



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

**MEETING OF THE ECONOMIC DEVELOPMENT RETAIL SALES TAX BOARD
VIA VIDEOCONFERENCE
Thursday, July 17, 2025
6:30 p.m.**

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

EDRSTB will Meet Virtually on Thursday, July 17, 2025

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

Webinar via the link below:

<https://us02web.zoom.us/j/83089940748?pwd=yuvhyMbimayN91zSs43JmY8HOBMehZ.1>

Passcode: 338776

Audio Only Call

Phone one-tap:

+13017158592,,83089940748#,,,,*338776# US (Washington DC)+13052241968,,83089940748#,,,,*338776# US

Join via audio:

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

Webinar ID: 830 8994 0748

Passcode: 338776

International numbers available: <https://us02web.zoom.us/j/83089940748?pwd=yuvhyMbimayN91zSs43JmY8HOBMehZ.1>

Citizen Participation

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

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

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

AGENDA

ECONOMIC DEVELOPMENT RETAIL SALES TAX BOARD

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

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

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

4. Mayor's Comments
5. Old Business
 - i. End of Year Reports – FY25 (***Vote Required***)
 1. U City in Bloom
 2. The Mannequins Project
 3. U City Farmers Market
 4. Loop Special Business District
 5. EDRST FY24 Funding Round
 6. FY24 Façade Improvement Projects
6. New Business
 - i. Release of Funds – FY26 (***Vote Required***)
 1. U City in Bloom
 2. The Mannequins Project
 3. U City Farmers Market
 4. Loop Special Business District
 - ii. Business Outreach (***Discussion Item***)
7. Board Member Comments
8. Next Meeting Date – October 2, 2025 at 6:30 p.m. (Tentative)
9. Adjourn



OFFICE OF THE CITY MANAGER

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

MEMORANDUM

TO: Members of the Economic Development Retail Sales Tax Board

FROM: Brooke A. Sharp, Deputy City Manager - Development

DATE: July 15, 2025

SUBJECT: Agenda Item 5(i) – End of Year Reports – FY25 - **Vote Required**

This agenda item asks the Board to receive the end of year reports for U City in Bloom (UCIB), Farmers Market, Mannequins in the Loop, and Loop Special Business District (LSBD).

In FY22, this Board agreed to waive the application requirement for four organizations that receive funding annually to streamline the process and minimize any delays in funding for these organizations. Below are the details for the amount each entity was awarded and how much they actual spent. Attached are the proposed budget that were submitted and the expenditure reports for each organization.

U City in Bloom

	<u>Amount Awarded</u>	<u>Amount Reimbursed</u>
U City in Bloom	\$54,945	\$54,945

Farmers Market

	<u>Amount Awarded</u>	<u>Amount Reimbursed</u>
U City Farmers Market	\$46,000	\$27,743.93

There are three requests for reimbursement that are pending. These requests total \$13,587.15. This will bring The Farmers Market's total to \$41,331.08.

Any unused funds will go back into the city's reserves.

The Mannequins Project

	<u>Amount Awarded</u>	<u>Amount Reimbursed</u>
The Mannequins Project	\$25,000	\$25,000

LSBD

The Loop Special Business District (LSBD) was awarded \$275,000 in FY25 for their various events.

	<u>Amount Awarded</u>	<u>Amount Reimbursed</u>
Holiday Events	\$52,374	\$40,616.36
Loop Ice Carnival 25	\$70,090	\$70,090
Mural Festival	\$130,177	\$130,177
Budding Artist	\$23,395	\$22,875.57

TOTAL REIMBURSEMENT - \$263,758.93

Any unused funds will go back into the city's reserves.

EDRST FY24 Funding Round

In FY24, this board awarded EDRST for several projects, awarding a total of \$335,950 to four entities: SHED, Well U Café, U City Farmers Market, and Loop Special Business District. Recall that each entity was automatically granted a one-year extension to use the funds due to approval occurring so late in the 2024 fiscal year. These entities had until June 30, 2025 to expend their funds. Please see below for the amount awarded and the amount each entity has been reimbursed.

	<u>Award Amount</u>	<u>Amount Reimbursed</u>
SHED	\$16,250	\$8,551.83
Well U Café	\$77,200	\$77,200
U City Farmers Market	\$26,500	\$26,449.63
LSBD – Advertising	\$30,000	\$30,000
LSBD – Paint Bicycle Racks	\$10,000	\$9,850
LSBD – Expanded Outdoor Dining	\$25,000	<i>Reallocated to City</i>
LSBD – Power wash Streets	\$15,000	\$0
LSBD – Trash Receptacles	\$90,000	\$89,195.60
LSBD – Trash Pickup and Cleaning	\$15,000	\$15,000
LSBD – Utility Box Painting	\$6,000	\$5,800
LSBD – Repairs to Walk of Fame	\$25,000	\$23,600

TOTAL REIMBURSEMENT \$285,647.06

Please recall that the funds for Expanded Outdoor Dining were reallocated to the city for use in removing the existing buildouts after LSBD voted to eliminate the Expanded Outdoor Dining option.

Any unused fund will go back into the city's reserves.

Staff Recommendation: Motion to receive the end-of-year reports.

Attachments:

Expenditure Report – UCIB
Expenditure Report – Farmers Market
Expenditure Reports – The Mannequins Project
Expenditure Reports – LSB D (Events)
Expenditure Reports – SHED
Expenditure Reports – Well U Café
Expenditure Reports – U City Farmers Market
Expenditure Reports – LSB D (Special Projects)

**The Economic Development Retail Sales Tax
Expenditure Report**

Date: JULY - SEPTEMBER 2024 _____

Recipient Name: U City in Bloom

Address: PO Box 50283, St. Louis, MO 63105

Total Amount Requested: \$13,736.25 Yes

Invoice to be paid by City: Yes

Submit to:

City of University City
Department of Community Development
6801 Delmar Boulevard
University City, MO 63130

Project Name/Number	Description of Services	Amount Approved	Requested this Quarter	Prior Quarters Requested	Amount Paid to UCB	Remaining EDRST Funds
UCIB18-01 -- Delmar Loop Planters	Design, plant and maintain the 90 planters in the Delmar Loop. Project approved for \$8,293.00 and will be billed quarterly at \$2,073.25	\$8293.00	\$2,073.25	- 0 -		\$ 6,219.75
UCIB18-01-- Olive Blvd. Gardens	Worked performed monthly to maintain the 9 Gardens. Project approved for \$18,662.00 and will be billed quarterly at \$4,665.50	\$18,662.00	\$4,665.50	- 0 -		\$13,996.50
UCIB18 -- Olive Blvd. Tree and Groundcover Maintenance	Worked performed monthly by professional and volunteer landscapers to maintain the trees and tree pits on Olive Blvd. Project approved for \$9405.00 and will be billed quarterly at \$2,351.25	\$9,405.00	\$2,351.25	- 0 -		\$7,053.75
UCIB18 -- Olive Planters Maintenance	Worked performed by professional and volunteer landscapers to maintain the planters on Olive Blvd. Project approved for \$18585.00 and will be billed quarterly @ \$4646.25	\$18,585.00	\$4,646.25	- 0 -		\$13,938.75
Total Amount		\$54,945.00	\$13,736.25	- 0		41,208.75

CERTIFICATION: I certify that the information on this form is a true and accurate report of the status and that all reported expenditures are properly chargeable.

Signature _____

Office Use

Intake Date: _____

Entered into database: ☐ Yes ☐ No

Approved: ☐ Yes ☐ N

Date submitted for payment: _____

**The Economic Development Retail Sales Tax
Expenditure Report**

Date: October - December 2024 (2nd Fiscal Qtr)

Recipient Name: U City in Bloom

Address: PO Box 50283, St. Louis, MO 63105

Total Amount Requested: \$13,736.25 Yes

Invoice to be paid by City: Yes

Submit to:

City of University City
Department of Community Development
6801 Delmar Boulevard
University City, MO 63130

Project Name/Number	Description of Services	Amount Approved	Requested this Quarter	Prior Quarters Requested	Amount Paid to UCB	Remaining EDRST Funds
UCIB18-01 -- Delmar Loop Planters	Design, plant and maintain the 90 planters in the Delmar Loop. Project approved for \$8,293.00 and will be billed quarterly at \$2,073.25	\$8293.00	\$2,073.25	\$2,073.25	\$2,073.25	\$ 6,219.75
UCIB18-01-- Olive Blvd. Gardens	Worked performed monthly to maintain the 9 Gardens. Project approved for \$18,662.00 and will be billed quarterly at \$4,665.50	\$18,662.00	\$4,665.50	\$4,665.50	\$4,665.50	\$13,996.50
UCIB18 -- Olive Blvd. Tree and Groundcover Maintenance	Worked performed monthly by professional and volunteer landscapers to maintain the trees and tree pits on Olive Blvd. Project approved for \$9405.00 and will be billed quarterly at \$2,351.25	\$9,405.00	\$2,351.25	\$2,351.25	\$2,351.25	\$7,053.75
UCIB18 -- Olive Planters Maintenance	Worked performed by professional and volunteer landscapers to maintain the planters on Olive Blvd. Project approved for \$18585.00 and will be billed quarterly @ \$4646.25	\$18,585.00	\$4,646.25	\$4,646.25	\$4,646.25	\$13,938.75
Total Amount		\$54,945.00	\$13,736.25	\$13,736.25	\$13,736.25	\$41,208.75

CERTIFICATION: I certify that the information on this form is a true and accurate report of the status and that all reported expenditures are properly chargeable.

Office Use

Intake Date: _____

Entered into database: ☐ Yes ☐ No

Approved: ☐ Yes ☐ N

Date submitted for payment: _____

**The Economic Development Retail Sales Tax
Expenditure Report**

Date: JULY - SEPTEMBER 2024 _____

Recipient Name: U City in Bloom

Address: PO Box 50283, St. Louis, MO 63105

Total Amount Requested: \$13,736.25 Yes

Invoice to be paid by City: Yes

Submit to:

City of University City
Department of Community Development
6801 Delmar Boulevard
University City, MO 63130

Project Name/Number	Description of Services	Amount Approved	Requested this Quarter	Prior Quarters Requested	Amount Paid to UCB	Remaining EDRST Funds
UCIB18-01 -- Delmar Loop Planters	Design, plant and maintain the 90 planters in the Delmar Loop. Project approved for \$8,293.00 and will be billed quarterly at \$2,073.25	\$8293.00	\$2,073.25	- 0 -		\$ 6,219.75
UCIB18-01-- Olive Blvd. Gardens	Worked performed monthly to maintain the 9 Gardens. Project approved for \$18,662.00 and will be billed quarterly at \$4,665.50	\$18,662.00	\$4,665.50	- 0 -		\$13,996.50
UCIB18 -- Olive Blvd. Tree and Groundcover Maintenance	Worked performed monthly by professional and volunteer landscapers to maintain the trees and tree pits on Olive Blvd. Project approved for \$9405.00 and will be billed quarterly at \$2,351.25	\$9,405.00	\$2,351.25	- 0 -		\$7,053.75
UCIB18 -- Olive Planters Maintenance	Worked performed by professional and volunteer landscapers to maintain the planters on Olive Blvd. Project approved for \$18585.00 and will be billed quarterly @ \$4646.25	\$18,585.00	\$4,646.25	- 0 -		\$13,938.75
Total Amount		\$54,945.00	\$13,736.25	- 0		41,208.75

CERTIFICATION: I certify that the information on this form is a true and accurate report of the status and that all reported expenditures are properly chargeable.

Signature _____

Office Use

Intake Date: _____

Entered into database: ☐ Yes ☐ No

Approved: ☐ Yes ☐ N

Date submitted for payment: _____

**The Economic Development Retail Sales Tax
Expenditure Report**

Date: April-June 2025 4th Qtr 2024-25

Recipient Name: U City in Bloom

Address: PO Box 50283, St. Louis, MO 63105

Total Amount Requested: \$13,736.25 Yes

Invoice to be paid by City: Yes

Submit to:

City of University City
Department of Community Development
6801 Delmar Boulevard
University City, MO 63130

Project Name/Number	Description of Services	Amount Approved	Requested this Quarter	Prior Quarters Requested	Amount Paid to UCB	Remaining EDRST Funds
UCIB18-01 -- Delmar Loop Planters	Design, plant and maintain the 90 planters in the Delmar Loop. Project approved for \$8,293.00 and will be billed quarterly at \$2,073.25	\$8293.00	\$2,073.25	\$6,219.75	\$8,293.00\	- 0 -
UCIB18-01-- Olive Blvd. Gardens	Worked performed monthly to maintain the 9 Gardens. Project approved for \$18,662.00 and will be billed quarterly at \$4,665.50	\$18,662.00	\$4,665.50	\$9,331.00	\$18,662.00	- 0 -
UCIB18 -- Olive Blvd. Tree and Groundcover Maintenance	Worked performed monthly by professional and volunteer landscapers to maintain the trees and tree pits on Olive Blvd. Project approved for \$9405.00 and will be billed quarterly at \$2,351.25	\$9,405.00	\$2,351.25	\$4,702.50	\$9,405.00\	- 0 -
UCIB18 -- Olive Planters Maintenance	Worked performed by professional and volunteer landscapers to maintain the planters on Olive Blvd. Project approved for \$18585.00 and will be billed quarterly @ \$4646.25	\$18,585.00	\$4,646.25	\$9,292.50	\$18,585.00	- 0 -
Total Amount		\$54,945.00	\$13,736.25	\$41,208.75	\$54,945.00	0 -

CERTIFICATION: I certify that the information on this form is a true and accurate report of the status and that all reported expenditures are properly chargeable.

Signature _____

Office Use

Intake Date: _____

Entered into database: ☐ Yes ☐ No

Approved: ☐ Yes ☐ N

Date submitted for payment: _____

City of University City
Economic Development Retail Sales Tax
Request for Funds¹
EDRST FY25 (July 2024-June 2025)
Project Title: U City Farmers Market

Applicant: Midwest Assoc of Farmers Market
Address: PO Box 440340, St. Louis, MO 63144
Project Manager: Deborah Henderson
Email: midwestmarkets1@gmail.com
Phone: 314-913-6632

Project Direct Costs (Vendor Names) ²	Amount	Subtotal
8/3-S Music/ C Buckhannon (Bnk Stmt #3100, Rcpt Bk)	\$150.00 ✓	
8/3-S Music/ C & E Buckhannon (Bnk Stmt #3101, Rcpt Bk)	\$300.00 ✓	
8/10-S Music/ Jack Lane Trio (Bnk Stmt #3104, Rcpt Bk)	\$375.00 ✓	
8/17-S Music/ Cambia (Bnk Stmt #3109, Rcpt Bk)	\$300.00 ✓	
8/24-S Music/ Riverside Wanderers (Bnk Stmt #3113, Rcpt Bk)	\$300.00 ✓	
8/31-W Music/ Rich Fleetwood (Bnk Stmt #33121, Rcpt Bk)	\$450.00 ✓	
8/7-W Music/ Hunter Peebles (Bnk Stmt #3102, Rcpt Bk)	\$350.00 ✓	
8/14-W Music/ J Brookman (Bnk Stmt #3107, Rcpt Bk)	\$200.00 ✓	
8/21-W Music/ Pickin Buds (Bnk Stmt #3111, Rcpt Bk)	\$450.00 ✓	
8/28-W Music/ Gerard Erker (Bnk Stmt #3116, Rcpt Bk)	\$250.00 ✓	\$3125.00
August Marketing & Events Services (Invoice)	\$1880.00 ✓	\$5005.00
August Add Soc Med: Hannah Creative (Stmt 3120 # & Inv)	\$132.00 ✓	
August Market Work/A Ryan (Stmt & Inv)	\$393.45 ✓	
August Market Work/H Abdagic (Stmt & Inv)	\$127.75 ✓	\$5658.20
Cowboy Critters Petting Farm Deposit & Balance (Invoices)	\$1030.10 ✓	\$6688.30
TOTAL DUE	\$6,688.30	6,688.30

Applicant's Funding Information	
Submittal Date	May 2025
Project Title	U City Farmers Market
Project No	#6040
Project Time Frame	July 2024-June 2025
Report Time Frame	August 2024
Original Amount	\$46,000.00
Funds Already Used	\$5,023.90
Available Balance	\$40,976.10
Funds Used This Report	\$6,688.30
Remaining Funds	\$34,287.80
Notes:	

1. Submit to: City of University City, Community Development Office, 6801 Delmar Blvd, University City, MO 63130
2. Funds will be paid directly to the applicant, not the vendors. Attach invoices or other documentation supporting the request amount to this form.
3. 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. 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.

City of University City
Economic Development Retail Sales Tax
Request for Funds¹
EDRST FY25 (July 2024-June 2025)
Project Title: U City Farmers Market

Applicant: Midwest Assoc of Farmers Market
Address: PO Box 440340, St. Louis, MO 63144
Project Manager: Deborah Henderson
Email: midwestmarkets1@gmail.com
Phone: 314-913-6632

Project Direct Costs (Vendor Names) ²	Amount	Subtotal
7/5-S Music/ Cambia (Bnk Stmt #, Rcpt Bk)	\$300.00 ✓	
7/13-S Music/ Street Corner Serenade(Bnk Stmt #3085, Rcpt Bk)	\$375.00 ✓	
7/20-S Music/ Tait Kelly (Bnk Stmt #3091, Rcpt Bk)	\$450.00 ✓	
7-27-S Music/ Wayward Mountaineers (Bnk Stmt #3098, Rcpt Bk)	\$450.00 ✓	
7-10-W Music/ Rich Fleetwood (Bnk Stmt #3081, Rcpt Bk)	\$350.00 ✓	
7-17-W Music/ Tait Kelly (Bnk Stmt #3090, Rcpt Bk)	\$450.00 ✓	
7-24-W Music/ Curtis Buckhannon (Bnk Stmt #3096, Rcpt Bk)	\$150.00 ✓	
7-24-W Music/ Dennis Buckhannon (Bnk Stmt #3097, Rcpt Bk)	\$150.00 ✓	2675.00
July Marketing & Events Services (Invoice)	\$1900.00 ✓	4575.00
July Market Work/A Ryan (Stmt & Inv)	\$351.65 ✓	
July Market Work/H Abdagic (Stmt & Inv)	\$97.25 ✓	5023.90
TOTAL DUE	\$5,023.90	5023.90

Applicant's Funding Information	
Submittal Date	May 2025
Project Title	U City Farmers Market
Project No	#6040
Project Time Frame	July 2024-June 2025
Report Time Frame	July 2024
Original Amount	\$46,000.00
Funds Already Used	NA
Available Balance	\$46,000.00
Funds Used This Report	\$5,023.90
Remaining Funds	\$40,976.10
Notes: Approved & Submitted to Finance 6/13/2023	

1. Submit to: City of University City, Community Development Office, 6801 Delmar Blvd, University City, MO 63130
2. Funds will be paid directly to the applicant, not the vendors. Attach invoices or other documentation supporting the request amount to this form.
3. 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. 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.

Approved 

City of University City
Economic Development Retail Sales Tax
Request for Funds¹
EDRST FY25 (July 2024-June 2025)
Project Title: U City Farmers Market

Applicant: Midwest Assoc of Farmers Market
Address: PO Box 440340, St. Louis, MO 63144
Project Manager: Deborah Henderson
Email: midwestmarkets1@gmail.com
Phone: 314-913-6632

Project Direct Costs (Vendor Names) ²	Amount	Subtotal
10/5-S Music/ Jack Lane Trio (Bnk Stmt 3154 #, Rcpt Bk)	\$375.00 ✓	
10/12-S Music/ Barnum Jack (Bnk Stmt #3158, Rcpt Bk)	\$450.00 ✓	
10/19-S Music/ Farshid Etniko (Bnk Stmt #3160, Rcpt Bk)	\$400.00 ✓	
10/19-S Music/ Pickin Buds (Bnk Stmt #3161, Rcpt Bk)	\$500.00 ✓	
10/26-S Music/ Cambria (Bnk Stmt #3169, Rcpt Bk)	\$300.00 ✓	
10/2-W Music/ Farshid Etniko (Bnk Stmt #3150, Rcpt Bk)	\$400.00 ✓	
10/9-W Music/The Orbits & Friends (Bnk Stmt #3157, Rcpt Bk)	\$450.00 ✓	
10/16-W Music/ Rodrigo Ries Trio (Bnk Stmt #3200, Rcpt Bk)	\$375.00 ✓	3250.00
10/21 Constant Contact (CC Stmt # & Inv)	\$441.80 ✓	3691.80
October Marketing & Events Services (Invoice)	\$2180.00 ✓	
October Market Work/A Ryan (Stmt & Inv)	\$131.25 ✓	
October Market Work/H Abdagic (Stmt & Inv)	\$322.50 ✓	6325.55
TOTAL DUE	\$6,325.55	6,325.55

Applicant's Funding Information	
Submittal Date	May 2025
Project Title	U City Farmers Market
Project No	#6040
Project Time Frame	July 2024-June 2025
Report Time Frame	October 2024
Original Amount	\$46,000.00
Funds Already Used	\$16,907.95
Available Balance	\$29,092.05
Funds Used This Report	\$6,325.55
Remaining Funds	\$22,766.50
Notes: Approved and Submitted to Finance 6/13/25	

1. Submit to: City of University City, Community Development Office, 6801 Delmar Blvd, University City, MO 63130
2. Funds will be paid directly to the applicant, not the vendors. Attach invoices or other documentation supporting the request amount to this form.
3. 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. 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.

City of University City
Economic Development Retail Sales Tax
Request for Funds¹
EDRST FY25 (July 2024-June 2025)
Project Title: U City Farmers Market

Applicant: Midwest Assoc of Farmers Market
Address: PO Box 440340, St. Louis, MO 63144
Project Manager: Deborah Henderson
Email: midwestmarkets1@gmail.com
Phone: 314-913-6632

Project Direct Costs (Vendor Names) ²	Amount	Subtotal
9/7-S Music/ Paul Rhodes Duo (Bnk Stmt #3146, Rcpt Bk)	\$200.00 ✓	
9/14-S Music/ Thayne Bradford Band (Bnk Stmt #3127, Rcpt Bk)	\$450.00 ✓	
9/21-S Music/ Pickin Buds (Bnk Stmt #3133, Rcpt Bk)	\$400.00 ✓	
9/28-S Music/ Southside Creole Players (Bnk Stmt #3139, Rcpt Bk)	\$500.00 ✓	
9/4-W Music/ Paul Rhodes (Bnk Stmt #3123, Rcpt Bk)	\$200.00 ✓	
9/11-W Music/ T Halloran & Friends (Bnk Stmt #3131, Rcpt Bk)	\$300.00 ✓	
9/18-W Music/ D Buckhannon (Bnk Stmt #3135, Rcpt Bk)	\$150.00 ✓	
9/18-W Music/ C Buckhannon (Bnk Stmt #3136, Rcpt Bk)	\$150.00 ✓	
9/25-W Music/ Hunter Peebles Trio (Bnk Stmt #3145, Rcpt Bk)	\$400.00 ✓	2750.00
September Marketing & Events Services (Invoice)	\$1940.00 ✓	4690.00
September Soc Med: Hannah Creative (Stmt #3148 & Inv)	\$202.00 ✓	
September Market Work/A Ryan (Stmt & Inv)	\$150.00 ✓	
September Market Work/H Abdagic (Stmt & Inv)	\$153.75 ✓	5195.75
TOTAL DUE	\$5,195.75	\$5,195.75

DOB

Applicant's Funding Information	
Submittal Date	May 2025
Project Title	U City Farmers Market
Project No	#6040
Project Time Frame	July 2024-June 2025
Report Time Frame	September 2024
Original Amount	\$46,000.00
Funds Already Used	\$11,712.20
Available Balance	\$34,287.80
Funds Used This Report	\$5,195.75
Remaining Funds	\$29,092.05
Notes: <i>Approved and submitted to Finance 6/13/25</i>	

1. Submit to: City of University City, Community Development Office, 6801 Delmar Blvd, University City, MO 63130
2. Funds will be paid directly to the applicant, not the vendors. Attach invoices or other documentation supporting the request amount to this form.
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City of University City
Economic Development Retail Sales Tax
Request for Funds¹
EDRST FY25 (July 2024-June 2025)
Project Title: U City Farmers Market

Applicant: Midwest Assoc of Farmers Market
Address: PO Box 440340, St. Louis, MO 63144
Project Manager: Deborah Henderson
Email: midwestmarkets1@gmail.com
Phone: 314-913-6632


Project Direct Costs (Vendor Names) ²	Amount	Subtotal
11/2-S Music/ H Peebles (Bnk Stmt #3152, Rcpt Bk)	\$250.00 ✓	
11/9-S Music/ Josiah Burton (Bnk Stmt #3175, Rcpt Bk)	\$150.00 ✓	
11/9-S Music/ Jack Lane (Bnk Stmt #31, Rcpt Bk)	\$150.00 ✓	
11/16-S Music/ Tait Kelly & Friends (Bnk Stmt #3177, Rcpt Bk)	\$450.00 ✓	
12/2-S Music/D Buckhannon (Bnk Stmt #3184, Rcpt Bk)	\$150.00 ✓	
12/2-S Music/ C Buckhannon (Bnk Stmt #3185, Rcpt Bk)	\$150.00 ✓	\$1300.00
Nov-Dec Marketing & Events Services (Invoice)	\$2020.00 ✓	
Nov-Dec Market Work/A Ryan (Stmt & Inv)	\$238.65 ✓	
Sep-Nov Hannah's Creative (Stmt # & Inv)	\$242.00 ✓	\$3800.05
Sep-Dec Facebook Ads Meta/Paypal (Stmt & Inv)	\$709.78 ✓	\$4510.43
TOTAL DUE	\$4510.43	4510.43

Applicant's Funding Information	
Submittal Date	May 2025
Project Title	U City Farmers Market
Project No	#6040
Project Time Frame	July 2024-June 2025
Report Time Frame	Nov-Dec 2024
Original Amount	\$46,000.00
Funds Already Used	\$23,313.45
Available Balance	\$22,766.50
Funds Used This Report	\$4,510.43
Remaining Funds	\$18,255.07
Notes: Approved and submitted to Finance on 7/11/25	

1. Submit to: City of University City, Community Development Office, 6801 Delmar Blvd, University City, MO 63130

2. Funds will be paid directly to the applicant, not the vendors. Attach invoices or other documentation supporting the request amount to this form.

3. 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. 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.



Economic Development Retail Sales Tax Expenditure Report

Date Submitted: 5/21/25
 Request Name: Audrey Jones
 Project: Manequins Project
 Amount Requested: \$25,000
 Total Amount Requested this report: ~~25,000~~ \$13,310
 Invoices and/or Receipts Attached: Yes ☒ City

Submitted to:
 City of University City
 Attn: Thomas A. Smith, Deputy City Manager
 6808 Dulman Boulevard
 University City, MO 63130
 tsmith@ucitymo.org

Project Name/Number	Description of Services	Amount Requested	Remaining 2025 Funds
Manequins Project	Business Bucks	✓ \$1,000.00	
"	Cash Payer	✓ \$6,500.00	
"	Marketing	✓ \$5,000.00	
"	T-Shirts/Advertising	✓ \$1,310.78	
			✓

CERTIFICATION: I certify that the information on this form is a true and accurate report of the status and that all reported expenditures are properly chargeable.

Signature: _____
 Title: _____

Office Use:
 Input Date: 6/10/25
 Entered into database: Yes ☒ City
 Approved: Yes ☒ City
 Date submitted for payment: 6/10/25

**Economic Development Retail Sales Tax
Expenditure Report**

Date Received: 4-30-25
 Recipient Name: Madison Jones
 Project: Madison Jones Project
 Amount Received: \$25,000
 Total Amount Requested by Recipient: \$11,190
 Recipient's Address: 1000 1st St

Submitted by:
 City of University City
 Mike Brando & Family Property City Manager
 1001 Cedar Street
 University City, MO 63101
 Email: mike@universitycitymo.gov

Project Name/Number	Description of Services	Amount Requested	Spending (FISCAL) Funds
Madison Jones Project	Advertising	✓ 4,110.00	
Madison Jones Project	Advertising	✓ 4,080.00	
Madison Jones Project	Advertising	✓ 3,000.00	
			Balance
			\$ 13,810

CERTIFICATION: I certify that the information on this form is true and accurate to the best of my knowledge and that all reported expenditures are properly documented.
 Signature: _____
 Title: _____

Office Use:
 Date Received: 6/10/25
 Amount Paid: \$25,000
 Approved: [Signature]
 Date Submitted for Payment: 6/10/25

[Signature]

Economic Development Retail Sales Tax Expenditure Report

Date Submitted: 2/20/2025

Recipient Name: Loop Special Business District

Project: Loop Holiday Events 2025

Total Amount Requested this report: \$ 10,500.00

Invoices and/or Receipts Attached: Yes

Submit to:

City of University City
Department of Administration
6801 Delmar Boulevard
University City, MO 63130

Project Name/Number	Description of Services	Amount Requested
LSBD - Holiday Events 2025	#2 Window Painting - Austin Crocker Ent.	\$500.00 ✓
LSBD - Holiday Events 2025	#2 - Window Painting - Bradley Pipkin Ent.	\$500.00 ✓
LSBD - Holiday Events 2025	#2 - Window Painting - Edo Rosenblith Ent.	\$500.00 ✓
LSBD - Holiday Events 2025	#2 - Window Painting - Art Doll Ent.	\$500.00 ✓
LSBD - Holiday Events 2025	#2 - Window Painting - Jett Lakas Ent.	\$500.00 ✓
LSBD - Holiday Events 2025	#2 - Window Painting - Matthew Eckhard Ent.	\$500.00 ✓
LSBD - Holiday Events 2025	#2 - Window Painting - Stajah Curry Ent.	\$500.00 ✓
LSBD - Holiday Events 2025	#2 Window Painting - Tielere Cheatem Ent.	\$500.00 ✓

LSBD - Holiday Events 2025	#2 - Window Painting - Kyle Middleton Ent.	\$500.00 ✓
LSBD - Holiday Events 2025	#2 Window Painting Coordination of Window Displays - Savannah Bosler Admin	\$3,500.00 ✓
LSBD - Holiday Events 2025	Mural Removal - Window Restoration by Lucy Mertz Ent.	\$500.00 ✓
LSBD Event – Holiday Events	Administration Cost for Event Admin	\$2000.00 ✓
		\$ 10,500.00 ✓

CERTIFICATION: I certify that the information on this form is a true and accurate report of the status and that all reported expenditures are properly chargeable.

Signature: _____

Title: _____

Office Use

Intake Date: 2/25/25

Entered into database: ☒ Yes ☐ No

Approved: ☒ Yes ☐ No

Date submitted for payment: 2/25/25 *[Signature]*

Economic Development Retail Sales Tax Expenditure Report

Date Submitted: 1/20/2025

Recipient Name: Loop Special Business District

Project: Loop Holiday Events 2025

Total Amount Requested this report: \$ 30,116.26

Invoices and/or Receipts Attached: Yes

Submit to:
City of University City
Department of Administration
6801 Delmar Boulevard
University City, MO 63130

Project Name/Number	Description of Services	Amount Requested
LSBD - Holiday Events 2025	Carolers for Tree Lighting <i>Entertainment</i> ✓	\$670.00
LSBD - Holiday Events 2025	Window Cleaning <i>Supplies</i> ✓	\$500.00
LSBD - Holiday Events 2025	Window Painting - Austin Crocker - Payment 1 of 2 <i>Entertainment</i> ✓	\$250.00
LSBD - Holiday Events 2025	Window Painting - Austin Crocker - Payment 2 of 2 <i>Entertainment</i> ✓	\$250.00
LSBD - Holiday Events 2025	Window Painting - Tielere Cheatem - Payment 1 of 2 <i>Entertainment</i> ✓	\$250.00
LSBD - Holiday Events 2025	Window Painting - Tielere Cheatem - Payment 2 of 2 <i>Entertainment</i> ✓	\$250.00
LSBD - Holiday Events 2025	Window Painting - Art Doll - Payment 1 of 2 <i>Entertainment</i> ✓	\$250.00
LSBD - Holiday Events 2025	Window Painting - Art Doll - Payment 2 of 2 <i>Entertainment</i> ✓	\$250.00

LSBD - Holiday Events 2025	Window Painting - Jake Lakas - Payment 1 of 2	Entertainment	\$250.00 ✓
LSBD - Holiday Events 2025	Window Painting - Jake Lakas - Payment 2 of 2	Entertainment	\$250.00 ✓
LSBD - Holiday Events 2025	Window Painting - Edo Rosenblith - Payment 1 of 2	✓	\$250.00
LSBD - Holiday Events 2025	Window Painting - Edo Rosenblith - Payment 2 of 2	✓	\$250.00
LSBD - Holiday Events 2025	Window Painting - Kyle Middleton - Payment 1 of 2	✓	\$250.00
LSBD - Holiday Events 2025	Window Painting - Kyle Middleton - Payment 2 of 2	✓	\$250.00
LSBD - Holiday Events 2025	Window Painting - Task - Payment 1 of 2	✓	\$250.00
LSBD - Holiday Events 2025	Window Painting - Task - Payment 2 of 2	✓	\$250.00
LSBD - Holiday Events 2025	Window Painting - Bradley Pipkin - Payment 1 of 2	✓	\$250.00
LSBD - Holiday Events 2025	Window Painting - Bradley Pipkin - Payment 2 of 2	✓	\$250.00
LSBD - Holiday Events 2025	Window Painting - Stajah Curry - Payment 1 of 2	✓	\$250.00
LSBD - Holiday Events 2025	Window Painting - Stajah Curry - Payment 2 of 2	✓	\$250.00

LSBD - Holiday Events 2025	St. Louis Magazine Holiday Advertising Campaign	Advertise	\$5,000.00	✓
LSBD - Holiday Events 2025	Fox 2 Live Segments, Commercial, Digital Campaign	Advertise	\$10,000.00	✓
LSBD - Holiday Events 2025	Fox 2 Live Segments, Commercial, Digital Campaign	Advertise	\$2,000.00	✓
LSBD - Holiday Events 2025	Premium Beat - Copyrights to Music for Fox 2 Commercial	Ad	\$199.00	✓
LSBD - Holiday Events 2025	Fitz's Tree Lighting	Ent Supplies	\$901.84	✓
LSBD - Holiday Events 2025	Fitz's Tree Lighting - Event Staff Shawn Bayo	Ent	\$200.00	✓
LSBD Event – Holiday Events	Facebook Advertising	Ad	\$189.96 \$187.96	✓
LSBD Event – Holiday Events	Facebook Advertising	Ad	\$696.59	✓
LSBD Event – Holiday Events	Hi-Tech Copy Center - Tree Lighting Posters	Supplies	\$20.30 \$27.30	✓
LSBD Event – Holiday Events	BLIP Billboards	Ad	\$219.28	✓
LSBD Event – Holiday Events	Administration Cost for Event		\$5,019.39	✓
			\$30,116.26 30,116.56	

CERTIFICATION: I certify that the information on this form is a true and accurate report of the status and that all reported expenditures are properly chargeable.

Signature: _____

Title: _____

Office Use

Intake Date: 1/22/25

Entered into database: ☒ Yes ☐ No

Approved: ☒ Yes ☐ No

Date submitted for payment: 1/22/25

Economic Development Retail Sales Tax Expenditure Report

Date Submitted: 2/19/2025

Recipient Name: Loop Special Business District

Project: Loop Ice Carnival

Total Amount Requested ~~this report~~: \$ 28,404.02

Invoices and/or Receipts Attached: Yes

Submit to:

City of University City
Department of Administration
6801 Delmar Boulevard
University City, MO 63130

Project Name/Number	Description of Services	Amount Requested
LSBD - Loop Ice Carnival 2025	Portable Water Closet - Portable Restrooms and Handwashing Stations <i>Supplies</i>	\$554.00
LSBD - Loop Ice Carnival 2025	St. Louis Blues - Louie Mascot <i>Ent.</i>	\$800.00
LSBD - Loop Ice Carnival 2025	Temporary Tattoos for Scavenger Hunt <i>Supplies</i>	\$1,882.25
LSBD - Loop Ice Carnival 2025	Human Art LLC - Face Painting <i>Ent.</i>	\$1,440.00
LSBD - Loop Ice Carnival 2025	Propane Heater - Uline <i>Supplies</i>	\$264.76
LSBD - Loop Ice Carnival 2025	Amazon - A-frame Signs <i>Supplies</i>	\$449.94
LSBD - Loop Ice Carnival 2025	Brian Olson - DJ at Tivoli Theatre Parking Log <i>Ent.</i>	\$2,000.00
LSBD - Loop Ice Carnival 2025	Tara Mahurin - Flux Infernos Fire Performers <i>Ent.</i>	\$4,000.00

LSBD - Loop Ice Carnival 2025	Full Spectrum Ice - Additional Ice Sculpture <i>Ice Creations</i>	\$430.00
LSBD - Loop Ice Carnival 2025	Oriental Trading Company - Prizes for Temporary Tattoo Scavenger Hunt <i>Supplies</i>	\$412.87
LSBD - Loop Ice Carnival 2025	Rainbow Stiltwalkers - Colleen Pattan <i>Ent.</i>	\$750.00
LSBD - Loop Ice Carnival 2025	Rainbow Stiltwalkers - Thomas Johnson <i>Ent.</i>	\$750.00
LSBD - Loop Ice Carnival 2025	Rainbow Stiltwalkers - Margaret Wilson <i>Ent.</i>	\$750.00
LSBD - Loop Ice Carnival 2025	Rainbow Stiltwalkers - Callie Compton <i>Ent.</i>	\$750.00
LSBD - Loop Ice Carnival 2025	Amazon - Temporary Tattoo Scavenger Hunt Prizes <i>Supplies</i>	\$86.43
LSBD - Loop Ice Carnival 2025	Amazon - Outdoor Cord Covers <i>Supplies</i>	\$129.50
LSBD - Loop Ice Carnival 2025	Amazon - Prizes for Ice Carnival <i>Supplies</i>	\$105.87
LSBD - Loop Ice Carnival 2025	Dollar Tree - Temporary Tattoo Scavenger Hunt Kit for Businesses for Application <i>Supplies</i>	\$21.55
LSBD - Loop Ice Carnival 2025	Event Staff - Barbara Hughes <i>Admin</i>	\$200.00
LSBD - Loop Ice Carnival 2025	Event Staff - Shawn Baybo <i>Admin</i>	\$200.00

LSBD - Loop Ice Carnival 2025	Event Staff - Jeannine Ippolito Admin	\$200.00
LSBD - Loop Ice Carnival 2025	Jolly Jumps - Patio Heaters, Snow Throw, Penguin Escape, Lg Generator Ent.	\$2,430.00
LSBD - Loop Ice Carnival 2025	Lowes - Propane for Heater Supplies	\$74.56
LSBD - Loop Ice Carnival 2025	HI-Tech Copy Center - Sign up Packet Advertising	\$22.30
LSBD - Loop Ice Carnival 2025	Event Staff- Jonathan Cameron Event Set Up, Tear Down and Temp Tattoo Scavenger Hunt Prizes Distribution Cleanup Admin	\$500.00
LSBD - Loop Ice Carnival 2025	Facebook Ad Promoting Event Advert	\$795.83
LSBD - Loop Ice Carnival 2025	Facebook Ad Promoting Event Advert	\$900.00
LSBD - Loop Ice Carnival 2025	Facebook Ad Promoting Event Advert	\$1,004.16
LSBD - Loop Ice Carnival 2025	Facebook Ad Promoting Event Advert	\$900.00
LSBD - Loop Ice Carnival 2025	Facebook Ad Promoting Event Advert	\$900.00
LSBD - Loop Ice Carnival 2025	Administration Cost for Event Admin	\$ 4,700.00
	Capped @ \$17,295.	\$28,404.02 ✓ \$17,295

Budget \$ 70,090
Rem b. \$ 52,795 on 1/15/25

CERTIFICATION: I certify that the information on this form is a true and accurate report of the status and that all reported expenditures are properly chargeable.

Signature: _____

Title: _____

Office Use

Intake Date: 2/25/25

Entered into database: ☒ Yes ☐ No

Approved: ☒ Yes ☐ No

Date submitted for payment: 2/25/25

Supplies

Economic Development Retail Sales Tax Expenditure Report

Date Submitted: 1/7/2025

Recipient Name: Loop Special Business District

Project: Loop Ice Carnival

Total Amount Requested this report: \$ 52,795.00

Invoices and/or Receipts Attached: Yes

Submit to:

City of University City
Department of Administration
6801 Delmar Boulevard
University City, MO 63130

Project Name/Number	Description of Services	Amount Requested
LSBD - Loop Ice Carnival 2025	St. Louis Blues Slapshot Inflatable Rental and Yard Games <i>entertainment ✓</i>	\$1,000.00
LSBD - Loop Ice Carnival 2025	Vector Media - 30 Bus Shelter Advertisements <i>Advertising ✓</i>	\$3,750.00
LSBD - Loop Ice Carnival 2025	Fantasy Drone Show <i>entertainment ✓</i>	\$15,000.00
LSBD - Loop Ice Carnival 2025	Full Spectrum Ice Carvings <i>Ice Creations ✓</i>	\$24,245.00
LSBD - Loop Ice Carnival 2025	Administration Cost for Event <i>✓</i>	\$ 8,800.00
		\$ 52,795.00

CERTIFICATION: I certify that the information on this form is a true and accurate report of the status and that all reported expenditures are properly chargeable.

Signature: _____

Title: _____

Office Use

Intake Date: 1/15/25

Entered into database: ☒ Yes ☐ No

Approved: ☒ Yes ☐ No

Date submitted for payment: 1/15/25

Economic Development Retail Sales Tax Expenditure Report

Date Submitted: 1/7/2025

Recipient Name: Loop Special Business District

Project: Loop Mural Festival

Total Amount Requested this report: \$ 8,739.80

Invoices and/or Receipts Attached: Yes

Submit to:

City of University City
Department of Administration
6801 Delmar Boulevard
University City, MO 63130

Project Name/Number	Description of Services	Amount Requested
LSBD Event – Loop Mural Festival	Savannah Leigh Bosler Reimbursement - Gas Can (\$18.63) and Gas for Lift (\$14.54) ✓	\$33.17
LSBD Event – Loop Mural Festival	Cbabi Bayock - Second Mural at Tivoli with Clear Coat Protectant ✓	\$1,000.00
LSBD Event – Loop Mural Festival	Artist Savannah Leigh Bosler - First Payment ✓	\$3,125.00
LSBD Event – Loop Mural Festival	Artist Savannah Leigh Bosler - Second Payment ✓	\$3,125.00
LSBD Event – Loop Mural Festival	Administration Cost for Event ✓	\$1,456.63
		\$ 8,739.80

CERTIFICATION: I certify that the information on this form is a true and accurate report of the status and that all reported expenditures are properly chargeable.

Signature: _____

Title: _____

Office Use

Intake Date: 1/22/25

Entered into database: ☒ Yes ☐ No

Approved: ☒ Yes ☐ No

Date submitted for payment: 1/22/25

Economic Development Retail Sales Tax Expenditure Report

Date Submitted: 4/15/2025

Recipient Name: Loop Special Business District

Project: Loop Mural Festival Reimbursement #2

Total Amount Requested this report: \$ 9,750.00

Invoices and/or Receipts Attached: Yes

Submit to:

City of University City
Department of Administration
6801 Delmar Boulevard
University City, MO 63130

Project Name/Number	Description of Services	Amount Requested
LSBD Event – Loop Mural Festival	Artist Savannah Leigh Bosler - First Payment	\$3,125.00
LSBD Event – Loop Mural Festival	Fox 2 Advertising and Live Segments	\$5,000.00
LSBD Event – Loop Mural Festival	Administration Cost for Event	\$1,625.00
		\$ 9,750.00

CERTIFICATION: I certify that the information on this form is a true and accurate report of the status and that all reported expenditures are properly chargeable.

Signature: _____

Title: _____

Office Use

Intake Date: _____

Entered into database: ☐ Yes ☐ No

Approved: ☐ Yes ☐ No

Date submitted for payment: _____

Economic Development Retail Sales Tax Expenditure Report

Date Submitted: 5/16/2025

Recipient Name: Loop Special Business District

Project: Loop Mural Festival Reimbursement #3

Total Amount Requested this report: \$ 100,650.00

Invoices and/or Receipts Attached: Yes

Submit to:

City of University City
Department of Administration
6801 Delmar Boulevard
University City, MO 63130

Project Name/Number	Description of Services	Amount Requested
LSBD Event – Loop Mural Festival	Artist - Ian Wilksinson - Vintage Vinyl ✓	\$ 8,750.00
LSBD Event – Loop Mural Festival	Artist - Ian Wilksinson - Vintage Vinyl ✓	\$ 8,750.00
LSBD Event – Loop Mural Festival	Artist - Alex Jove - Parking Garage ✓	\$ 5,000.00
LSBD Event – Loop Mural Festival	Artist - Alex Jove - Parking Garage ✓	\$ 5,000.00
LSBD Event – Loop Mural Festival	Artist - Louise Jones - Starbuck's Building ✓	\$ 16,500.00
LSBD Event – Loop Mural Festival	Artist - Louise Jones - Starbuck's Building ✓	\$ 16,500.00
LSBD Event – Loop Mural Festival	Artist - Natasha Platt - Tivoli Building ✓	\$10,125.00
LSBD Event – Loop Mural Festival	Artist - Natasha Platt - Tivoli Building ✓	\$10,125.00
LSBD Event – Loop Mural Festival	Artist Savannah Leigh Bosler - Final Payment ✓	\$3,125.00
LSBD Event – Loop Mural Festival	Administration Cost for Event ✓	\$16,775.00

		\$ 100,650.00 ✓

CERTIFICATION: I certify that the information on this form is a true and accurate report of the status and that all reported expenditures are properly chargeable.

Signature: _____

Title: _____

Office Use

Intake Date: 5/29/25

Entered into database: ☒ Yes ☐ No

Approved: ☒ Yes ☐ No

Date submitted for payment: 5/29/25 

Economic Development Retail Sales Tax Expenditure Report

Date Submitted: 6/21/2025

Recipient Name: Loop Special Business District

Project: Loop Mural Festival Reimbursement #3

Total Amount Requested this report: \$ 11,044.37

Invoices and/or Receipts Attached: Yes

Submit to:

City of University City
Department of Administration
6801 Delmar Boulevard
University City, MO 63130

Project Name/Number	Description of Services	Amount Requested
LSBD Event – Loop Mural Festival	Hi Tech Copy Center for Coloring Contest Pages	\$ 120.50
LSBD Event – Loop Mural Festival	Amazon Crayons for Coloring Contest	\$ 115.96
LSBD Event – Loop Mural Festival	Amazon Lion Head Ornaments for Coloring Contest	\$ 35.96
LSBD Event – Loop Mural Festival	Etsy Lion Heads for Community Art Project #1	\$ 112.22
LSBD Event – Loop Mural Festival	Etsy Lion Heads for Community Art Project #2	\$ 56.53
LSBD Event – Loop Mural Festival	Oriental Trading for Community Art Project	\$ 216.89
LSBD Event – Loop Mural Festival	Music House DJ Company in Tivoli Parking Lot	\$1,500.00
LSBD Event – Loop Mural Festival	Ranoush Artist Dinner	\$500.00
LSBD Event – Loop Mural Festival	Sunbelt Rentals	\$4,327.85
LSBD Event – Loop Mural Festival	Jolly Jumps Inflatable Games	\$1,169.00

LSBD Event – Loop Mural Festival	Lift Permit Receipt	\$826.00
LSBD Event – Loop Mural Festival	Lift Permit Receipt	\$826.00
LSBD Event – Loop Mural Festival	Lift Permit Receipt	\$826.00
LSBD Event – Loop Mural Festival	Lift Permit Receipt	\$826.00
LSBD Event – Loop Mural Festival	Reimbursement to Savannah Bosler for supplies	\$582.46
		\$ 11,044.37

CERTIFICATION: I certify that the information on this form is a true and accurate report of the status and that all reported expenditures are properly chargeable.

Signature: _____

Title: _____

Office Use

Intake Date: _____

Entered into database: ☐ Yes ☐ No

Approved: ☐ Yes ☐ No

Date submitted for payment: _____

Economic Development Retail Sales Tax Expenditure Report

Date Submitted: 4/15/2025

Recipient Name: Loop Special Business District

Project: Budding Artist Event Reimbursement #1

Total Amount Requested this report: \$ 6,000.00

Invoices and/or Receipts Attached: Yes

Submit to:

City of University City
Department of Administration
6801 Delmar Boulevard
University City, MO 63130

Project Name/Number	Description of Services	Amount Requested
LSBD Event – Budding Artist Event	Fox 2 Advertising and Live Segments	\$5,000.00
LSBD Event – Budding Artist Event	Administration Cost for Event	\$1,000.00
		\$ 6,000.00

CERTIFICATION: I certify that the information on this form is a true and accurate report of the status and that all reported expenditures are properly chargeable.

Signature: _____

Title: _____

Office Use

Intake Date: _____

Entered into database: ☐ Yes ☐ No

Approved: ☐ Yes ☐ No

Date submitted for payment: _____

Economic Development Retail Sales Tax Expenditure Report

Date Submitted: 6/2/2025

Recipient Name: Loop Special Business District

Project: Budding Artist Event Reimbursement #2

Total Amount Requested this report: \$ 13,173.10

Invoices and/or Receipts Attached: Yes

Submit to:

City of University City
Department of Administration
6801 Delmar Boulevard
University City, MO 63130

Project Name/Number	Description of Services	Amount Requested
LSBD Event – Budding Artist	Walmart - Raffle Tickets	\$ 15.56
LSBD Event – Budding Artist	Dollar Tree - Balloons	\$ 119.89
LSBD Event – Budding Artist	Hobby Lobby - Raffle Basket and Decorations	\$ 28.37
LSBD Event – Budding Artist	Costco - Water	\$ 27.31
LSBD Event – Budding Artist	Sams Club - Snacks	\$ 65.61
LSBD Event – Budding Artist	St. Louis Magazine Advertising	\$ 4,000.00
LSBD Event – Budding Artist	Performing Artist - Alex Johnmeyer	\$ 150.00
LSBD Event – Budding Artist	Performing Artist - Dan Kerns	\$ 200.00
LSBD Event – Budding Artist	Performing Artist - Jay Thompson	\$ 150.00

LSBD Event – Budding Artist	Performing Artist - Matt Jones	\$ 150.00
LSBD Event – Budding Artist	Performing Artist - Steve Ewing	\$ 900.00
LSBD Event – Budding Artist	Performing Artist - Steven Tippit	\$ 200.00
LSBD Event – Budding Artist	Performing Artist - Steve Ryan	\$ 150.00
LSBD Event – Budding Artist	Performing Artist - Eli Gosney	\$ 150.00
LSBD Event – Budding Artist	Performing Artist - Allison Norfleet	\$ 150.00
LSBD Event – Budding Artist	Performing Artist - Ben Angelly	\$ 150.00
LSBD Event – Budding Artist	Performing Artist - Tonetta Fredrickson	\$ 150.00
LSBD Event – Budding Artist	Performing Artist - Adam Long	\$ 150.00
LSBD Event – Budding Artist	Facebook Ads	\$ 1,000.00
LSBD Event – Budding Artist	Facebook Ads	\$ 1,000.00
LSBD Event – Budding Artist	Facebook Ads	\$ 137.54
LSBD Event – Budding Artist	Facebook Ads	\$ 974.17
LSBD Event – Budding Artist	Facebook Ads	\$ 900.00
LSBD Event – Budding Artist	Facebook Ads	\$ 103.15

LSBD Event – Budding Artist	Administration Cost for Event	\$ 2,151.50
		\$13,173.10

CERTIFICATION: I certify that the information on this form is a true and accurate report of the status and that all reported expenditures are properly chargeable.

Signature: _____

Title: _____

Office Use

Intake Date: _____

Entered into database: ☐ Yes ☐ No

Approved: ☐ Yes ☐ No

Date submitted for payment: _____

Economic Development Retail Sales Tax Expenditure Report

Date Submitted: 6/28/2025

Recipient Name: Loop Special Business District

Project: Budding Artist Event Reimbursement #3

Total Amount Requested this report: \$3,702.47

Invoices and/or Receipts Attached: Yes

Submit to:

City of University City
Department of Administration
6801 Delmar Boulevard
University City, MO 63130

Project Name/Number	Description of Services	Amount Requested
LSBD Event – Budding Artist	Done Department Printing Flyers and Posters <i>Advertising</i> ✓	\$1,008.47
LSBD Event – Budding Artist	Prizes for Budding Artists Winners <i>Event</i> ✓	\$500.00
LSBD Event – Budding Artists	Portable Water Closet - Restrooms and handwashing stations <i>Supplies</i> ✓	\$660.00
LSBD Event – Budding Artist	Human Art Face Painting <i>Ent.</i> ✓	\$720.00
LSBD Event - Budding Artist	Baked T's Shirt Invoice <i>Supplies</i> ✓	\$199.00
LSBD Event – Budding Artist	Administration Cost for Event <i>Admin</i> ✓	\$615.00
		\$3,702.47 ✓ <i>[Signature]</i>

CERTIFICATION: I certify that the information on this form is a true and accurate report of the status and that all reported expenditures are properly chargeable.

Signature: _____

Title: _____

Office Use

Intake Date: 6/30/25

Entered into database: ☒ Yes ☐ No

Approved: ☒ Yes ☐ No

Date submitted for payment: 6/30/25

Economic Development Retail Sales Tax Expenditure Report

Date Submitted: _____

Recipient Name: SHED, Inc.

Project: Mudroom & deck 6543 Crest Ave

Amount Awarded: \$16,500

Total Amount Requested this report: \$457.31

Invoices and/or Receipts Attached: ☐ Yes ☐ No

Submit to:

City of University City
Attn: Brooke A. Smith, Deputy City Manager
6801 Delmar Boulevard
University City, MO 63130
bsmith@ucitymo.org

Project Name/Number	Description of Services	Amount Requested	Remaining EDRST Funds
	Materials purchased for building out Mudroom w/ UCHS students	\$457.31	\$16,042.69

CERTIFICATION: I certify that the information on this form is a true and accurate report of the status and that all reported expenditures are properly chargeable.

Signature: _____

Title: _____

Office Use

Intake Date: 6/13/25

Entered into database: ☒ Yes ☐ No

Approved: ☒ Yes ☐ No

Date submitted for payment: 6/13/25 *BS*

Economic Development Retail Sales Tax Expenditure Report

Date Submitted: 6/26/2025

Recipient Name: SHED, Inc

Project: Workforce Development - Chest Ave

Amount Awarded: \$16,500

Total Amount Requested this report: \$385.08

Invoices and/or Receipts Attached: ☒ Yes ☐ No

Submit to:

City of University City

Attn: Brooke A. Smith, Deputy City Manager

6801 Delmar Boulevard

University City, MO 63130

bsmith@ucitymo.org

Project Name/Number	Description of Services	Amount Requested	Remaining EDRST Funds
SHED, Inc. Workforce development	Materials purchased to perish building deck w/ UCHS students	\$385.08	\$7,948.17

CERTIFICATION: I certify that the information on this form is a true and accurate report of the status and that all reported expenditures are properly chargeable.

Signature: _____

Title: _____

Office Use

Intake Date: 6/26/25

Entered into database: ☒ Yes ☐ No

Approved: ☒ Yes ☐ No

Date submitted for payment: 6/26/25 

Economic Development Retail Sales Tax Expenditure Report

Date Submitted: 6/24/2025Recipient Name: SHED, Inc.Project: Workforce development - Crest AveAmount Awarded: \$16,500Total Amount Requested this report: \$1660.54Invoices and/or Receipts Attached: ☒ Yes ☐ No

Submit to:

City of University City

Attn: Brooke A. Smith, Deputy City Manager

6801 Delmar Boulevard

University City, MO 63130

bsmith@ucitymo.org

Project Name/Number	Description of Services	Amount Requested	Remaining EDRST Funds
SHED, Inc. Workforce development	Materials purchased for building deck w/ LICHs students	\$ 239.63 ✓	
"	"	\$ 190.15 ✓	
"	"	\$ 182.95 ✓	
"	"	\$ 983.93 ✓	
"	"	\$ 63.88 ✓	
		<u>\$ 1660.54</u>	<u>\$ 8,333.25</u>

CERTIFICATION: I certify that the information on this form is a true and accurate report of the status and that all reported expenditures are properly chargeable.

Signature: _____

Title: _____

Office Use

Intake Date: 6/26/25Entered into database: ☒ Yes ☐ NoApproved: ☒ Yes ☐ NoDate submitted for payment: 6/27/25

University City, MO 63130

Economic Development Retail Sales Tax Expenditure Report

Date Submitted: _____
Recipient Name: DIARRA MORRIS
Project: WELL U CAFE
Amount Awarded: \$77,200
Total Amount Requested this report: \$3900
Invoices and/or Receipts Attached: ☒ Yes ☐ No

Submit to:
City of University City
Attn: Brooke A. Smith, Deputy City Manager
6801 Delmar Boulevard
University City, MO 63130
bsmith@ucitymo.org

Project Name/Number	Description of Services	Amount Requested	Remaining EDRST Funds
WELL U CAFE	ARCHITECTURE RE DRAWINGS - BUILDING LAYOUT	\$3900.00	

CERTIFICATION: I certify that the information on this form is a true and accurate report of the status and that all reported expenditures are properly chargeable.

Signature: Dianna Morris
Title: Owner

Office Use

Intake Date: 7/16/24

Entered into database: ☒ Yes ☐ No

Approved: ☒ Yes ☐ No

Date submitted for payment: 7/16/24

Economic Development Retail Sales Tax Expenditure Report

Date Submitted: 8/21/2024 _____

Recipient Name: Well U Café

Project: Well U Café Project

Amount Awarded: _____

Total Amount Requested this report: \$4990.13

Invoices and/or Receipts Attached: ☐ Yes ☐ No YES

Submit to:

City of University City
Attn: Brooke A. Smith, Deputy City Manager
6801 Delmar Boulevard
University City, MO 63130
bsmith@ucitymo.org

Project Name/Number	Description of Services	Amount Requested	Remaining EDRST Funds
KoolMoore 3 Compartment Stainless Sink	Equipment purchase: ✓	\$718.11	
HALLY Stainless Steel Sink for washing hands	Equipment purchase: hand washing sink ✓	\$144.86	
Hoodtechstl, LLC	Installation: mechanical contracting service ✓ Equipment purchase: fire suppression system	\$3000.00	
Shapiro Metal Supply Co.	Material Purchase: sheet metal ✓	\$254.46	
Ventilation Direct	Equipment purchase: ventilation for hood ✓	\$872.70	
		<u>\$4,990.13</u>	

CERTIFICATION: I certify that the information on this form is a true and accurate report of the status and that all reported expenditures are properly chargeable.

Signature: Diana Morris

Title: CO-OWNER

Office Use

Intake Date: 9/6/24

Entered into database: ☒ Yes ☐ No

Approved: ☒ Yes ☐ No

Date submitted for payment: 9/10/24 [Signature]

**Economic Development Retail Sales Tax
Expenditure Report**

Date Submitted: 10/29/24

Recipient Name: Well U Cafe

Project: Well U Café

Amount Awarded: _____

Total Amount Requested this report: \$1200.00

Invoices and/or Receipts Attached: ☒ Yes ☐ No

Submit to:

City of University City
Attn: Brooke A. Smith, Deputy City Manager
6801 Delmar Boulevard
University City, MO 63130
bsmith@ucitymo.org

Project Name/Number	Description of Services	Amount Requested	Remaining EDRST Funds
Hoodtechstl, LLC	Labor: Electrical Labor: Installation fire suppression system	\$1200	

CERTIFICATION: I certify that the information on this form is a true and accurate report of the status and that all reported expenditures are properly chargeable.

Signature: _____

Title: Co-owner

Office Use

Intake Date: _____

Entered into database: ☐ Yes ☐ No

Approved: ☐ Yes ☐ No

Date submitted for payment: _____

Economic Development Retail Sales Tax Expenditure Report

Date Submitted: 03/31/2025

Recipient Name: Well U Cafe

Project: Well U Cafe

Amount Awarded: _____

Total Amount Requested this report: \$2388.92

Invoices and/or Receipts Attached: ☒ Yes ☐ No

Submit to:

City of University City
Attn: Brooke A. Smith, Deputy City Manager
6801 Delmar Boulevard
University City, MO 63130
bsmith@ucitymo.org

Project Name/Number	Description of Services	Amount Requested	Remaining EDRST Funds
Homedepot Window Installation	Window Installation Deposit (25% of total cost of installation of \$9555.66)	\$2388.92	\$40,515.14

CERTIFICATION: I certify that the information on this form is a true and accurate report of the status and that all reported expenditures are properly chargeable.

Signature: _____

Title: CO-owner

Office Use

Intake Date: 4/23/25

Entered into database: ☒ Yes ☐ No

Approved: ☒ Yes ☐ No

Date submitted for payment: 4/23/25

Economic Development Retail Sales Tax Expenditure Report

Date Submitted: 06/10/2025 _____

Recipient Name: Well U cafe

Project: Well U Cafe

Amount Awarded: _____

Total Amount Requested this report: _____

Invoices and/or Receipts Attached: ☐ Yes ☐ No

Submit to:

City of University City
Attn: Brooke A. Smith, Deputy City Manager
6801 Delmar Boulevard
University City, MO 63130
bsmith@ucitymo.org

Project Name/Number	Description of Services	Amount Requested	Remaining EDRST Funds
Central Restaurant Products/60 Inch Gas Range	Gas cooktop surface and oven with griddle	\$3,074 ✓	<div style="text-align: right;"> <p># 3,165.95</p> <p>1 invoice</p> <p>Central Restaurants</p> </div>
Central Restaurant Products/Commercial Tomato Slicer	Commercial Equipment	\$75.99 ✓	
Central Restaurant Products/Stainless Steel Turner	Exclusive Commercial Equipment	\$3.99 x 2 = \$7.98 ✓	
Central Restaurant Products/Serrated Sandwich Spreader	Exclusive Commercial Equipment	\$3.99 x 2 = \$7.98 ✓	
Gateway Architecture/Architectural Services	Changes and finalization with architect stamp for presentation to building department.	\$3657.78 ✓	
		\$ 6,823.73	

CERTIFICATION: I certify that the information on this form is a true and accurate report of the status and that all reported expenditures are properly chargeable.

Signature: _____

Office Use

Intake Date: 6/26/25

Entered into database: ☒ Yes ☐ No

Approved: ☒ Yes ☐ No

Submitted to Finance 6/26/25

Economic Development Retail Sales Tax Expenditure Report

Date Submitted: 3/26/2025 _____

Recipient Name: Well U Cafe

Project: Well U Cafe

Amount Awarded: _____

Total Amount Requested this report: \$1,656

Invoices and/or Receipts Attached: ☒ Yes ☐ No

Submit to:

City of University City
Attn: Brooke A. Smith, Deputy City Manager
6801 Delmar Boulevard
University City, MO 63130
bsmith@ucitymo.org

Project Name/Number	Description of Services	Amount Requested	Remaining EDRST Funds
James Surveying Company	Topography Survey	\$1,656	

CERTIFICATION: I certify that the information on this form is a true and accurate report of the status and that all reported expenditures are properly chargeable.

Signature: _____

Title: _____

Diana Morris
CO-Owner

Office Use

Intake Date: 4/23/25

Entered into database: ☒ Yes ☐ No

Approved: ☒ Yes ☐ No

Date submitted for payment: 4/23/25

Economic Development Retail Sales Tax Expenditure Report

Date Submitted: 07/03/2025

Recipient Name: Well U Cafe

Project: Well U Cafe Development

Amount Awarded: _____

Total Amount Requested this report: \$25,260

Invoices and/or Receipts Attached: ☒ Yes ☐ No

Submit to:

City of University City
Attn: Brooke A. Smith, Deputy City Manager
6801 Delmar Boulevard
University City, MO 63130
bsmith@ucitymo.org

Project Name/Number	Description of Services	Amount Requested	Remaining EDRST Funds
Big Ken's Towing	Tow of food trailer to Kaemmerlen	\$260.00 ✓	
Kaemmerlen Associates	Food trailer fabrication and build out	\$17,000.00 ✓	
Kwame Building Group, Inc.	RFP's, construction estimations, other management services	\$8000.00 ✓	
		\$25,260	Capped @ \$24,868.67

CERTIFICATION: I certify that the information on this form is a true and accurate report of the status and that all reported expenditures are properly chargeable.

Signature: Malia Meron

Title: CO-OWNER

Office Use

Intake Date: 7/11/25

Entered into database: ☒ Yes ☐ No

Approved: ☒ Yes ☐ No

Date submitted for payment: 7/11/25 *[Signature]*

City of University City
Economic Development Retail Sales Tax
Request for Funds¹
EDRST FY24 (July 2023-June 2024)

Applicant: Midwest Assoc of Farmers Market
Address: PO Box 440340, St. Louis, MO 63144
Project Manager: Deborah Henderson
Email: midwestmarkets1@gmail.com
Phone: 314-913-6632

Project Direct Costs (Vendor Names) ²	Amount	Subtotal
Cowboy Critters Petting Farm: (CC Stmt & Inv-) ✓	\$781.59 ✓	
Facebook Ads/PayPal (CC Stmt & Inv-2) 2 invoices	\$436.00 ✓	
Expenses: Décor & Event Supplies (CC Stmt & Inv-4) 4 invoices	\$589.68 ✓	
HA Creative/Social Media (Bnk Stmt & Inv-2) 2 invoices \$292	\$298.00 ✓	\$292
Mkt Work/Ansar Abdagic (Bnk Stmt & Inv-1) ✓	\$270.00 ✓	\$2375.27
Marketing & Event Services (Invoice-1) ✓	\$2,520.00 ✓	\$4895.27
TOTAL	\$4,895.27	
TOTAL AVAILABLE AND DUE	\$4,884.27	\$4,889.27

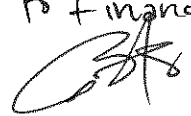
Applicant's Funding Information	
Submittal Date	August 18, 2024
Project Title	Winter Market & Spring Events
Project No	#6040
Project Time Frame	Jan 2024-June 2024
Report Time Frame	April-June 2024
Original Amount	\$9,500.00
Funds Already Used	\$3,575.87
Available Balance	\$4,884.13
Funds Used This Report	\$4,895.27
Funds Available & Due	\$4,884.13
Funds Left After Report	\$00.00
Processed 8/30/2024 <i>3/8</i> Approved.	
NOTES: Submitted to Finance 8/30	

1. Submit to: City of University City, Economic Development Office, 6801 Delmar Blvd, University City, MO 63130
2. Funds will be paid directly to the applicant, not the vendors. Attach invoices or other documentation supporting the request amount to this form.
3. 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. Examples of indirect costs are expenses relating to operations, such as general office and building expenses. These costs must represent a reasonable and proportional rate in relationship to direct costs. Consultation with City staff is advised to assist with defining indirect costs.

City of University City
Economic Development Retail Sales Tax
Request for Funds¹
EDRST FY24 (July 2023-June 2024)

Applicant: Midwest Assoc of Farmers Market
Address: PO Box 440340, St. Louis, MO 63144
Project Manager: Deborah Henderson
Email: midwestmarkets1@gmail.com
Phone: 314-913-6632

Project Direct Costs (Vendor Names) ²	Amount	Subtotal
Winter Event: Winter Weather Warrior (RI Forms & Summary)	\$195.00 ✓	
Marketing: Facebook Ads/Paypal (CC Stmt & Inv)	\$136.62 ✓	
Seasonal Décor/NG Heimos (CC Stmt & Inv)	\$138.00 ✓	
Mkt Work/Alec Ryan (Bnk Stmt & Inv)	\$372.50 ✓	
Mkt Work/Ansar Abdagic (Bnk Stmt & Inv)	\$270.00 ✓	
Mkt Work/Laurens Boswinkel (Bnk Stmt & Inv)	\$163.75 ✓	\$1,275.87
Marketing & Event Services (Invoice)	\$3,340.00 ✓	\$4,615.87
TOTAL		
TOTAL AVAILABLE AND DUE	\$4,615.87	4,615.87

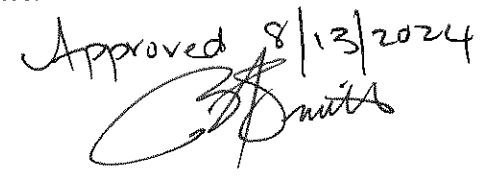
Applicant's Funding Information	
Submittal Date	August 18, 2024
Project Title	Winter Market & Spring Events
Project No	#6040
Project Time Frame	Jan 2024-June 2024
Report Time Frame	Jan-March 2024
Original Amount	\$9,500.00
Funds Already Used	\$00.00
Available Balance	\$9,500.00
Funds Used This Report	\$4,615.87
Funds Left After Report	\$4,884.13
NOTES: Approved 9/6/24. Submitted to finance. 	

1. Submit to: City of University City, Economic Development Office, 6801 Delmar Blvd, University City, MO 63130
2. Funds will be paid directly to the applicant, not the vendors. Attach invoices or other documentation supporting the request amount to this form.
3. 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. Examples of indirect costs are expenses relating to operations, such as general office and building expenses. These costs must represent a reasonable and proportional rate in relationship to direct costs. Consultation with City staff is advised to assist with defining indirect costs.

City of University City
Economic Development Retail Sales Tax
Request for Funds¹
EDRST FY24 (July 2023-June 2024)
Project Title: Wednesday Market

Applicant: Midwest Assoc of Farmers Market
Address: PO Box 440340, St. Louis, MO 63144
Project Manager: Deborah Henderson
Email: midwestmarkets1@gmail.com
Phone: 314-913-6632

Project Direct Costs (Vendor Names) ²	Amount	Subtotal
7/5 Music/ Andrew Dahle (Bnk Stmt #2135, Rcpt Bk)	\$250.00 ✓	
7/19 Music/Tait Kelly (Bnk Stmt #2148, Rcpt Bk)	\$450.00 ✓	
8/2 Music/A Barthole (Bnk Stmt #2163, Rcpt Bk)	\$250.00 ✓	
8/16 Music/Gerard Erker (Bnk Stmt #2165, Rcpt Bk)	\$250.00 ✓	
8/30 Music/Paul Rhodes (Bnk Stmt #1982, Rcpt Bk)	\$300.00 ✓	\$1,500.00
July/August Marketing & Events Services (Invoice)	\$1520.00 ✓	
Jul/Aug Market Work/S Marshall (Stmt & Inv)	\$712.50 ✓	\$3,732.50
TOTAL DUE	\$3,732.50	\$3,732.50

Applicant's Funding Information	
Submittal Date	May 2024
Project Title	Wednesday Farmers Market
Project No	#6040
Project Time Frame	July 2023-Dec 2023
Report Time Frame	July-August 2023
Original Amount	\$17,000.00
Funds Already Used	NA
Available Balance	\$17,000.00
Funds Used This Report	\$3,732.50
Remaining Funds for Wednesday Mkts	\$13,267.50
Notes:	
<p>Approved 8/13/2024</p> 	

1. Submit to: City of University City, Community Development Office, 6801 Delmar Blvd, University City, MO 63130
2. Funds will be paid directly to the applicant, not the vendors. Attach invoices or other documentation supporting the request amount to this form.
3. 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. Examples of indirect costs are expenses relating to operations, such as general office and building expenses. These costs must represent a reasonable and proportional rate in relationship to direct costs. Consultation with City staff is advised to assist with defining indirect costs.

City of University City
Economic Development Retail Sales Tax
Request for Funds¹
EDRST FY24 (July 2023-June 2024)
Project Title: Wednesday Farmers Market

Applicant: Midwest Assoc of Farmers Market
Address: PO Box 440340, St. Louis, MO 63144
Project Manager: Deborah Henderson
Email: midwestmarkets1@gmail.com
Phone: 314-913-6632

Project Direct Costs (Vendor Names) ²	Amount	Subtotal
5/15 Music/ Gerard Erker (Bnk Stmt #3033, Rcpt Bk) ✓	\$250.00	
5/22 Music/ Buckhannon Bros (Bnk Stmt #3039 & 3040; Rcpt Bk) ✓	\$300.00	
5/29 Music/Tommy Halloran (Bnk Stmt #3044, Rcpt Bk) ✓	\$300.00	
6/5 Music/Tait Kelly & Friends (Bnk Stmt #3053, Rcpt Bk) ✓	\$350.00	
6/12 Music/Andy McAlliaster (Bnk Stmt #3057, Rcpt Bk) ✓	\$250.00	
6/19 Music/Paul Rhodes (Bnk Stmt #3063, Rcpt Bk) ✓	\$200.00	
6/26 Music/Jake Brookman (Bnk Stmt #3067, Rcpt Bk) ✓	\$200.00	
May/June FB Ads (Invoice; CC Stmt) ✓	\$137.38	
May/June Market Work/H Abdagic ((Bnk Stmt #3045 & 3054/Inv) ✓	\$177.00	
May/June Marketing & Events Services (Invoice) ✓	\$3,720.00	
TOTAL SPENT	\$5,884.38	
TOTAL AVAILABLE AND DUE	\$5,874.89	5,884.38

Applicant's Funding Information	
Submittal Date	August 2023
Project Title	Wednesday Farmers Market
Project No	#6040
Project Time Frame	July 2023-June 2024
Report Time Frame	May-June 2024
Original Amount	\$17,000.00
Funds Already Used	\$11,125.11
Available Balance	\$5,874.89
Funds Used This Report	\$5,874.89
Remaining Funds for Wed Mkts	\$00.00
Approved and Submitted to Finance on 11/5/2024	

1. Submit to: City of University City, Community Development Office, 6801 Delmar Blvd, University City, MO 63130
2. Funds will be paid directly to the applicant, not the vendors. Attach invoices or other documentation supporting the request amount to this form.
3. 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. Examples of indirect costs are expenses relating to operations, such as general office and building expenses. These costs must represent a reasonable and proportional rate in relationship to direct costs. Consultation with City staff is advised to assist with defining indirect costs.

City of University City
Economic Development Retail Sales Tax
Request for Funds¹
EDRST FY24 (July 2023-June 2024)
Project Title: Wednesday Farmers Market

Applicant: Midwest Assoc of Farmers Market
Address: PO Box 440340, St. Louis, MO 63144
Project Manager: Deborah Henderson
Email: midwestmarkets1@gmail.com
Phone: 314-913-6632

Project Direct Costs (Vendor Names) ²	Amount	Subtotal
10/4 Music/ T Kelly & E Wallace (Bnk Stmt #2215, Rcpt Bk) ✓	\$450.00 ✓	
10/11 Music/Jason Biggs (Bnk Stmt #2228, Rcpt Bk) ✓	\$200.00 ✓	
10/18 Music/Buckhannon Bros (Bnk Stmt #2228, Rcpt Bk) ✓	\$400.00 ✓	
10/25 Music/Gerard Erker (Bnk Stmt #2236, Rcpt Bk) ✓	\$250.00 ✓	\$1,300.00
Oct Marketing & Events Services (Invoice) \$1420	\$1480.00 ✓	\$2,780.00
Constant Contact (CC Stmt & Inv)	\$393.40 ✓	
Amazon; Bergen Industries Lights (Rcpt)	\$137.36 ✓	
Lowe's: Hanging Lights (2 Rcpts & Stmts)	\$284.48 ✓	\$3595.24
Jewish Light Ad (Rcpt & Stmt)	\$295.00 ✓	
		3890.24
TOTAL DUE	\$3,890.24	\$3,830.24

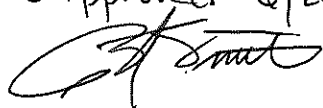
Applicant's Funding Information	
Submittal Date	May 2024
Project Title	Wednesday Farmers Market
Project No	#6040
Project Time Frame	July 2023-Dec 2023
Report Time Frame	October 2023
Original Amount	\$17,000.00
Funds Already Used	\$7,234.87
Available Balance	\$9,765.13
Funds Used This Report	\$3,890.24
Remaining Funds for Wed Mkts	\$5,874.89
<p>Approved 8/30/24</p> <p><i>[Signature]</i></p> <p>Submitted to Finance 8/30</p>	

1. Submit to: City of University City, Community Development Office, 6801 Delmar Blvd, University City, MO 63130
2. Funds will be paid directly to the applicant, not the vendors. Attach invoices or other documentation supporting the request amount to this form.
3. 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. Examples of indirect costs are expenses relating to operations, such as general office and building expenses. These costs must represent a reasonable and proportional rate in relationship to direct costs. Consultation with City staff is advised to assist with defining indirect costs.

City of University City
Economic Development Retail Sales Tax
Request for Funds¹
EDRST FY24 (July 2023-June 2024)
Project Title: Wednesday Farmers Market

Applicant: Midwest Assoc of Farmers Market
Address: PO Box 440340, St. Louis, MO 63144
Project Manager: Deborah Henderson
Email: midwestmarkets1@gmail.com
Phone: 314-913-6632

Project Direct Costs (Vendor Names) ²	Amount	Subtotal
9/6 Music/ Andrew Dahle (Bnk Stmt #2188, Rcpt Bk)	\$250.00 ✓	
9/13 Music/R Fleetwood (Bnk Stmt #2204, Rcpt Bk)	\$400.00 ✓	
9/20 Music/H Peebles (Bnk Stmt #2213, Rcpt Bk)	\$250.00 ✓	
9/27 Music/ T Kelly & A Volger (Bnk Stmt #T-1000, Rcpt Bk)	\$400.00 ✓	\$1,300.00
Sept Market Work/S Marshall (Stmt & Inv)	\$112.50 ✓	
Sept Marketing & Events Services (Invoice)	\$1420.00 ✓	\$2832.50
Jewish Light News Ad (Stmt & Inv)	\$295.00 ✓	
Cornhole Aces Game (Stmt & Inv)	\$374.87 ✓	\$3502.37
TOTAL DUE	\$3,502.37	\$3,502.37

Applicant's Funding Information	
Submittal Date	May 2024
Project Title	Wednesday Farmers Market
Project No	#6040
Project Time Frame	July 2023-June 2024
Report Time Frame	September 2023
Original Amount	\$17,000.00
Funds Already Used	\$3,732.50
Available Balance	\$13,267.50
Funds Used This Report	\$3,502.37
Remaining Funds for Wed Mkts	\$9,765.13
Notes: <i>Approved 6/26/2024</i> 	

1. Submit to: City of University City, Community Development Office, 6801 Delmar Blvd, University City, MO 63130
2. Funds will be paid directly to the applicant, not the vendors. Attach invoices or other documentation supporting the request amount to this form.
3. 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. 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.

4 Economic Development Retail Sales Tax

Expenditure Report

Date Submitted: 3/21/2025

Recipient Name: Loop Special Business District

Project: Walk of Fame Stars

Total Amount Requested this report: \$ 23,600.00

Invoices and/or Receipts Attached: Yes

Submit to:

City of University City
Department of Administration
6801 Delmar Boulevard
University City, MO 63130

Project Name/Number	Description of Services	Amount Requested
LSBD Project – Walk of Fame Stars	Walk of Fame Star Repair	\$23,600.00
		\$ 23,600.00

CERTIFICATION: I certify that the information on this form is a true and accurate report of the status and that all reported expenditures are properly chargeable.

Signature: _____

Title: _____

Office Use

Intake Date: _____

Entered into database: ☐ Yes ☐ No

Approved: ☐ Yes ☐ No

Date submitted for payment: _____

Economic Development Retail Sales Tax Expenditure Report

Date Submitted: 6/26/2025

Recipient Name: Loop Special Business District

Project: Loop Advertising

Total Amount Requested this report: \$ 30,000.00

Invoices and/or Receipts Attached: Yes

Submit to:

City of University City
Department of Administration
6801 Delmar Boulevard
University City, MO 63130

Project Name/Number	Description of Services	Amount Requested
LSBD Advertising	Demiranda Productions	\$3,000.00
LSBD Advertising	St. Louis Magazine	\$13,000.00
LSBD Advertising	Mango Social Marketing DBA STL Bucket List	\$14,000.00
		\$ 30,000.00

CERTIFICATION: I certify that the information on this form is a true and accurate report of the status and that all reported expenditures are properly chargeable.

Signature: _____

Title: _____

Office Use

Intake Date: _____

Entered into database: ☒ Yes ☐ No

Approved: ☒ Yes ☐ No

Date submitted for payment: _____

Economic Development Retail Sales Tax Expenditure Report

Date Submitted: 6/12/2024

Recipient Name: Loop Special Business District

Project: Electrical Boxes Total

Amount Requested this report: \$ 5,800.00

Invoices and/or Receipts Attached: Yes

Submit to:

City of University City
Department of Administration
6801 Delmar Boulevard
University City, MO 63130

Project Name/Number	Description of Services	Amount Requested
Electrical Boxes	Sherelle Speed - Electrical Box at Mehlville and Delmar	\$1,200.00
Electrical Boxes	Brooklyn - Electrical Box at Kingsland and Delmar	\$1,200.00
Electrical Boxes	David Ruggeri - Electrical Box at Westgate and Delmar	\$1,000.00
Electrical Boxes	Renda Writer - Electrical Box at Eckhart Walkway	\$1,200.00
Electrical Boxes	Shiro - Electrical Box at Leland and Delmar	\$1,200.00
		\$ 5,800.00

Economic Development Retail Sales Tax Expenditure Report

Date Submitted: 6/12/2024

Recipient Name: Loop Special Business District

Project: Bicycle Racks

Total Amount Requested this report: \$ 9,850.00

Invoices and/or Receipts Attached: Yes

Submit to:

City of University City
Department of Administration
6801 Delmar Boulevard
University City, MO 63130

Project Name/Number	Description of Services	Amount Requested
Bicycle Racks	Sherelle Speed - Bike Rack at Vintage Vinyl	\$800.00
Bicycle Racks	Brock Seals - Bike Rack at Blueberry Hill	\$1,250.00
Bicycle Racks	Brock Seals - Bike Rack at Tivoli Theater	\$750.00
Bicycle Racks	Brock Seals - Fish Bike Rack at Blue Ocean	\$1,250.00
Bicycle Racks	Brock Seals - Beer Cups at Cicero's	\$3,750.00
Bicycle Racks	Brooklyn - Bike Rack at CBD Kratom	\$800.00
Bicycle Racks	Toofly - Bike Rack at Blinks	\$1,250.00
		\$ 9,850.00

CERTIFICATION: I certify that the information on this form is a true and accurate report of the status and that all reported expenditures are properly chargeable.

Office Use

Intake Date: _____

4 Economic Development Retail Sales Tax

Expenditure Report

Date Submitted: 10/25/2024

Recipient Name: Loop Special Business District

Project: Trash / Recycling Receptacles

Total Amount Requested this report: \$ 44,597.80

Invoices and/or Receipts Attached: Yes

Submit to:

City of University City
Department of Administration
6801 Delmar Boulevard
University City, MO 63130

Project Name/Number	Description of Services	Amount Requested
LSBD Project – Trash / Recycling Bins	68 Trash / Recycling Bins	\$44,597.80
		\$ 44,597.80

CERTIFICATION: I certify that the information on this form is a true and accurate report of the status and that all reported expenditures are properly chargeable.

Signature: _____

Title: _____

Office Use

Intake Date: _____

Entered into database: ☐ Yes ☐ No

Approved: ☐ Yes ☐ No

Date submitted for payment: _____

4 Economic Development Retail Sales Tax

Expenditure Report

Date Submitted: 10/14/2024

Recipient Name: Loop Special Business District

Project: Trash / Recycling Receptacles

Total Amount Requested this report: \$ 44,597.80

Invoices and/or Receipts Attached: Yes

Submit to:

City of University City
Department of Administration
6801 Delmar Boulevard
University City, MO 63130

Project Name/Number	Description of Services	Amount Requested
LSBD Project – Trash / Recycling Bins	68 Trash / Recycling Bins	\$44,597.80
		\$ 44,597.80

CERTIFICATION: I certify that the information on this form is a true and accurate report of the status and that all reported expenditures are properly chargeable.

Signature: _____

Title: _____

Office Use

Intake Date: _____

Entered into database: ☐ Yes ☐ No

Approved: ☐ Yes ☐ No

Date submitted for payment: _____

4 Economic Development Retail Sales Tax

Expenditure Report

Date Submitted: 10/25/2024

Recipient Name: Loop Special Business District

Project: Trash / Recycling Receptacles

Total Amount Requested this report: \$ 44,597.80

Invoices and/or Receipts Attached: Yes

Submit to:

City of University City
Department of Administration
6801 Delmar Boulevard
University City, MO 63130

Project Name/Number	Description of Services	Amount Requested
LSBD Project – Trash / Recycling Bins	68 Trash / Recycling Bins	\$44,597.80
		\$ 44,597.80

CERTIFICATION: I certify that the information on this form is a true and accurate report of the status and that all reported expenditures are properly chargeable.

Signature: _____

Title: _____

Office Use

Intake Date: _____

Entered into database: ☐ Yes ☐ No

Approved: ☐ Yes ☐ No

Date submitted for payment: _____

Economic Development Retail Sales Tax Expenditure Report

Date Submitted: 6/26/25

Recipient Name: Loop Special Business District

Project: Powerwashing Streets

Amount Awarded: \$15,000

Total Amount Requested this report: \$15,000

Invoices and/or Receipts Attached: ☐ Yes ☐ No

Submit to:

City of University City
Attn: Brooke A. Smith, Deputy City Manager
6801 Delmar Boulevard
University City, MO 63130
bsmith@ucitymo.org

Project Name/Number	Description of Services	Amount Requested	Remaining EDRST Funds
FY24 EDRST Award	Power washing Streets	\$11,250	
FY24 EDRST Award	Administration	\$3,750	
		\$15,000	

CERTIFICATION: I certify that the information on this form is a true and accurate report of the status and that all reported expenditures are properly chargeable.

Signature: Submitted via email

Title: _____

Office Use

Intake Date: 7/8/25

Entered into database: ☒ Yes ☐ No

Approved: ☒ Yes ☐ No

Date submitted for payment: 7/8/25



OFFICE OF THE CITY MANAGER

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

MEMORANDUM

TO: Members of the Economic Development Retail Sales Tax Board

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

DATE: July 15, 2025

SUBJECT: Agenda Item 6(i) – Release of Funds – FY26 (**Vote Required**)

This agenda item asks the Board to recommend the release of the funds for fiscal year 2026 for U City in Bloom (UCIB), Farmers Market, The Mannequins Project, and the Loop Special Business District.

This Board previously agreed to award funding to four entities upon submission of their end-of-year reports. This board previously agreed that additional funding could be requested as part of a separate application process. Because those applications are closed pending changes to our programs, I advised those entities to submit any requests for additional funds as part of this process.

UCIB FY26 Request for Funding - \$75,260

The Adopted Budget FY26 includes funding in the amount of \$52,945 for U City in Bloom, which is the amount they were awarded in FY25. **UCIB has requested to increase their award to \$75,260.** The increase is due to a new project with the Loop Special Business District to plant trees and other landscaping improvements in the University City Loop. This new project for the Loop is budgeted at \$16,158.

Staff recommends approval.

Farmers Market FY26 Request for Funding - \$91,500

The Adopted Budget for FY26 includes funding in the amount of \$46,000 for the Farmers Market. This includes funding for the Saturday market, Wednesday market, and winter advertisements. **The U City Farmers Market is requesting to increase their award to \$91,500.** The increase is due to rental and storage fees at their new location, which is budgeted at \$20,500 and additional funding for strategic marketing, which is budgeted at \$25,000.

Additional Information.

The U City Farmers Market ran into an issue with the private property they were utilizing in the Loop. The city worked to accommodate the Farmers Market by allowing them to use the parking lot and green space at Centennial Commons. As this was a novel use of our parking

lot, there were no rental rates associated with it. City Manager Rose directed staff to treat it similar to rental of one of the park pavilions. This was presented to the Parks Commission and there was a unanimous vote to recommend use of the site for \$800 per month through the remainder of the season, which ends November 30, 2025. This vote was taken with the understanding that The Farmers Market would apply for additional funds from EDRST to cover the fee until the end of the season. If the request for additional funds is denied, The Farmers Market will pay \$200 per month through November 2025. The Facility Use Agreement that allows for the use of this space expires on November 30, 2025.

Recommendation reserved for the meeting.

The Mannequins Project FY26 Request for Funding - \$36,000

The Adopted Budget for FY26 includes funding in the amount of \$25,000 for The Mannequins Project. **The Mannequins Project is requesting to increase their award to \$36,000.** The increase is due to the entity's desire to expand the project and include more businesses in every business district.

Staff recommends approval.

LSBD – FY26 Request for Funding \$275,000

The Adopted Budget for FY26 includes \$275,000 for the Loop Special Business District (LSBD). This is the same amount they were awarded last year for their events. LSBD has submitted a proposed budget for their events which include the annual Loop Ice Carnival, The Mural Festival, Budding Artist, and Holiday Events.

Staff recommends approval.

Once awarded, funds will not be released to these entities until they apply for reimbursement with the property documentation.

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

Recommended Motion:

- 1. Motion to recommend disbursement of funds to U City in Bloom, not to exceed \$75,260, for fiscal year 2026.**
- 2. Recommendation reserved for meeting.**
- 3. Motion to recommend disbursement of funds to The Mannequins Project, not to exceed \$36,000, for fiscal year 2026**
- 4. Motion to recommend disbursement of funds to the Loop Special Business District, not to exceed \$275,000, for fiscal year 2026.**

Attachments: UCIB Proposed Budget for FY26
Farmers Market Proposed Budget for FY26
The Mannequins Project Proposed Budget for FY26
LSBD Proposed Budget for FY26

EDRST B-1**City of University City****Economic Development Retail Sales Tax****FY25-26 Request for Funds: Budget Cost Summary****Applicant****U City In Bloom****Project****Delmar Loop - Loop Tree Replacement and Care****Amount of Request****\$ 16,158****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*					
Plant materials - 15 trees	\$ 4,500				\$ 4,500
Soil and amendments	\$ 500				\$ 500
Labor - Installation and care	\$ 8,645				\$ 8,645
Contractor - Tree Stumps	\$ 1,500				\$ 1,500
Volunteers - 50 hours @ \$34.70 per hour			\$ 1,740		\$ 1,740
Total Direct Costs	\$ 15,145				\$ 16,885
II. Indirect Costs**					
Operations	\$ 1,013				\$ 1,013
BUDGET TOTAL - ALL ACTIVITIES	\$ 16,158		\$ 1,740		\$ 17,898

*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****FY25-26 Request for Funds: Budget Cost Summary****Applicant****U City In Bloom****Project****Olive Boulevard Planters - Design and care for Streetscape Planters****Amount of Request****\$ 8,918****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*					
Plant materials	\$ 1,140				\$ 1,140
Soil and amendments	\$ 420				\$ 420
Labor - garden design, installation and care	\$ 6,774				\$ 6,774
Volunteers - 40 hours @ \$34.79 per hour			\$ 1,392		\$ 1,392
Total Direct Costs	\$ 8,334				\$ 9,726
II. Indirect Costs**					
Operations	\$ 584				\$ 584
BUDGET TOTAL - ALL ACTIVITIES	\$ 8,918		\$ 1,392		\$ 10,310

*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****FY25-26 Request for Funds: Budget Cost Summary****Applicant****U City In Bloom****Project****Olive Boulevard - Design and Care for Gardens from Skinker to Midland****Amount of Request****\$ 21,386****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*					
Plant material	\$ 3,330				\$ 3,330
Soil amendments, Irrigation repairs	\$ 2,000				\$ 2,000
Garden design, mulching, plant installation, weeding, deadheading and pruning	\$ 14,412				\$ 14,412
Volunteers - 220 hours @ \$34.79 per hour			\$ 7,654		\$ 7,654
Total Direct Costs	\$ 19,742				\$ 27,396
II. Indirect Costs**					
Operations	\$ 1,644				\$ 1,644
BUDGET TOTAL - ALL ACTIVITIES	\$ 21,386		\$ 7,654		\$ 29,040

*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****FY25-26 Request for Funds: Budget Cost Summary****Applicant****U City In Bloom****Project****Olive Blvd - Care, maintenance, replacement & watering of Trees and Groundcover****Amount Requested****\$ 7,417****Provide a listing of each project proposed and the associated cost allocation.**

	Total	Applicant's Cash	Applicant's Non-Cash		Project
I. Project or Program Direct Costs*	EDRST Funds	Funds	Contributions	Other Funds	Total
Maintenance and watering of 50 trees/groundcover	\$ 6,918				\$ 6,918
Volunteers - 40 hours @ \$34.79/hour			\$1,392		\$ 1,392
Total Direct Costs	\$ 6,918				
II. Indirect Costs**					\$ 8,310
Operations	499				\$ 499
BUDGET TOTAL - ALL ACTIVITIES	\$ 7,417		\$1,392		\$ 8,809

*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****FY25-26 Request for Funds: Budget Cost Summary****Applicant****U City In Bloom****Project****Delmar Loop - Design and care for Loop Planters from Eastgate to Kingsland****Amount of Request****\$ 21,381****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*					
Plant materials	\$ 2,775				\$ 2,775
Soil and amendments	\$ 2,250				\$ 2,250
Labor - garden design, installation and care	\$ 14,412				\$ 14,412
Loop Special Business District	\$ (6,000)			\$ 6,000	\$ 6,000
Volunteers - 200 hours @ \$34.79 per hour			\$ 6,958		\$ 6,958
Total Direct Costs	\$ 19,437				\$ 32,395
II. Indirect Costs**					
Operations	\$ 1,944				\$ 1,944
BUDGET TOTAL - ALL ACTIVITIES	\$ 21,381		\$ 6,958	\$ 6,000	\$ 34,339

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

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

**City of University City
Economic Development Retail Sales Tax
FY26 Request for Funds: Estimated Budget Summary**

APPLICANT	MAFM for the U City Farmers Market	
AMOUNT OF REQUEST--ADDITIONAL FUNDING	\$45,500.00	

[illegible]

APPLICANT	MAFM for the U City Farmers Market			
AMOUNT OF REQUEST--ANNUAL FUNDING	\$46,000.00			

PART II. ANNUAL FUNDING- DIRECT EXPENSE DESCRIPTIONS	EDRST Funds	Applicant's Cash Funds	Applicant's Non-Cash Contributions	Other Funds	Total
1. Direct Costs Markets (Sat & Thurs)					
Special Event and Activity Fees	\$8,000.00	\$2,000.00	\$3,000.00	\$2,000.00	\$15,000.00
Marketing & Event Services	\$15,000.00	\$3,000.00	\$4,000.00		\$22,000.00
Equipment & Supplies	\$2,000.00		\$2,000.00		\$4,000.00
Market Day Staff	\$5,000.00		\$4,000.00		\$9,000.00
Weekly Children's Area	\$500.00		\$1,000.00		\$1,500.00
Culinary Series & Cooking Demos	\$500.00	\$500.00	\$2,500.00	\$1,000.00	\$4,000.00
2. Direct Costs Holiday & Winter Markets					
Special Event and Activity Fees	\$2,000.00	\$1,000.00	\$1,000.00	\$500.00	\$4,500.00
Marketing & Event Services	\$2,500.00	\$1,500.00	\$1,500.00		\$5,500.00
Market Staff	\$2,500.00		\$4,000.00		\$6,500.00
3. Direct Costs Overall Marketing					
Marketing and Event Services	\$2,000.00	\$2,000.00	\$1,000.00		\$5,000.00
Advertising-Print and Digital	\$1,500.00				\$1,500.00
Graphic Design and Artwork	\$2,000.00		\$3,000.00	\$2,500.00	\$7,500.00
Banner, Sign and Poster Printing	\$500.00		\$1,000.00		\$1,500.00
Social Media Content	\$2,000.00		\$1,000.00		\$3,000.00
SUB-TOTAL ANNUAL FUNDING	\$46,000.00	\$10,000.00	\$29,000.00	\$6,000.00	\$90,500.00

PART III: ANNUAL EXPENSES--INDIRECT EXPENSE DESCRIPTION	EDRST Funds	Applicant's Cash Funds	Applicant's Non-Cash Contributions	Other Funds	Total
1 Other Direct Costs Not Funded by EDRST					
Market Management		\$15,000.00	\$15,000.00	\$10,000.00	\$40,000.00
SNAP/EBT, DUBF, Other Programs			\$4,000.00	\$3,000.00	\$7,000.00
Market Set-Up and Security		\$2,000.00	\$10,000.00		\$12,000.00
Other Grant Fulfillment			\$5,000.00	\$5,000.00	\$10,000.00
II. Indirect Costs **				Other In-Kind	
Office and Other Admin		\$4,000.00	\$4,000.00		\$8,000.00
Insurance Permits, Registrations		\$1,200.00			
Annual Registrations		\$500.00			\$12,000.00
Insurance, Registrations, Fees		\$2,200.00			\$2,200.00
General Operating Expenses		\$4,000.00	\$4,000.00		\$4,500.00
Website Maintenance		\$2,000.00	\$2,000.00		\$4,000.00
SUBTOTAL INDIRECT		\$30,900.00	\$44,000.00	\$18,000.00	\$99,700.00
BUDGET TOTAL - ALL ACTIVITIES	\$91,500.00	\$44,900.00	\$95,800.00	\$24,000.00	\$256,200.00

2026 Mannequins Project Budget \$36,000

We are seeking a 44 percent increase in our budget for the 17th Annual Mannequins Project to expand and include more businesses in every business district.

-Advertising (\$18,500)

KMOV
KSDK
KCWDAF
Commercial
T-shirts
Drone Video/Photographer

Advertising this project through various media outlets will increase our visibility to a wider audience (different geographic areas Kansas City, Springfield IL etc...), retain existing participants, increases tourism and audience participation. We are seeking an increase in our advertising dollars to create awareness, visibility and attract new businesses/artists. Advertising will ensure that this annual project resonate in the consciousness of our targeted audience.

"We loved making connections, showing off our store in a new way and supporting local artists. This was such a fun conversation piece!" Elizabeth DeRossett Crescent Plumbing Supply 6614 Olive Blvd. (First time participant)

-Marketing (\$7,000)

Social Media
Signage (yard signs, banners etc...)

Marketing will help to connect with our target audience (direct participation-artists/merchants and indirect beneficiaries-art lovers, neighbors, visitors etc...) increase awareness, validate and insure that voting is accurate, and increase visitors to our community. Targeted advertising through social media and digital marketing will ensure that the Mannequins Project is visible to a large number of potential participants. Signage will help to engage, attract and inform attendees about this project.

"We love supporting local artists and our UCity community. The mannequin was a fun way to spruce up our patio too!" Michael Arnott Taco Buddha 7405 Pershing Ave (First time participant)

-Cash Prizes (\$9,500)

1st Place \$5,000
2nd Place \$3,500
Audience Favorite \$1,000

The Cash Prizes allows us to seek more artists/designers to participate in this public art installation competition. Our goal is to attract uniquely, qualified and talented artists/designers that have a profound following i.e. social media, etc. Having more participants will expose our city, generate revenue and educate our broader community on RECYCLING.

-Business Bucks (\$1,000)

Scavenger Hunt \$500

- 1st Place Business Bucks \$200
- 2nd Place Business Bucks \$150
- 3rd Place Business Bucks \$100
- 4th Place Business Bucks \$50

The Business Bucks allows for the artists/designers to promote the merchants that they represent through social media. The Scavenger Hunt prizes are gift cards to all of the participating businesses in this competition. For example, the artist that represent Taco Buddha will showcase their mannequin and promote the business through their social media feed.

“This is such a fun way to bring the community together.” Judy Prange U City In Bloom (First time participant)

The Mannequins Project is an Annual Public Art Installation Competition that brings awareness to living a GREEN LIFESTYLE! University City has been on the forefront of recycling and the goal of this project is to continue to educate the community and surrounding neighborhoods about the importance of RECYCLING.

Timeline:

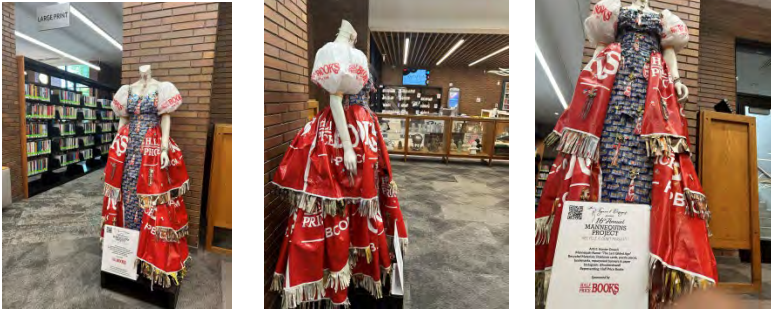
- Kickoff April 18, 2026
- Mannequins Installation Day May 16, 2026
- Mannequins on Display May 16-June 7
- Finale Event June 7, 2026



2025 Winners

1st Place Winner Hunter Dowell Representing Half Price Books 630 North McKnight Rd.

The wining Mannequin is on display through April 2026 at the University City Public Library 6701 Delmar Blvd.



2nd Place Winner Artists First STL Representing Avalon Exchange 6392 Delmar Blvd.



Audience Favorite Winner Brandy Mount Designs Representing Sunshine Daydream 6303 Delmar Blvd.



Public Art Installation 3 Weeks, 22 Days, 528 Hours Mannequins on Display

LSBD FY26 Events Budget	
Total Budget	\$275,000.00
Loop Ice Carnival 25	
Entertainment	\$15,400.00
Supplies	\$5,840.00
Ice Creations	\$29,750.00
Advertising	\$6,110.00
Security	\$1,000.00
Clean Up	\$1,900.00
Admin Costs	\$20,000.00
TOTAL	\$80,000.00
Mural Festival	
Supplies	\$5,663.00
Hosting	\$79,170.00
Advertising	\$5,324.00
Clean Up	\$2,343.00
Admin Costs	\$27,500.00
TOTAL	\$120,000.00

Budding Artist	
Supplies	\$2,850.00
Hosting	\$9,295.00
Advertising	\$5,855.00
Admin Costs	\$6,000.00
TOTAL	\$24,000.00
Holiday Events	
Entertainment	\$17,576.00
Supplies	\$174.00
Advertising	\$21,250.00
Admin Costs	\$12,000.00
TOTAL	\$51,000.00



OFFICE OF THE CITY MANAGER

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

MEMORANDUM

TO: Members of the Economic Development Retail Sales Tax Board

FROM: Brooke A. Sharp, Deputy City Manager - Development

DATE: July 15, 2025

SUBJECT: Agenda Item 6ii – Business Outreach (***Discussion Item***)

This agenda item asks the Board to receive staff's plan for conducting business outreach.

This Board previously discussed the need to restructure its funding programs to ensure they are meeting the requirements of the state statute and to ensure the programs are run effectively and efficiently. A sub-committee was formed, and we have had one meeting thus far. The recommendation that came from that meeting was for staff to conduct outreach to hear from the small business owners about the type of programming they would like to see and their opinions on the best use of the EDRST funds.

The city recently hired Economic Development Manager Becky Ahlvin who brings a wealth of knowledge and experience in Economic Development to the City. Becky has drafted the attached plan, which was reviewed and approved by the City Manager. Staff will begin conducting the business visits this week.

Becky will be present at Thursday's meeting to meet you all and answer any questions you may have about the strategy she has implemented.

Recommendation: No action need.

Attachments: Business Retention and Expansion Program Proposal



MEMORANDUM

TO: Brooke Sharp, Deputy City Manager – Development
FROM: Becky Ahlvin, Economic Development Manager
Montez Miles, Economic Development Specialist
DATE: May 30, 2025
SUBJECT: University City Business Retention & Expansion Program Proposal

Adopted in 2021, University City’s Economic Development Strategy establishes a set of guiding principles for the City’s economic development efforts. The first principle, “Grow Existing and Emerging Business Sectors,” specifically calls for the development and implementation of a Business Retention and Expansion (BRE) program. Additionally, several action items across all six strategic principles rely on the insights and outcomes generated by the BRE initiative, reinforcing its central role in advancing the City’s broader economic goals.

Overview

BRE programs are key components of economic development, helping to sustain and nurture the businesses that are already a part of the community. The programs help identify challenges different businesses are facing and foster trust between the business community and the local government.

Goals

1. Identify and address challenges and growth barriers businesses are experiencing, with key sectors including retail and technology.
2. Build relationships and strengthen communication with property owners and businesses through regular, transparent communication.
3. Promote inclusive economic engagement, ensuring targeted relationship building with minority and woman-owned businesses.
4. Identify workforce and operational needs of businesses.
5. Identify and evaluate the most effective strategies for allocating funds to support and strengthen local businesses.

Timeline

Phase 1: July – December 2025

The first phase of the BRE program will adopt a flexible, informal approach. Economic development staff will conduct weekly visits to local businesses to introduce themselves and engage in preliminary conversations with business owners and managers. These interactions will focus on building rapport and gaining a general understanding of each

business's operations, challenges, and goals. Staff will leave informational materials, including available resources and staff contact information, with each business.

The insights gathered during Phase 1 will help shape future economic development initiatives and prepare businesses for more detailed, structured engagement in Phase 2 should it be needed.

Phase 2: January 2026 – April 2026

Phase 2 of the BRE program will introduce a more formal and structured outreach process. Staff will complete a BRE certification course in October 2025, which will guide the design and implementation of this next phase. This stage will involve comprehensive interviews and data collection to inform long-term economic development planning and tailored support services.

Phase 3: April 2026 and beyond

Following the completion of Phases 1 and 2, the Economic Development team will implement a long-term strategy to conduct in-depth BRE interviews with approximately 25% of University City businesses annually. This rotational approach will ensure that every business is engaged at least once every four years. The goal is to foster sustained relationships with the business community, proactively address emerging retention challenges, and continuously evaluate and refine the City's economic development programs to ensure they deliver meaningful impact.

Success

By the end of Phase 1, staff will have engaged with nearly 150 businesses, averaging 5 to 6 visits per week. These conversations are expected to generate valuable feedback from the business community, which will help guide new initiatives, including strategies for utilizing the Economic Development Retail Sales Tax and proposals for additional business support programs.

Team Members

The core interview team will consist of the Economic Development Manager and the Economic Development Specialist, with strategic oversight and support provided by the Deputy City Manager for Development. In addition, the Economic Development team will engage key partner organizations, including the Loop Special Business District, Asian American Chamber of Commerce of St. Louis, Heartland St. Louis Black Chamber of Commerce, Hispanic Chamber of Commerce of Metro St. Louis, St. Louis Economic Development Partnership, and Greater St. Louis Inc., to help facilitate introductions and strengthen relationships with their member businesses and networks.

Economic Development Strategies Supporting BRE

- Principle 1: Grow Existing and Emerging Business Sectors
 - Initiate retail sector focus group and one-on-one-visit program to identify key sector challenges from COVID-19 as part of BRE efforts
 - Develop programming and/or programming partnerships to address identified needs or challenges of retail businesses based on information gathered from focus groups/visits
 - Initiate BRE visits with key technology firms to begin to build relationships and understand needs and identify follow up resources or supporting partners
- Principle 2: Ensure Equitable Economic Opportunities
 - Develop and implement a plan/strategy to communicate with commercial property owners and tenants on both sides of Olive Blvd. to understand their needs, future plans, and concerns
 - Develop an outreach program to identify and engage with traditionally underserved groups and minority entrepreneurs to understand needs, opportunities and challenges that may be addressed by the City
 - Integrate intentional engagement with minority entrepreneurs into home-based business outreach program to ensure support tailored to their needs
- Principle 3: Support University City Businesses and Workers
 - Staff business retention and expansion (BRE) activities using existing staff or contracted services and reporting on an interim basis to Planning Director
 - Continue to formalize BRE efforts focusing on existing industry clusters and retail and tech emerging clusters through structured business visitation efforts with a particular emphasis on clusters impacted by COVID-19
 - Create and administer business survey instrument to capture short and likely long-term impacts of COVID-19 and business needs (e.g. internet access/speed; developing on-line presence etc.)
 - Formulate long-term BRE program parameters (prioritizing targeted sectors, survey types and frequencies, focus groups etc.)
 - Identify short- and long-term workforce needs and skills sets among cluster industry employers through direct communications with firms and surveys
 - Conduct targeted business outreach to firms located in Novus Development footprint to understand and document firm plans and needs and to identify municipal interventions to retain businesses
 - Proactively engage with International District businesses and property owners to build relationships and promote better understanding of business needs and plans
 - Identify business owners through BRE efforts to champion U City specific business support organization and provide convening support
 - Interface with local small business incubator/co-working spaces to engage with growing firms, understand plans and needs to retain businesses in U City