreation Capital Outlay of roughly \$2,826,545. This is mainly due to the emergency purchase of vehicles and equipment related to the flood that occurred in the 1st Quarter of FY2023.
- Increase in expenditures for the Police Department of roughly \$438,000, or 10.4%. Increase mainly due to Salaries/Wages, Maintenance Contracts, Technology Services, and Staff Training.
- Increase in expenditures for Facilities Maintenance of roughly \$154,000, or 34.8%. Increase mainly due to Building/Equipment Maintenance, and Maintenance Contracts.

- Increase in expenditures for Planning & Development of roughly 319,000, or 42.1%. Increase mainly due to Professional Services and Maintenance Contracts.
- Increase in expenditures for Parks & Recreation-Parks Maintenance of roughly \$305,000, or 38.0%. Increase mainly due to Maintenance Contracts and Disaster & Storm Expenses.
- Increase in expenditures for Parks & Recreation of roughly \$244,000, or 204.2%. Increase is mainly due to a contract with Midwest Pool Mgmt, Electricity in Aquatics, Part-time Salaries, and Electricity at Centennial Commons.
- Increase in expenditures for the City Manager’s Office of roughly \$362,000, or 130.2%. Increase mainly due to Professional and Legal Services.

Overall, the expenditures as a percent of budget **increased by 3.3%** when compared to the same quarter of FY2023.

Capital Improvement Sales Tax - Revenues

Adjusted Budget	\$2,801,200
YTD Actual	\$958,135
Actual as % of Adjusted Budget	34.2%
Increase/ (Decrease) compared to the same quarter of FY2023	\$70,161

Key Points:

- Sales Tax revenue increased roughly \$70,122 or 7.9% during the 2nd Quarter of FY2024, compared to the same quarter of FY23.

Overall revenues as a percent of budget show **an increase of 2.0%** when compared to the same quarter of FY23.

✚ **Note: Revenue is generated from pooled sales tax from other cities in the county and is based on per capita.**

Capital Improvement Sales Tax - Expenditures

Adjusted Budget	\$1,790,337
YTD Actual	\$2,209,294
Actual as % of Adjusted Budget	123.4%
Increase/ (Decrease) compared to the same quarter of FY2023	\$2,133,264

Key Points:

- Increase in expenditures mainly from the Asphalt Overlay Program that occurred in the 2nd Quarter of FY2023.

Overall, the expenditures as a percent of budget **increased by 120.2%** when compared to the same quarter of FY2023.

Park & Stormwater Sales Tax - Revenues

Adjusted Budget	\$2,001,000
YTD Actual	\$574,255
Actual as % of Adjusted Budget	28.7%
Increase/ (Decrease) compared to the same quarter of FY2023	\$96,300

Key Points:

- Sales Tax revenue for the second quarter of FY2024 has shown an increase of roughly \$96,300, or 20.2% when compared to the same quarter of FY2023.
- Of the \$574,255 sales tax revenue, roughly \$246,900, or 42.9%, is generated from the TIF.

✚ **Note: Sales tax revenue is based on the point of sale.**

Park & Stormwater Sales Tax - Expenditures

Adjusted Budget	\$1,561,240
YTD Actual	\$185,575
Actual as % of Adjusted Budget	11.9%
Increase/ (Decrease) compared to the same quarter of FY2023	\$(857)

Key Points:

- Expenditures appear to be within reason when compared to the 2nd quarter of FY2023.

Overall, the expenditures as a percent of budget **increased by 3.6%** when compared to the same quarter of FY2023.

Public Safety Sales Tax - Revenues

Adjusted Budget	\$2,291,000
YTD Actual	\$770,630
Actual as % of Adjusted Budget	33.6%
Increase/ (Decrease) compared to the same quarter of FY2023	\$19,140

Key Points:

- A slight **increase of roughly 2.5%**; revenues appear to be within reason when compared to the 2nd quarter of FY2023.

✚ **Note: Revenue is generated from pooled sales tax from other cities in the county and is based on per capita.**

Public Safety Sales Tax - Expenditures

Adjusted Budget	\$575,951
YTD Actual	\$266,613
Actual as % of Adjusted Budget	46.3%
Increase/ (Decrease) compared to the same quarter of FY2023	\$111,640

Key Points:

- Increase in the expenditures is mainly from the purchase of two (2) Dodge Charger Police vehicles that occurred in the 2nd Quarter.

Overall, the expenditures as a percent of budget **increased by 15.0%** when compared to the same quarter of FY2023.

Councilmember Smotherson posed the following questions to Mr. Rose:

Q. Has any of the \$246,900 from the TIF been designated to the 3rd Ward?

A. Typically, allocations occur mid-fiscal year, but I would have to review the budget to see if there was an allocation to the RPA-2 Fund.

Q. The pool tax is another revenue stream identified to fund RPA-2. So, why were the proceeds from this tax not identified as a separate line item in the general fund revenues?

A. The pool tax is structured as a transfer into the general fund, which he believes occurred in December of 2023. So, here again, staff would have to review those revenues to determine the exact amounts transferred into the account.

Q. Can staff also provide how much of that revenue, if any, was allocated to the RPA-2 Fund?

A. As a part of the budget process Council approved a set amount that would be transferred to the RPA-2 Fund, and he believes that this distribution occurred at the end of the Fiscal Year.

Councilmember Clay posed the following questions to Mr. Cole:

Q. Can you help me reconcile how the General Fund expenditures as a percent of the budget increased by 3.3% when there seems to have been a significant increase in expenditures throughout several of the City's departments?

A. The percentage rate for the same quarter in FY23 was 44.3%, so 3.3% is the difference between what the total expenditures were then, and what they are now, which is 48.7%. All of this is detailed in the Statement of Revenues and Expenditures.

Q. So, this is a quarter-to-quarter comparison?

A. Correct.

Q. But with these expenditures being so much higher where are we to budget?

A. These numbers are for the first six months, and they compare the year to date. So, the revenues as a percent of the budget show an increase of 4.6% when compared to the same quarter of FY23.

Q. So, we're not over budget?

A. No. This is a comparison of what we had year to date in FY23, to what we have in the same quarter of FY24.

Mayor Crow stated that even though there was a significant increase in the expenditures, there was also a significant decrease of 2.8 million dollars in expenditures for Parks and Public Works. So, that may be what you're missing.

Councilmember Clay thanked the Mayor for his clarification and noted that it was the piece he was missing.

M. UNFINISHED BUSINESS - (Roll call vote required on 2nd and 3^d readings)

None

N. NEW BUSINESS

Resolutions - (Voice vote required)

None

Bills - (No vote required for the introduction and 1st reading)

None

O. COUNCIL REPORTS/BUSINESS

1. Boards and Commission appointments needed
2. Council liaison reports on Boards and Commissions
3. Boards, Commissions, and Task Force minutes
4. Other Discussions/Business

P. CITIZEN PARTICIPATION - (Continued if needed)

Q. COUNCIL COMMENTS

Councilmember Smotherson stated he would like to note for the record that the reason he had abstained from voting on Item L (1) is because his wife and son work for Stifel.

R. EXECUTIVE SESSION - (Roll call vote required)

Motion to go into a Closed Session according to Missouri Revised Statutes 610.021 (1) Legal actions, causes of action, or litigation involving a public governmental body and any confidential or privileged communications between a public governmental body or its representatives or attorneys.

Councilmember Fuller moved to close the Regular Session and go into a Closed Session, it was seconded by Councilmember McMahon.

Roll Call Vote Was:

Ayes: Councilmember Clay, Councilmember Klein, Councilmember McMahon, Councilmember Fuller, Councilmember Smotherson, and Mayor Crow.

Nays: None.

S. ADJOURNMENT

Mayor Crow thanked everyone for their participation and closed the Regular Session at 7:15 p.m. to go into a Closed Session on the second floor. The Closed Session reconvened in an open session at 7:55 p.m.

Kena Dean/ Ir
Acting City Clerk

DRAFT

Jerrold Tiers 7345 Chamberlain

At the last Council Meeting, Mr Sullivan complained that the City was not getting all the vacant storefronts in the Loop filled. I don't know how he thought that should be done, but in the Council comments following, this complaint was dismissed because the City cannot force landlords to rent out property.

Of course that is true. But it is really not the point. The City cannot force property to be rented, but the City can absolutely encourage landlords to rent, potentially with incentives. The City may be able to discourage not renting with other measures applying to vacant property.

The City can also check to see WHY the spaces are not rented. If it happens that the City is creating problems that inhibit rental, then that can be corrected.

I cannot enumerate all the ways to encourage rentals, time does not allow it. But, development is one. Development begets more development, and businesses follow to service the development. One thing is certain. Landlords will rent space if the area is popular and there is a demand for rental space. Demand feeds on itself, but it needs a starting point.

For instance, the new apartment building is one potential driver of Loop business activity, although due to its very unfortunate "drive in and drive out" design, it might not actually generate much local foot traffic. But it brings a lot of potential customers to Delmar. The hotel that was proposed a couple years ago would be a possibly better stimulus, if it has not been abandoned. Hotel guests are natural customers for nearby restaurants at least.

Of course, the area needs to be perceived as safe. U City has the reputation of being "where you go to get shot", although that is very unfair. "The Grove" is still reasonably popular, despite 2 or 3 recent shootings. A more visible Police presence on foot in the Loop could go a long way toward changing the perception of University City as a place "too dangerous to visit".

And, no area is unchanging. Popular places need to be "reinvented" from time to time, to stay relevant. U City was very lucky to have Joe Edwards do the "re-inventing" for us in the 1970s when Delmar was mostly boarded up. Now it is your turn to "re-invent" the U City Loop.

There are many ways other than "force" to stimulate rentals and full storefronts. Other area municipalities have done it. You could talk to them for ideas. The U City Loop is the "signature business district" of the City. Does the City of University City care enough to make "The Loop" a priority and put some serious time and work into rejuvenating it?

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



NUMBER: <i>For City Clerk Use</i>	CA20240325-01
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SUBJECT/TITLE:
Heman Park - Memorial Fountain Restoration

PREPARED BY: Darin Girdler, Director of Public Works	DEPARTMENT / WARD Parks/All
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AGENDA SECTION: Consent	CAN ITEM BE RESCHEDULED? No
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CITY MANAGER'S RECOMMENDATION OR RECOMMENDED MOTION:
City Manager recommends approval of the proposal from Missouri Machinery & Engineering Company (The Pump Shop) in the amount of \$91,100.00.

FISCAL IMPACT:
We will use funds from Parks Reserve for this important project.

AMOUNT:	\$91,100.00	ACCOUNT No.:	
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FROM FUND:		TO FUND:	
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EXPLANATION:
This is a sole source vendor project. The scope of this project is beyond most companies in our region and the City has entrusted this company with most of the work on our fountain and pool pumps.

STAFF COMMENTS AND BACKGROUND INFORMATION:
Memorial fountain was critically damaged in the flood of July 2022. All of the electrical controls and pumps were damaged beyond repair.

CIP No.	
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RELATED ITEMS / ATTACHMENTS:
Proposal.

LIST CITY COUNCIL GOALS (S):
Community Quality of Life Amenities

RESPECTFULLY SUBMITTED:	City Manager, Gregroy Rose	MEETING DATE:	03/25/2024
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PROPOSAL

~THE PUMP SHOP ~
MISSOURI MACHINERY & ENGINEERING COMPANY
 4981 Fyler Ave. St. Louis, MO. 63139
 TEL: (314) 231-9806, FX: (314) 231-7922

PROPOSAL SUBMITTED TO: City of University City		DATE 01-12-2024	
STREET 6801 Delmar Blvd.		JOB NAME Herman Park Fountain	
University City, MO. 63130		JOB LOCATION	
POINT OF CONTACT Mike Warmbold	DATE OF PLANS	PHONE 314-505-8624	Cell 314-985-8246
PAYMENT Net 30	SHIPMENT/ DELIVERY TBD	Authorized MIKE HUFFMAN, PUMP SYSTEMS CONSULTANT Signature _____ Note: This proposal may be Withdrawn by us if not accepted within 30 days.	

Missouri Machinery & Engineering Co. propose refurbishing the fountain at Herman Park.

Vault Equipment 3-5 HP Whisperflo XF Pump 30" Sand Filter Misc. isolation valves 5 HP VSD 1hase to 3 phase UL Listed control panel with PLC, circuit breakers, LED lighting power supplies and DMX controls, wind controls, level controls 2" and 3" PVC Y-Strainers
 Room light, dehumidifier, sump pump, GFI Outlet Motorized ball Valves/Butterfly Valves for sequencing Solenoid valve for autofill.

Fountain Equipment, Large and small spray rings with larger orifices for minimal clogging 7 spray nozzles
 12 led lights (or more - upper and lower) 4 junction boxes, cord seal, potting compound, Overflow and drain fittings, Level control.
 Wind Sensor, Anti-vortex and diverters, Eyeball fittings

Demolition: Remove all flooded equipment and controls. Carefully protect any usable penetrations, plumbing and electrical
 Clean out all debris, Remove fountain equipment from basins.

Installation: Install new vault equipment, wiring, conduits, sch 80 piping. New penetrations and sealing as required
 Install new Fountain equipment in upper and lower basins, Install and program new control system with sequencing effects and light shows. Train personnel in operation and maintenance

\$ 91,100.00 This is a rough number because of the unknown underground.

Optional: Basin and structure repair and waterproofing with a Pool Coating

Mike Huffman
 Pump System Consultant

PRICE DOES NOT INCLUDE FREIGHT OR MISSOURI SALES TAX, IF APPLICABLE

NOTE: Any work done beyond the scope described above will be quoted at our standard time and material rates, for approval of customer

ACCEPTANCE OF PROPOSAL – The above prices, specifications and conditions are satisfactory and are hereby accepted. You are authorized to do the work as specified. Payment will be made as outlined above.	Signature: _____ Date: _____
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We also offer Laser Alignment, Field Balancing, Pump Rental, Flow Testing, 24/7 field service and Boom truck capability!
 **** As of March 1, 2022, we will include a 2.5% processing fee for all credit card transactions****

THE PUMP SHOP MISSOURI MACHINERY & ENGINEERING, 4981 FYLER, ST. LOUIS, MO 63139.

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



NUMBER: <i>For City Clerk Use</i>	CA20240325-02
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SUBJECT/TITLE: Police Department purchase of camera surveillance equipment to be used in Eastgate Park.			
PREPARED BY: Chief Larry Hampton		DEPARTMENT / WARD Police Department / Third	
AGENDA SECTION:	Consent	CAN ITEM BE RESCHEDULED?	No
CITY MANAGER'S RECOMMENDATION OR RECOMMENDED MOTION: City Manager recommends approval.			
FISCAL IMPACT: Upgrading to a camera surveillance system to capture illegal activity in Eastgate Park. The fiscal impact will be light and absorbed in UCPD budgetary annual licensing accounts.			
AMOUNT:	\$25,608.10	ACCOUNT No.:	#15-30-90-8200
FROM FUND:	CIP Surveillance Camera Equip #15-30-90	TO FUND:	Camera Equip CIP
EXPLANATION: The Police Department is requesting the purchase of camera surveillance equipment for increased security measures in Eastgate Park. .			

STAFF COMMENTS AND BACKGROUND INFORMATION: Will Electronics is quoted for providing the department all build-up, support, and installation to these projects. Eastgate Park is quoted as \$25,608.10. This will bring increased security measures to a prominent park here in University City, MO.
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CIP No.	
RELATED ITEMS / ATTACHMENTS: Will Electronics quote and original CIP approved form attached	

LIST CITY COUNCIL GOALS (S): Public Safety Prudent Fiscal Management	
RESPECTFULLY SUBMITTED:	City Manager, Gregroy Rose
MEETING DATE:	03/25/2024



**WILL
ELECTRONICS**

Advanced Security Solutions • Since 1955

A RapidFire Company
SAFETY & SECURITY

9789 Reavis Park Drive
St. Louis, MO 63123
(314) 351-1896
FAX (314) 351-1885
Toll-free (800) 973-2288

QUOTE # 0123648

February 23, 2024

Chief Larry Hampton
City of University City Police Department
6801 Delmar Blvd.
University City, Mo 63130

RE: Eastgate Park

Dear Chief Hampton:

We are pleased to submit this proposal for your consideration.

OBJECTIVE: EASTGATE PARK – SOLAR POWERED SECURITY CAMERA WITH CELLULAR DATA & BATTERY BACK UP

SOLUTION: We propose to provide and install the listed equipment, as follows.

1. A new 20' service pole will be set up in the park as a fixed mounting location for the solar powered security camera. The pole will have an equipment enclosure as well as multi-image camera mounted at a height of 15 to 18' above grade. In addition, two (2) 320W solar panels will be mounted on the pole for charging the included battery backup system and located for maximum solar exposure.
2. The enclosure will contain a Cradlepoint data radio and will be provisioned by a SIM provided by the customer.
3. The camera will be aimed, focused, and enrolled into the customer's Genetec Security Center system.

* This is a design/build estimate with information provided by the customer and physical survey.

- 1 POWER SENTRY SITE MONITOR 6000 (DUAL 320W SOLAR PANELS)
- * POWER SENTRY CONTROL SECTION
- * 3-BATTERY SECTION / LITHIUM 20AH / SNAKE-EYE SECURITY BIT(S)
- * FIXED MULTI-SENSOR 8MP W/IR AXIS P3737-PLC CAMERA
- * 12VDC HI POE 35W INJECTOR(S) / CAMERA SD CARD
- * 8 PORT L2 UNMANAGED SWITCH / PANEL MOUNT & CRATE
- 1 GENETEC GSC/OMNICAST PROFESSIONAL CAMERA LICENSE
- 1 GENETEC ADVANTAGE PROFESSIONAL CONNECTION 1YR SMA
- 1 SUBCONTRACTOR SERVICE POLE SET INSTALLATION

TOTAL INVESTMENT AMOUNT	\$25,608.10
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ACCEPTANCE

When signed by the Customer, this proposal, including all attachments and Additional Terms and Conditions, will constitute a contract and a purchase order.

ACCEPTED BY _____ DATE _____

PRINTED NAME _____ TITLE _____ PO# _____

*****PROPOSAL NOTES*****

1. Customer will provide all AC power required.
2. Customer will provide all network connections required.
3. All work will be performed during normal business hours: Monday – Friday, 8:00 am – 5:00 pm.
4. The new equipment listed is covered by a one-year warranty, parts and labor included, with on-site service.
5. This proposal does not include any permits, documentation costs, licensing fees or other fees that may be required by the local governing authorities.
6. This proposal is valid for a period of 60 days.
7. A 30% down payment is required upon acceptance of this proposal.
8. Financing options are available.
9. Any additions or alterations to the work described herein will be done at additional cost, pending prior customer approval.

At Will Electronics, we take great pride in the quality of products and service we provide. We look forward to being of service to you and the City of University City in the future. If you have any questions, feel free to contact me. If this proposal is acceptable, please sign as indicated above and return.

Sincerely,

Scott Middleton

WILL ELECTRONICS

ADDITIONAL TERMS AND CONDITIONS

The additional terms and conditions which follow are in addition to the terms and conditions of the proposal, purchase order, contract or agreement (the "Agreement") by and between WILL ELECTRONICS, INC. ("WEI") and any other party thereto (individually or collectively referred to as "Customer") to which these additional terms and conditions are attached to or part of. In the event of any conflict between these additional terms and conditions and those of the proposal, purchase order, contract or agreement to which they are attached, these additional terms and conditions shall control.

1. DESIGN DEVELOPMENT, PROGRAMMING, DRAWINGS AND OWNERSHIP

A. Design Development. Customer and WEI have together developed or will develop the design and specifications for the Work. When Customer has accepted or approved the design and specifications, the sole and final responsibility for the design and specifications shall be Customer's. WEI shall have no liability to Customer for any loss or damage claimed against or incurred by Customer or any employee, agent or licensee of Customer because of any defect or alleged defect in the design or specifications or the failure of the equipment or the Work to perform as desired or anticipated by Customer.

B. Programming. Security system programming is an essential element of the systems operation and performance. Customer acknowledges and agrees that security system programming is an ever-changing process, and in significant part subject to Customer's day-to-day and other business operations and parameters and the changes or modifications to them and, as such, WEI is not responsible for programming or product malfunctions caused in whole or in part by others including Customer.

2. LIMITED WARRANTY, EXCLUSIONS AND DISCLAIMERS

A. To the extent not otherwise warranted pursuant to an applicable manufacturer's warranty, WEI warrants all Equipment and installation labor rendered as part of the Work against defects in materials and labor for a period of twelve (12) months (the "Warranty Period") from the date of substantial completion of the installation; provided, however, no warranty is made as to, and there is specifically excluded from the warranty, any and all expendable supplies, equipment and parts, or any portions of the Work which have been misused, abused, not used in the manner intended, neglected, or damaged by an act of God or altered, modified, or manipulated in any manner by Customer or a third party. Any defect in the installation during the Warranty Period will be repaired or replaced at the option of WEI. Any shipping charges in connection with a repair or replacement shall be the responsibility of Customer. The repair or replacement of the Equipment shall constitute Customer's sole remedy against WEI.

B. WEI MAKES NO OTHER OR FURTHER WARRANTY WITH RESPECT TO INSTALLATION LABOR, MATERIALS AND EQUIPMENT OR ANY OTHER PORTION OF THE WORK OTHER THAN THE FOREGOING WARRANTY AND SPECIFICALLY DISCLAIMS ANY AND ALL OTHER WARRANTIES, EXPRESSED OR IMPLIED, INCLUDING THE WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE.

C. IN NO EVENT SHALL WEI BE LIABLE TO CUSTOMER OR ANY THIRD PARTY FOR SPECIAL, INCIDENTAL, CONSEQUENTIAL, EXEMPLARY, OR PUNITIVE DAMAGES OR FOR LOST PROFITS, LOST SALES, INJURY OR DEATH TO PERSON OR PROPERTY OR ANY OTHER CAUSE AS A RESULT OF A DEFECT IN LABOR, EQUIPMENT OR OTHER SUPPLIES OR MATERIALS WITH RESPECT TO ANY ITEM FURNISHED UNDER THE AGREEMENT, MALFUNCTION OR NONFUNCTION OF ANY SYSTEM, WRONGFUL PERFORMANCE OF OR FAILURE TO PERFORM ANY ACTS INCLUDED IN THE WORK, TRANSPORTATION DELAYS OR BREACH OF WARRANTY.

D. Customer acknowledges that no warranty, representation, or statement by any representative of WEI not stated herein shall be binding. This writing, and the document or documents attached hereto or of which this writing is a part, if any, constitutes the final expression of the parties' agreement and is a complete and exclusive statement of the terms of the Agreement.

3. LIMITATION OF LIABILITY

A. The parties understand and agree that: (a) the Work is intended to constitute or be part of a security system designed to reduce risk of loss for the Customer; (b) Customer has selected, accepted and approved the Scope of Work after considering and balancing the levels of protection afforded by various types of systems and services available to it and the related costs of them; (c) neither WEI nor any person engaged by WEI to perform any portion of the Work shall be construed to be an insurer of the person or property of Customer, its employees, agents, contractors, assigns, bailors, customers, invitees, trespassers or any other person at the location(s) where the work is performed (the "Location(s)"); (d) the Price and Payment Terms are based solely on the cost and value of WEI providing the Work and are unrelated to the value of property of Customer or others located at the Location(s); (e) the Price and Payment Terms do not contemplate any payment being made or consideration being given to WEI for any guarantee, warranty or insuring agreement by any one or more of them to Customer with respect to the person or property of anyone; (f) WEI MAKES NO GUARANTEE OR WARRANTY OF ANY KIND THAT THE WORK (INCLUDING ANY MATERIALS AND EQUIPMENT SUPPLIED AS PART OF THE WORK) WILL AVERT OR PREVENT OCCURRENCES OR CONSEQUENCES THEREFROM WHICH THE WORK IS DESIGNED TO DETECT OR AVERT.

B. Notwithstanding the foregoing provisions of this Section or for whatever reason, WEI should be found liable for personal injury/wrongful death or property loss or damage caused by a failure to perform by WEI or the failure of any materials or equipment in any respect whatsoever or a court of proper jurisdiction determines the limitations on warranties are inapplicable, Customer agrees that the aggregate liability of WEI under or with respect to the Agreement, the Work to be performed under, and any warranty provided pursuant to, the Agreement, shall be limited to a sum equal to the lesser of (i) one-tenth (1/10) of the total Price to be paid by Customer under the Agreement, (ii) if the Price is to be paid in monthly payments or installments (other than progress payments), an amount equal to six (6) monthly payments, or (iii) Five Hundred Dollars (\$500.00), and this liability shall be exclusive, and that the provisions of this subsection shall apply if loss or damage, irrespective of cause or origin, results directly or indirectly to persons or property, from performance or nonperformance of the Work, from breach of warranty, or from negligence, active or otherwise of WEI.

C. No suit or action shall be brought against WEI more than one (1) year after the substantial completion of the Work.

4. INDEMNIFICATION

A. When Customer ordinarily has the property of others in its custody, or the Work extends to the protection of the person or property of others, Customer shall indemnify, save, defend and hold harmless WEI from and against all claims brought by parties other than the parties to the Agreement. This provision shall apply to all claims regardless of cause, including the performance or failure to perform by WEI, and including without limitation, defects in products or system design, installation, repair service, monitoring, operation or non-operation of materials or equipment, whether based upon negligence, active or passive, express or implied contract or warranty, contribution or indemnification or strict or product liability; provided, however, Customer shall have no duty to indemnify in the case of gross negligence or willful misconduct by WEI, its employees, agents or assigns. Customer agrees to indemnify WEI against, and to defend and hold WEI harmless from any action for subrogation which may be brought against WEI by any insurer or insurance company or its agents or assigns including the payment of all damages, expenses, costs and reasonable attorney's fees.

5. REMEDIES

A. Ownership of Property Until Payment. Where material, equipment or other property are being sold, leased, or licensed to Customer as part of the Work, title and ownership of all of the material, equipment and other property shall remain in WEI or until full payment of the Price has been made or throughout the term of the lease or the license, as applicable.

B. Security Interest. If a provision of law prohibits the retention of title and ownership of the property by WEI where the property is being sold to Customer, Customer grants to WEI a lien and security interest in and to any and all materials, equipment and other property supplied by WEI under the Agreement (whenever title or ownership have passed to Customer) to secure each and every payment and obligation due WEI from Customer under the Agreement.

C. Liquidated Damages. In the case of a breach of the Agreement by Customer and termination by WEI, or upon premature cancellation or termination by Customer:

a. If the Agreement is terminated prior to completion of the Work, Customer shall be obligated to pay for all portions of the Work actually performed and property delivered or ordered by WEI up to the date of termination plus any other sum or amount provided in the Agreement.

The parties agree it would be very difficult, if not impossible, to ascertain actual damages for the breach or premature cancellation or termination by Customer, and they further agree that in the event of a breach by Customer and termination by WEI or premature cancellation or termination by Customer, Customer shall immediately pay to WEI (and WEI shall accept) all charges then due WEI and in addition, as and for liquidated damages and not as a penalty, a sum equal to sixty percent (60%) of any future charges which would have been paid to WEI by Customer under the terms of the Agreement if there had been no cancellation or termination of the Agreement by Customer or WEI, and WEI would have completed the Work.

Capital Improvement Plan
City of University City, Missouri

FY '23 thru FY '27

Department Police Department
 Contact Police Chief
 Type Equipment
 Useful Life 10 years
 Category Equipment: Miscellaneous
 Priority 1 Critical

Project # PD23-01
 Project Name Surveillance Camera

Description Total Project Cost: \$45,000
 Crime prevention surveillance camera to purchased, and installed in selected Parks.

Justification
 Surveillance tool needed to facilitate crime reduction and the fear of crime in parks throughout the City.

Expenditures	FY '23	FY '24	FY '25	FY '26	FY '27	Total
Equip/Vehicles/Furnishings	45,000					45,000
Total	45,000					45,000

Funding Sources	FY '23	FY '24	FY '25	FY '26	FY '27	Total
Public Safety Sales Tax Fund	45,000					45,000
Total	45,000					45,000

Budget Impact/Other

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



NUMBER: <i>For City Clerk Use</i>	CA20250325-03
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SUBJECT/TITLE: FY2023 Supplemental Agreement (CDBG)			
REQUESTED BY: Brooke A. Smith		DEPARTMENT / WARD City Manager's Office	
AGENDA SECTION:	Consent	CAN ITEM BE RESCHEDULED?	No
CITY MANAGER'S RECOMMENDATION OR RECOMMENDED MOTION: City Manager recommends approval			
FISCAL IMPACT: None			
AMOUNT:	N/A	ACCOUNT No.:	N/A
FROM FUND:	N/A	TO FUND:	N/A
EXPLANATION: This agreement allows for the city's participation in the Community Development Block Grant (CDBG) Fund through St. Louis County.			

STAFF COMMENTS AND BACKGROUND INFORMATION: Each year our City received an allocation of CDBG funding. In order to receive these funds, we are required to enter into an annual Supplemental Cooperation agreement with the Office of Community Development.

CIP No.	
RELATED ITEMS / ATTACHMENTS: Letter from St. Louis County Human Services FY2023 Supplemental Cooperation Agreement	

LIST CITY COUNCIL GOALS (5):			
RESPECTFULLY SUBMITTED:	City Manager, Gregroy Rose	MEETING DATE:	March 25, 2024



SAINT LOUIS COUNTY
Human Services

March 11, 2024

Honorable Terry Crow
Mayor
City of University City
6801 Delmar Boulevard
Saint Louis, MO 63130

RE: FY2023 Supplemental Cooperation Agreement

Dear Mayor Crow:

Each year, your municipality receives an allocation of Community Development Block Grant (CDBG) funds through the St. Louis County Office of Community Development. CDBG funds are distributed by the U.S. Department of Housing and Urban Development (HUD) for the purpose of developing viable urban communities by providing decent housing, a suitable living environment and expanded economic opportunities, primarily for low- and moderate-income persons.

In order to receive these funds, your municipality must execute an annual Supplemental Cooperation Agreement with the Office of Community Development. **A copy of your 2023 Supplemental Cooperation Agreement has been sent to the CDBG contact person copied at the end of this letter.** Execution requires that the following items be included on this agreement:

- Your wet ink signature
- Wet ink attestation by a third party
- Wet ink signature of your municipal attorney
- Date signed (to be placed by your signature)
- Impression of your municipal seal

NOTE: DO NOT ENTER THE DATE ON THE FIRST PAGE OF THE AGREEMENT. THIS WILL BE COMPLETED BY ST. LOUIS COUNTY UPON FULL EXECUTION OF THE AGREEMENT.

Please return the executed copy to my attention **no later than Monday, April 1, 2024**. A fully executed copy will then be returned to you after the release of funds from HUD.

(Continued on next page)

Be advised that no activities may be placed under contract until HUD has released these funds to St. Louis County and this agreement has been returned to you. Please contact your assigned Community Development Specialist prior to undertaking any activities described in this agreement. Failure to do so may impact the availability of these funds to your community.

Additionally, please be especially aware of your audit responsibilities as detailed in the agreement. Pursuant to Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards, subrecipients that receive over \$750,000 a year from all Federal sources must have financial audits prepared in compliance with 2 CFR 200.500 through 2 CFR 200.520, as well as any specific program requirements.

If you have any questions or require assistance regarding these agreements, please contact your assigned specialist at 314-615-2983 or rnugent@stlouiscountymo.gov.

Thank you for your attention to this matter.

Sincerely,

Brian Dufrenne

Brian Dufrenne
Community Development Manager
Office of Community Development

Enclosures (1)

cc: Brooke Smith, Assistant City Manager

Office of Community Development
500 Northwest Plaza Suite 801, St. Ann, MO 63074
(314) 615-4405
saintlouiscountymo.gov

**OPPORTUNITY
CENTRAL**

**ST. LOUIS COUNTY DEPARTMENT OF HUMAN SERVICES
OFFICE OF COMMUNITY DEVELOPMENT**

**MUNICIPAL HOUSING AND COMMUNITY DEVELOPMENT
SUPPLEMENTAL COOPERATION AGREEMENT**

NO. 2023

This Supplemental Cooperation Agreement (hereinafter referred to as the Supplemental Cooperation Agreement) made and entered upon its date of execution, by and between ST. LOUIS COUNTY, MISSOURI (hereinafter referred to as "County"), and the City of University City , Missouri (hereinafter referred to as "Municipality"),

Witnesseth:

Whereas, the United States Congress enacted the Housing and Community Development Act of 1977 (hereinafter referred to as the "Act") providing federal funds to local units of government for the purposes of developing urban communities and improving housing conditions and community services; and

Whereas, the Act allocates funds to County for the purpose of undertaking Community Development Program activities authorized in Section 105 thereof; and

Whereas, the Act recognizes that Municipality may enter into cooperation agreements with County in order to undertake community development activities with Municipality as authorized by Section 105 of the Act; and

Whereas, County and Municipality have enacted ordinances authorizing their chief executive officers to execute a Municipal Housing and Community Development Cooperation Agreement dated September 18th, 2014, (hereinafter referred to as the "Cooperation Agreement") and Supplemental Cooperation Agreements; and

Whereas, the provisions of Section 70.210 to Section 70.320 R.S.Mo. inclusive empower municipalities or political subdivisions to contract with each other for a common service and Section 2.180 of the 1968 County Charter provides that the County Council may, by ordinance, authorize contracts between County and an incorporated area for a common service; and

Whereas, certain provisions of this Supplemental Cooperation Agreement are intended to amend the Municipal Housing and Community Development Cooperation Agreement previously entered into for the purpose of conforming with HUD requirements; and

Whereas, County and Municipality desire to undertake a cooperative Community Development Program in accordance with the Act;

Now, Therefore, County and Municipality mutually agree as follows:

I. County and Municipality hereby agree to cooperate in the undertaking or assist in the undertaking of essential community development and housing assistance activities, specifically urban renewal and publicly assisted housing as set forth in Exhibit A, "Budget and Scope of Program," attached hereto and made a part hereof. Such activities are to be carried out by Municipality in accordance with County's Community Development Plan and Housing Assistance Plan as submitted to HUD in County's Annual Consolidated Plan for Community Development Block Grant (CDBG), HOME, and Emergency Shelter Grant Programs. The community development activities authorized by the Act and outlined in County's Consolidated Plan will be carried out through funds received as a result of the Act and made available to Municipality by County for the purpose of undertaking community development programs. The community development activities to be undertaken by Municipality as set forth in Exhibit A will be performed in accordance with the terms and conditions of the Cooperation Agreement, the Supplemental Cooperation Agreement, and the Subrecipient Policies and Procedures Manual, and may be governed by additional amendments, if any, executed by County and Municipality. This Agreement shall remain in effect without terminating during any time Municipality has CDBG Funds under Contract, including Program Income, as defined by 24 CFR 570 et seq.

II. Changes in the subprograms and activities as described in Exhibit A may be requested from

time to time by either County or Municipality and if mutually agreed upon by and between County and Municipality shall be incorporated by written amendment(s) to the Supplemental Cooperation Agreement. County and Municipality acknowledge and agree that the budget line item "accounts" described in Exhibit A of this Agreement are estimates only and, therefore, the County shall, when necessary, transfer funds between "accounts" without the execution of an amendment to the Supplemental Cooperation Agreement in order to process municipal payment requests.

III. Municipality agrees that it will contractually obligate funds within twelve months of the executed date of this Supplemental Cooperation Agreement. Funds not contractually obligated as stipulated may be recaptured by County, unless an extension of time has been specifically requested in writing by Municipality and approved in writing by County.

IV. Municipality further agrees to abide by the provisions of Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards to wit:

A. Municipality agrees to abide by the provisions of 2 CFR 200.100 through 200.345 and 2 CFR 200.400 through 200.415, if applicable.

B. Municipality agrees to have an audit made in accordance with 2 CFR 200.500 through 2 CFR 200.520 if total federal grants spent during the fiscal year exceed \$750,000. If total federal grants spent during the fiscal year are less than \$750,000, Municipality shall be exempt from compliance with 2 CFR 200.500 through 2 CFR 200.520 and other federal audit requirements prescribed by state and local law or regulation. Nothing above exempts the Municipality from maintaining records of federal grant expenditures or from providing access to such records to federal agencies.

C. Municipality shall provide a copy of the audit report to the County within 30 days of the completion date of the audit.

V. Municipality agrees to comply with the following provisions as required by 24 CFR 570.503(b), to wit:

A. Municipality agrees to maintain and submit to County such records and reports as requested and specified by County in order to assist County in meeting its record keeping and reporting requirements.

B. Municipality shall inform County of any and all income generated as the result of a CDBG-funded activity. All such program income shall be returned to County. Program income generated by all Rehabilitation of Private Properties Activities will be used by County for grants and/or expenses related to CDBG Rehabilitation of Private Properties Activities administered or undertaken by County. Municipalities that have County-approved revolving loan funds for Rehabilitation of Private Properties Activities will automatically have program income funds reallocated to aforesaid loan programs. All program income that is generated by non-Rehabilitation of Private Properties Activities will be reallocated by Supplemental Agreement Amendments to Municipality for eligible CDBG activities in accordance with all CDBG requirements as may then apply, and any requirements of the Cooperation Agreement as are applicable.

C. Municipality shall comply with applicable administrative requirements as described in 570.502.

D. Municipality shall comply with Subpart K of 24 CFR 570 et seq., specifically Sections 570.600 through 570.612, except for the exceptions noted in the regulations, being the Municipality does not assume County's environmental responsibilities under 570.604 and Municipality does not assume County's responsibility for initiating the review process under Executive Order 12372.

E. Municipality agrees that any real property under Municipality's control that was acquired or improved in whole or in part with CDBG funds (1) is used to meet one of the national objectives in 570.208 until five years after expiration of this Agreement, or such longer period of time as determined appropriate by County; or (2) is disposed of in a manner which results in the County being reimbursed in the amount of the current fair market value of the property less any portion thereof attributable to expenditures of non-CDBG funds for acquisition of, or improvement to, the property.

VI. Municipality shall comply with Subpart B of 24 CFR part 135 and shall comply with all applicable goals for the utilization of small and disadvantaged businesses in contracting activities of Section 3-covered projects as described in the aforementioned Subpart B.

VII. In accordance with 24 CFR 85.43, suspension or termination of this Agreement may occur if Municipality materially fails to comply with any term of this Agreement of the award of CDBG funds. The Agreement may also be terminated for convenience in accordance with 24 CFR 85.44.

VIII. Municipality certifies that the Community Development Block Grant Program stipulated in Exhibit A gives maximum feasible priority to activities which benefit low or moderate income families, aid in the prevention or elimination of slums or blight, or are an urgent community development need, but that not less than seventy (70%) of funds received shall be used for activities that benefit low- and moderate-income persons.

IX. Municipality certifies that it affirmatively furthers fair housing by having enacted a municipal fair housing ordinance and that this fair housing ordinance has a mechanism for enforcement such as a Human Relations Commission.

X. County hereby certifies that it has adopted and is enforcing a policy prohibiting the use of excessive force by law enforcement agencies within its jurisdiction against any individuals engaged in non-violent civil rights demonstrations; and

XI. County certifies that it has a policy of enforcing applicable state and local laws against physically barring entrance to or exit from a facility or location which is the subject of such non-violent civil rights demonstrations within its jurisdiction;

XII. County certifies that to the best of its knowledge and belief:

A. No federally appropriated funds have been paid or will be paid by or on behalf of it to any person for influencing or attempting to influence an officer or employee of any agency, a member of Congress, an officer or employee of Congress, or an employee of a member of Congress in connection with the awarding of any federal contract, the making of any federal grant, the making of any federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any federal contract, grant, loan, or cooperative agreement;

B. If any funds other than federally appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a member of Congress, an officer or employee of Congress, or an employee of a member of Congress in connection with this federal contract, grant, loan or cooperative agreement, it will complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions; and

C. It will require that the language of paragraph XI of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly;

XIII. County certifies that it will or will continue to provide a drug-free workplace by:

A. Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;

B. Establishing an ongoing drug-free awareness program to inform employees about:

1. The dangers of drug abuse in the workplace;

2. The grantee's policy of maintaining a drug-free workplace;

3. Any available drug counseling, rehabilitation, and employee assistance programs; and

4. The penalties that may be imposed upon employees for drug abuse violations occurring in the workplace;

C. Making it a requirement that each employee to be engaged in the performance of the grant be given a copy of the statement required by paragraph A;

D. Notifying the employee in the statement required by paragraph A that, as a condition of employment under the grant, the employee will:

1. Abide by the terms of the statement; and

2. Notify the employer in writing of his or her conviction for a violation of a criminal drug statute occurring in the workplace no later than five calendar days after such conviction;

E. Notifying the agency in writing, within ten calendar days after receiving notice under subparagraph D(2) from an employee or otherwise receiving actual notice of such conviction. Employers of convicted employees must provide notice, including position title, to every grant officer or other designee on whose grant activity the convicted employee was working, unless the federal agency has designated a central point for the receipt of such notices. Notice shall include the identification number(s) of each affected grant;

F. Taking one of the following actions, within 30 calendar days of receiving notice under subparagraph D(2), with respect to any employee who is so convicted:

1. Taking appropriate personnel action against such an employee, up to and including termination, consistent with the requirements of the Rehabilitation Act of 1973, as amended; or

2. Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a federal, state, or local health, law enforcement, or other appropriate agency;

G. Making a good faith effort to continue to maintain a drug-free workplace through implementation of paragraphs A through F.

XIV. County certifies that it is following:

A. A current Consolidated Plan which has been approved by HUD in accordance with Section 105 of the Cranston-Gonzales National Housing Affordability Act; or

B. A housing assistance plan which was approved by HUD during the 180-day period beginning November 28, 1990, or during such longer period as may be prescribed by the Secretary of HUD in any case for good cause.

MUNICIPAL HOUSING AND COMMUNITY DEVELOPMENT
SUPPLEMENTAL COOPERATION AGREEMENT

NO. 2023

In Witness Whereof, the parties have signed this Agreement on the day and year first above written.

CITY OF UNIVERSITY CITY, MISSOURI

ST. LOUIS COUNTY, MISSOURI

By: _____

By: _____

Title: _____

Title: Director, Department of Human Services

Attest:

Approved:

By: _____

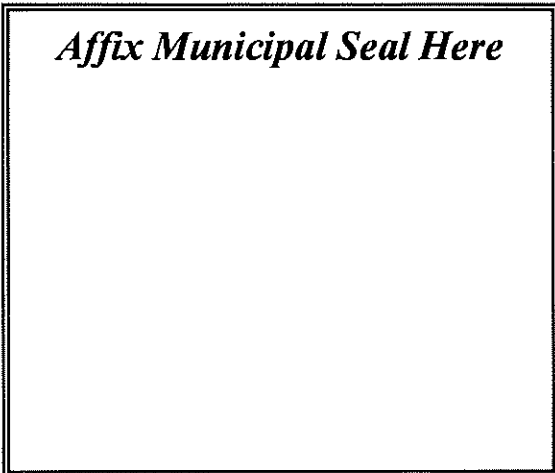
By: _____

Title: _____

Title: Director, Community Development

Approved as to Legal Form:

Municipal Attorney



I hereby certify that balances sufficient to pay the contract sum remain in the appropriation accounts against which this obligation is to be charged, to the extent County continues to receive federal funds sufficient to pay contract sum, in accordance with the applicable Municipal Housing and Community Development Cooperation Agreement, between Municipality and St. Louis County.

By: _____

Title: Community Development Accounting Supervisor

Approved: _____

Title: Community Development Manager

MUNICIPAL HOUSING AND COMMUNITY DEVELOPMENT
SUPPLEMENTAL COOPERATION AGREEMENT

NO. 2023

BUDGET AND SCOPE OF PROGRAM

Municipality: University City Total Allocation \$ 103,400.00

HUD Activity Title: Crime Awareness HUD Matrix Code: 05I

Fund:	Department:	Division:	Section:	Object:
<u>4530</u>	<u>5000</u>	<u>5350</u>	<u>5109</u>	<u>657280</u>

Grant:	Program:	Activity:	Location:	Project:
<u>GB303</u>	<u>GP16</u>	<u>GPP16</u>	<u>0000</u>	<u>GB303</u>

Description: Funds will be used to provide education programs on crime prevention and additional police patrols in eligible areas.

Amount: \$ 15,510.00

HUD Activity Title: Street Improvements HUD Matrix Code: 03K

Fund:	Department:	Divison:	Section:	Object:
<u>4530</u>	<u>5000</u>	<u>5350</u>	<u>5109</u>	<u>656410</u>

Grant:	Program:	Activity:	Location:	Project:
<u>GB303</u>	<u>GS11</u>	<u>GST11</u>	<u>0000</u>	<u>GB303</u>

Description: Funds will be used for the installation or repair of streets, street drains, curbs, gutters, tunnels, bridges, and traffic lights/signs in eligible low-moderate income areas.

Amount: \$ 87,890.00

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



NUMBER: <i>For City Clerk Use</i>	CM20240325-01
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SUBJECT/TITLE: City Manager General Updates			
PREPARED BY:		DEPARTMENT / WARD Administration - All	
AGENDA SECTION:	City Manager's Report	CAN ITEM BE RESCHEDULED?	
CITY MANAGER'S RECOMMENDATION OR RECOMMENDED MOTION:			
FISCAL IMPACT:			
AMOUNT:		ACCOUNT No.:	
FROM FUND:		TO FUND:	
EXPLANATION: General updates as provided by the City Manager.			

STAFF COMMENTS AND BACKGROUND INFORMATION:

CIP No.	
RELATED ITEMS / ATTACHMENTS:	

LIST CITY COUNCIL GOALS (5):			
RESPECTFULLY SUBMITTED:	City Manager, Gregroy Rose	MEETING DATE:	3/25/2024

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



NUMBER: <i>For City Clerk Use</i>	CM20240325-02
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SUBJECT/TITLE: EDRST Applications			
PREPARED BY: Brooke A. Smith		DEPARTMENT / WARD Economic Development	
AGENDA SECTION:	City Manager's Report	CAN ITEM BE RESCHEDULED?	Yes
CITY MANAGER'S RECOMMENDATION OR RECOMMENDED MOTION: City Manager concurs with the the EDRST Board's recommendation and recommends approval.			
FISCAL IMPACT: The EDRST Fund Reserves will be decreased by \$335,950.00			
AMOUNT:	335,950	ACCOUNT No.:	11.45.78.6040
FROM FUND:	Fund 11 Fund Reserves	TO FUND:	Fund 11 Fund Reserves
EXPLANATION: The EDRST Board considered 22 Applications for EDRST Funding. Of those 22, the Board voted to recommend funding for 11 of those applications. The total amount of funds awarded is \$335,950.00			

STAFF COMMENTS AND BACKGROUND INFORMATION: The EDRST Board considered 22 Applications from local businesses for EDRST Funding. Of those 22 Applications, 17 proposed projects were presented to the EDRST Board. After receiving those presentations, the EDRST Board voted to recommend approval of funding for 11 projects totaling \$335,950.00. Attached is a Summary of Projects for those invited to present, which includes a Score, Staff Recommendation to the EDRST Board and the EDRST Board's recommendation. The scoring matrix is also included for your review.
--

CIP No.	
RELATED ITEMS / ATTACHMENTS: Summary of Projects Scoring Matrix Applications	

LIST CITY COUNCIL GOALS (5): Economic Development Prudent Fiscal Management			
RESPECTFULLY SUBMITTED:	City Manager, Gregroy Rose	MEETING DATE:	March 25, 2024

Summary of Projects – Scored and 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.

EDRST Recommendation: The EDRST Board voted to **deny** funding for this project as it deemed it a bit premature. Applicant invited to reapply at a later date.

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.

EDRST Recommendation: The EDRST Board voted to **deny** funding for this project as it does not align with the Board's Funding Priority Guidelines. Specifically, there was a concern that this project does not support business development or identify opportunities for working with businesses in University City.

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.

EDRST Recommendation: The EDRST Board voted to **approve** funding for this project, not to exceed \$26,500.

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 recommends funding be denied.

EDRST Recommendation: The EDRST Board voted to **deny** funding for this project. The Board shared staff's concerns about the precedent that gets set by funding a project where insurance proceeds were received and not reinvested in the property, noting that the new owner purchased the building without being aware of this program and thus had to have some sort of business plan for rehabilitation.

Hatchet Haus

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. Staff also noted that the projected budget that was submitted was not very detailed, with a line item of "Direct Costs" listed at \$77,000 with no details as to what those entail. For this reason, staff recommends funding be denied.

EDRST Recommendation: EDRST voted to **deny** funding at this time. While they felt the project was viable, they thought the application was premature. The tenant had not executed a lease at the time of this meeting.

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.

EDRST Recommendation: EDRST Board voted to **approve** funding, not to exceed \$20,000.

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.

EDRST Recommendation: The board voted to **approve** funding, not to exceed \$16,250.

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.

EDRST Recommendation: EDRST Board voted to **approve** funding, not to exceed \$77,200, pending the approval of the project by Planning & Zoning and City Council. A CUP will be needed for this project.

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.

EDRST Recommendation: The Board voted to **approve** funding, not to exceed \$242,500.

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



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
[X] Not for Profit Organization
[] Public/Government

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

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
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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
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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

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 · 314-505-8500 · 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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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

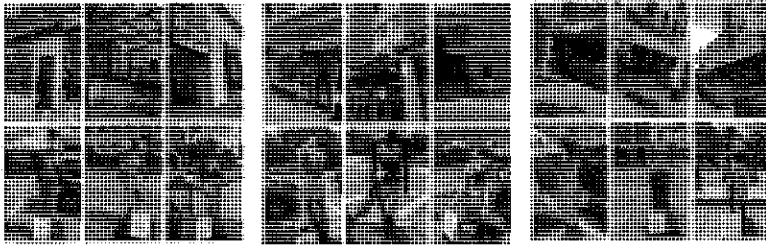
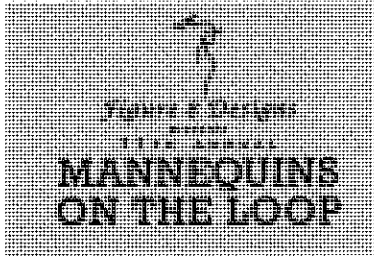
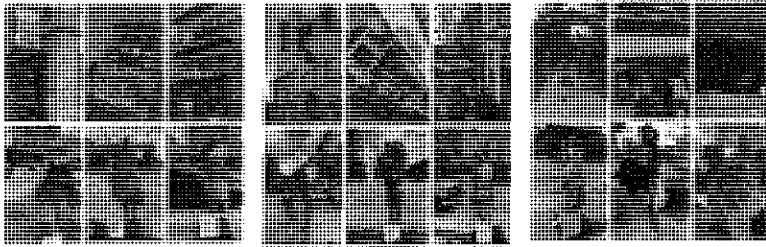
Vintage Vinyl

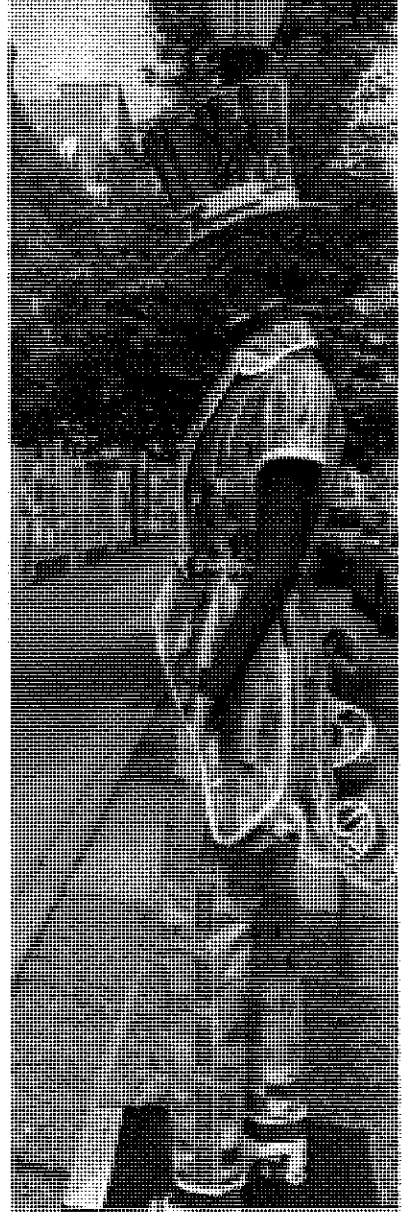
Starbucks North & South Rd

The Loop Starbucks

Three Kings Public House

Which Wich Superior Sandwiches









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

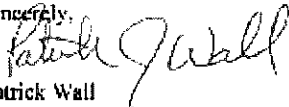
9/4/2019

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

6701 Delmar Blvd., University City, Missouri 63130, Phone (314) 727-3150
Fax (314) 727-6005



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: 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.

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.

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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

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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.



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**					
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.



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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January 26, 2024	EDRST Board Receives Applications
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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: 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

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

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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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@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 LSBSD 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



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)

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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):

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 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.

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WHO CAN APPLY

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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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Economic Development Retail Sales Tax Board
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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@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 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
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 FISCAL YEAR 2024 (JULY 1, 2023 – JUNE 30, 2024)**

GENERAL INFORMATION

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WHO CAN APPLY

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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: 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:

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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 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 displeasing 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

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Authorized Signature

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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: 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 _____

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Type of Entity:

- Sole-Proprietorship
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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 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
 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: 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_____

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 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
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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: 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_____

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.

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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.

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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 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 _____