



**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, October 2, 2025  
6:30 p.m.**

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

**EDRSTB will Meet Virtually on Thursday, October 2, 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/89482459584?pwd=g749hZCwAD4d56Mf9mjElrOnha5Oun.1>

Passcode: 810778

Phone one-tap:

+13017158592,,89482459584#,,,,\*810778# US (Washington DC)

+13052241968,,89482459584#,,,,\*810778# US

Join via audio:

+1 301 715 8592 US (Washington DC) +1 305 224 1968 US +1 309 205 3325 US

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+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

Webinar ID: 894 8245 9584

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International numbers available: <https://us02web.zoom.us/j/89482459584?pwd=g749hZCwAD4d56Mf9mjElrOnha5Oun.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 Economic Development Manager 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: [bahlvin@ucitymo.org](mailto:bahlvin@ucitymo.org) or mailed to the City Hall – 6801 Delmar Blvd. – Attention Becky Ahlvin, Economic Development Manager. Such comments will be provided to the EDRST Board prior to the meeting. Comments will be made a part of the official record and made accessible to the public online following the meeting.

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

## **AGENDA**

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

1. Roll Call
2. Minutes
  - i. April 3, 2025; July 17, 2025
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: [bahlvin@ucitymo.org](mailto:bahlvin@ucitymo.org) or mailed to the City Hall – 6801 Delmar Blvd. – Attention Becky Ahlvin, Economic Development 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. U City Farmers Market Update (*Discussion Item*)
  - ii. Business Outreach Update (*Discussion Item*)
6. New Business
  - i. Request for Funding – FY26 (**Vote Required**)
    1. University City Police Department
    2. C-17 Commissary
  - ii. FY26 Façade Improvement Program – Tentative Schedule for Applications  
**Vote Required**
7. Board Member Comments
  - i. Sub-committee Meeting Request
  - ii. Proposed Meeting Dates for 2026
8. Next Meeting Date – January 8, 2026, at 6:30 p.m. (Tentative)
9. Adjourn

**Economic Development Retail Sales Tax Board  
Minutes  
April 3, 2025  
6:30 p.m.**

The Economic Development Retail Sales Tax (EDRST) Board held a virtual meeting on Thursday, April 3, 2025. The meeting commenced at 6:40 pm and adjourned at 7:36 pm.

*\*\*The meeting did not initially have a quorum. The Mayor started with his updates before a quorum was realized at 6:40 p.m. The roll was called as follows:*

**Voting Members Present:**

Karen Bernstein  
Cynthia Martin  
Dr. Monica Stewart  
Bobette Patton  
Byron Price  
Christina Dancy  
Margaret Holly  
Chair Brendan O'Brien

**Voting Members Absent:**

**Council Liaison:**

Mayor Terry Crow

**Staff Present:**

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

**Others attending:**

None

**Minutes**

Motioned by Margaret Holly, seconded by Byron Price and carried by voice vote to approve the minutes from October 10, 2024 and January 30, 2025.

**Public Comments**

There were none received.

**Mayor's Comments**

Mayor Crow provided updates to the group on the upcoming election and the contents relevant to University City. He also stated that this time next year there would be 5 seats up on the City Council. He provided updates on the tree removal along Pershing at Forest Park Parkway, the floor buyout initiative, funding for the detention, the Seafood City site, and the University City Loop.

Deputy City Manager Brooke Sharp added an update about Economic Development Week and the U City Farmers Market.

## **Old Business**

### *LSBD – FY24 Award for Expanded Outdoor Dining*

Deputy City Manager Brooke Sharp introduced this agenda item, noting that in FY24, the city opened applications for EDRST funding and LSBD was awarded \$25,000 for expanded outdoor dining buildouts. She noted that LSBD has since voted to request that expanded outdoor dining be rescinded and they recommended that the \$25,000 be reallocated to the city to assist with removal of the barriers. Discussion was had on the topic.

Motioned by Bobette Patton, seconded by Margaret Holly and carried by voice vote to recommend the reallocation of the \$25,000 awarded to LSBD in fiscal year 2024 to cover any costs associated with removal of the expanded outdoor dining buildouts.

## **New Business**

### *FY2026 EDRST Budget*

Deputy City Manager Brooke Sharp presented the proposed budget for fiscal year 2026. Discussion was had on the topic.

Motioned by Margaret Holly, seconded by Karen Bernstein and carried by voice vote to recommend to Council the approval of the FY26 Proposed Budget for EDRST.

### *Façade Improvement Applications – FY25*

Deputy City Manager Brooke Sharp provided an overview of the Façade Improvement Program and introduced Economic Development Specialist Montez Miles to present the proposed projects for fiscal year 2025. Discussion was had on the program and the proposed projects.

Motioned by Bobette Patton, seconded by Karen Bernstein, and carried by voice vote to approve the proposed Façade Improvement projects for fiscal year 2025, not to exceed \$62,882.47. Margaret Holly and Byron Price voted “No” on this item.

Discussion was had on the reasons two board members opposed the vote. The group agreed to have the sub-committee consider amendments to the Façade Improvement Program.

## **Board Member Comments**

There were no comments.

## **Next Meeting Date – July 10, 2025**

It was noted that the school board had a meeting scheduled for this date, so the two school board members would be unable to attend an EDRST Board meeting. The group agreed to reschedule the EDRST Board meeting for July 17<sup>th</sup> at 6:30p. The group also agreed to continue with virtual meetings as it seems to be more convenient for everyone.

## **Adjourn**

Motioned by Karen Bernstein, seconded by Bobette Patton and carried by voice vote.

The meeting adjourned at 7:36 p.m.

DRAFT

**Economic Development Retail Sales Tax Board**  
**Minutes**  
**July 17, 2025**  
**6:30 p.m.**

The Economic Development Retail Sales Tax (EDRST) Board held a virtual meeting on Thursday, July 17, 2025. The meeting commenced at 6:33 pm and adjourned at 7:44 pm.

**Voting Members Present:**

Bobette Patton  
Byron Price  
Christina Dancy  
Chair Brendan O'Brien

**Voting Members Absent:**

Dr. Monica Stewart  
Margaret Holly  
Cynthia Martin

**Council Liaison:**

Mayor Terry Crow

**Staff Present:**

Brooke A. Sharp, Deputy City Manager/Dir. of Economic Development  
Becky Ahlvin, Economic Development Manager

**Others attending:**

None

**Minutes**

There were no minutes to approve at this meeting.

**Public Comments**

There were none received.

**Mayor's Comments**

Mayor Terry Crow updated the board on a laundromat that is being build on Olive Blvd., noting that it would be a brand new laundromat. He also reiterated that the Seafood City site needs to be a priority for redevelopment and he discuss the Subtext development in the Loop and the importance of reimagining the Delmar Loop. Mayor Crow also discussed the importance of getting the EDRST funds reinvested in the community.

Deputy City Manager Brooke Sharp introduced the Board to Economic Development Manager Becky Ahlvin, stating that she joined the team in June. Brooke mentioned that Becky already had some ideas regarding the Delmar loop and stated that she was excited to have Becky on board.

**Old Business**

*End of Year Reports – FY25*

Deputy City Manager Brooke Sharp introduced this item to the Board. She reported on the activities for the four entities that receive annual funding from the EDRST Board.

Motioned by Byron Price, seconded by Bobette Patton and carried by voice vote to accept the end-of-year reports.

## **New Business**

### *Release of Funds – FY26*

Deputy City Manager Brooke Sharp introduced this agenda item, reviewing each entities funding request with the Board. She noted that the Farmers Market request would be reserved for last. Representatives from each entity attended the meeting and answered questions as asked. Discussion was had among the board members.

Motioned by Christina Dancy, seconded by Byron Price and carried by voice vote to recommend disbursement of funds to U City in Bloom, not to exceed \$75,260, for fiscal year 2026. Bobette Patton abstained from this vote.

Motioned by Christina Dancy, seconded by Bobette Patton and carried by voice vote to recommend disbursement of funds to The Mannequins Project, not to exceed \$36,000, for fiscal year 2026.

Motioned by Christina Dancy, seconded by Bobette Patton and carried by voice vote to recommend disbursement of funds to the Loop Special Business not to exceed \$275,000 for fiscal year 2026.

Discussion was had on the request from the Farmers Market because they were requesting more than a 100% increase in their funding. The previous fiscal year they were funded at \$46,000 and for fiscal year 2026, they were requesting \$91,500 in funding. Discussion was had on their new location and the reasons they were requesting so much additional funding. Deputy City Manager Brooke Sharp stated that staff was comfortable recommending the additional funds to cover rental costs at Centennial Commons, but that staff was not comfortable recommending beyond that. Deb Henderson was present to discuss the matter with the Board. Discussion was had on the matter and the Board agreed that a 40% increase was reasonable at this time.

Motioned by Christina Dancy, seconded by Byron Price, and carried by voice vote to recommend disbursement of funds to the Farmers Market not to exceed \$64,400.

### *Business Outreach*

Economic Development Manager Becky Ahlvin updated the Board on the Business Outreach that was being conducted by staff as part of reestablishing the Business Retention and Expansion program. She explained the purpose and updated the Board on the progress.

## **Board Member Comments**

There were no comments.

**Next Meeting Date – October 2, 2025**

It was noted that the school board had a meeting scheduled for this date, so the two school

**Adjourn**

Motioned by Christina Dancy, seconded by Bobette Patton and carried by voice vote.

The meeting adjourned at 7:44 p.m.

DRAFT





**OFFICE OF THE CITY MANAGER**

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

**M E M O R A N D U M**

TO: Members of the Economic Development Retail Sales Tax Board

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

DATE: September 30, 2025

SUBJECT: Agenda Item 5i – U City Farmers Market Update (***Discussion Item***)

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This agenda item asks the Board to receive an update from Deb Henderson, Executive Director of the U City Farmers Market.

Deb Henderson, Executive Director of the U City Farmers Market will be present at the EDRST Board meeting to provide an update on the Farmers Market since the move to Centennial Commons and award of additional funding for FY26.

**Recommendation:** No action need.

Attachments: None.



## 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: Becky Ahlvin, Economic Development Manager

DATE: September 30, 2025

SUBJECT: Agenda Item 5(ii) – Business Outreach Update

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This agenda item asks staff to receive staff's update on the City's business outreach efforts through the Business Retention & Expansion (BRE) program.

Principle 1 of the University City's Economic Development Strategy is "Grow Existing and Emerging Business Sectors," and it specifically calls for the development and implementation of a BRE program. Additionally, this Board created a sub-committee to restructure the economic development funding programs. The sub-committee's recommendation was 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.

In July, staff began conducting interviews with University City businesses. At the time of this writing, staff has met with 13 businesses:

1. Commerce Bank
2. Integrity Web Consulting
3. Mound City Shelled Nut Co
4. Royal Banks of Missouri
5. Subterranean Books
6. Sunshine Daydream
7. The Silver Lady
8. Frida's Deli/Diego's
9. Briefly Beautiful
10. Touch of Tenderness
11. The Center for Mind, Body, and Spirit
12. Classic Coin Laundry
13. Brew Bites

Upcoming interviews are scheduled with Winslow's Table. Staff is also setting up interviews with developers that often work in University City.

## **Emerging Themes**

Several themes are starting to emerge from the interviews, including:

- Need to increase foot traffic within business districts
- Desire for networking opportunities, educational opportunities, and ways for businesses to support each other
- Need to encourage landlords to rent out the vacant spaces
- Safety is a concern, particularly along the Loop and Olive Blvd, for both businesses and customers.
- The Loop needs an infrastructure and branding update
- Need to market the City as a place to build your business AND need to market University City as a place to shop

Some grant and funding ideas that have emerged include:

- Commercial renovation grant for interior spaces
- Grant to help businesses modernize and transition old equipment and spaces into higher energy efficient equipment and spaces
- Marketing grants for local publications, influencers, new marketing materials, etc.
- Inventory grants

Staff will continue to meet with businesses as this is an ongoing relationship-building effort.

Staff intends to request a meeting with the sub-committee to discuss options for grant programs tailored around the feedback from the business outreach.

**Recommendation: None**

Attachments: None



## 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: Becky Ahlvin, Economic Development Manager

DATE: September 30, 2025

SUBJECT: Agenda Item 6(i)1 – Release of Funds – University City Police Department  
**Vote Required**

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This agenda item asks the Board to consider the University City Police Department's request for funding for fiscal years 2026 and 2027.

Staff received an EDRST funding application from the University City Police Department for \$200,000, to be split between FY26 and FY27. The project summary from Chief Larry Hampton is attached for your review. The Board will review the application to discuss whether it aligns with the Funding Priority Guidelines for this Board:

1. To expand efforts and partnerships to encourage the physical and economic redevelopment of Olive Boulevard.
2. To continue infrastructure improvements to the Olive Boulevard and Delmar Boulevard streetscapes.
3. To continue to support existing successful business districts, such as the Loop.
4. To enhance the City's efforts of business retention, attraction and expansion.

If approved, these funds will be taken from the reserves.

A representative from the University City Police Department will be at the meeting to answer any questions.

**Recommended Motion: Motion to recommend disbursement of funds to University City Police Department, not to exceed \$200,000 total, for fiscal years 2026 and 2027.**

Attachments: Project Summary  
B-1 Budget Summary Form

**Describe the applicant/organization history or mission:**

The City of University City Municipal Code identifies the responsibility of the University City Police Department as the protection of rights of persons, the enforcement of ordinances and regulations, and the preservation of peace, order, and safety.

The University City Police Department is a proactive and community engaged municipal law enforcement agency, which provides full police services. The department is currently budgeted for seventy-nine (79) full-time commissioned officers and nineteen full-time (19) civilian employees. The City of University City is one of ninety-one (91) municipalities in St. Louis County; it is six (6.1) square miles in area and has a population of approximately 36,000. University City is one of the most densely populated communities in St. Louis County, with both a racially and socio-economically diverse demographic. University City is unique because it is bordered by eight (8) other municipalities, some of which are much smaller in population, with limited resources, so University City serves as a hub for these surrounding neighborhoods for grocery stores, restaurants, retail, and entertainment.

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

***Program/Project Description:***

The program endeavors to diminish criminal activity within the vibrant corridors of the Delmar Loop and the Olive Market Business Districts by bolstering police and security patrols and fostering community engagement initiatives. This strategic approach resonates with the mission of the EDRST board, which is dedicated to advancing the physical and economic revitalization of major corridors, including ensuring the safety of the patron and consumer base. By prioritizing people and safety, UCPD aim to cultivate an environment where consumers feel secure in both their natural environment, physical presence, and with their personal possessions, thereby encouraging continued patronage and sustained economic vitality within the area.

***Summary of Need:***

- Anticipated surge in criminal activity during warmer months.  
There are trending surges in criminal activity within the area and region for thefts, robberies, auto crimes, etc.... However, preventative measures are always best practice. Currently, UCPD is collaborating with outside unarmed security vendors to aid in proactive patrols for deterrence purposes for municipal lots, business districts, and high-volume tourists' areas.
- Desire to maintain a safe and secure environment for businesses and residents within the Loop Special Business District as well as the Olive Market Business District (Costco, Chick-fil-A, Canes, First Watch, Chase Bank, etc...).

**Goals and Objectives:**

- Reduce crime rates within the Loop Special Business and the Olive Market Business Districts during Spring '24/'25, Summer '24/'25, and Fall '24/'25
- Foster positive community-police relations for all business districts
- Provide an advantageous environment for business operations.

**Partners:**

- Loop Special Business District (LSBD) & Olive Market Business District
  - Financial support for private security patrols.
  - Assistance in coordinating community outreach events.
- Community
  - Reporting suspicious activities and incidents.
  - Participating in neighborhood watch programs.
- Police Department:
  - Engaging in community outreach efforts – community policing efforts.

**How the Program/Project Meets City Plans or Policies:**

- Aligns with the city's commitment to public safety and crime reduction initiatives.
- Supports economic development goals by fostering a safe environment for businesses to thrive.
- Promotes community engagement, aligning with the city's emphasis on citizen involvement in public safety matters.

**Objectives and Partnership Importance:**

- LSBD:
  - Financial support ensures sustained patrol efforts and high visibility.
  - Collaboration facilitates effective coordination of resources and events.
- Community:
  - Active involvement enhances community-police relations and increases trust.
  - Community input aids in tailoring patrol strategies to local needs.
- Police Department:
  - Implementation of patrols directly addresses the safety concerns of businesses and residents.
  - Community engagement initiatives build rapport and trust, improving effectiveness.
- City Planning Department:
  - This collaborative effort among key stakeholders is essential for the successful implementation of the program, fostering a safer and more vibrant environment within the Loop Special Business District.

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

No new jobs will be generated from this project, but highly trained private security officers will be strategically planned to proactively patrol business districts, municipal lots, and walkways.

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

The expected outcomes of the project entail a notable reduction in criminal activity within the Loop Business District and the Olive Market Business District during the anticipated surge in Spring, Summer, and Fall months. Through enhanced patrol efforts, we aim to create a safer environment conducive to business operations and community engagement.

Milestones will be strategically set to gauge progress, including but not limited to increased visibility of law enforcement presence, decreased crime rates, and heightened public perception of safety. Additionally, timely response to reported incidents and proactive crime prevention initiatives will be key indicators of success.

The project's success will be measured through a combination of quantitative and qualitative assessments, such as crime statistics analysis, feedback from local businesses and residents, and assessments of public sentiment regarding public safety perceptions.

**Total Budget:** \$200,000.00 for security upgrades and target hardening items such as surveillance cameras and deterrence aided signage.

**Amount of funding requested from EDRST:** \$200,000.00

Is this request anticipated to be a one-time request or multi-year? This project is expected to at least be a 2-year project. Therefore, there will be a need to repeat these efforts of security measures enhancement for next year. All the expected details will be repeated with the above methods.

EDRST B-1

**City of University City -- Police Department**

**Economic Development Retail Sales Tax**

**FY25 & FY26 Request for Funds: Budget Cost Summary**

**Applicant - Univ. City Police Department**

**Project - Business District Security Enhancement**

**Amount of Request - \$350,000 for 2 years total**

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

	<b>Total EDRST Funds</b>	<b>Applicant's Cash Funds</b>	<b>Applicant's Non-Cash Contributions</b>	<b>Other Funds</b>	<b>Project Total</b>
<b>I. Project or Program Direct Costs*</b>					
Implementation of LPRs and Surveillance	<b>\$ 100,000</b>				\$ 100,000
Implementation of Private Security Patrols	<b>\$ 80,000</b>				\$ 80,000
UCPD Signage deterring criminal activity	<b>\$ 20,000</b>				\$ 20,000
<b>Total Direct Costs</b>	<b>\$ 200,000</b>				\$ 200,000
<b>II. Indirect Costs**</b>					
Operations -- incorporated within UCPD	<b>\$ -</b>				\$ -
<b>BUDGET TOTAL - ALL ACTIVITIES</b>	<b>\$ 200,000</b>				\$ 200,000

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

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





## OFFICE OF THE ECONOMIC DEVELOPMENT

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: September 30, 2025

SUBJECT: Agenda Item 6(i)(2) – C-17 Commissary Funding Request - **Vote Required**

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This memorandum asks the Board to consider a funding request from WY Hospitality Group (owner of Corner 17) for their Commissary Kitchen project which will be an expansion of their existing business in the University City Loop.

#### **Executive Summary**

This memorandum details the request from WY Hospitality Group, LLC for a grant in the amount of \$438,178. At-a-glance details about the project are listed below.

**Project Name:** C-17 Commissary Kitchen

**Applicant:** WY Hospitality Group, LLC

**Location:** 8201 Olive Boulevard. (formerly Royal Bank)

**Proposed Scope:** Commissary kitchen and warehouse, 2 retail stores

**Zoning:** General Commercial. Proposed use is permitted

**Timeline:** October/November 2025 – September 2026

**Job Creation:** 20 full-time positions, 10 part-time positions

**Total Project Cost:** \$7,250,000

**Amount of EDRST Funds Requested:** \$438,178 (one-time request)

**Staff's Recommendation:** Staff is not prepared to make a recommendation at this time. Staff was presented with additional information after our consultant reviewed the initial materials which renders our consultant's recommendation outdated.

### **Project Description**

The proposed project is a \$7.25 million mixed-use project primarily consisting of a commissary kitchen occupying the 13,275 sq. ft. adjoined by two retail/restaurant spaces at a combined 3,400 sq. ft. The project calls for the demolition of the existing bank building and the construction of the commissary kitchen and two retail spaces. Applicant WY Hospitality Group, LLC (C-17 team) currently owns two businesses in the University City Loop; Corner 17 and the W Karaoke Lounge. The C-17 team recently purchased the parcel at 8201 Olive Boulevard with the goal of expanding their business to include catering services to the community and the production of packaged products to be distributed through local supermarkets. The project also envisions the development of two additional spaces that will further contribute to the city's economic activity and revitalization along Olive Blvd.

This parcel is zoned General Commercial and the proposed use is permitted.

The tentative timeline for the project is October/November 2025 – September 2026, which is just shy of one year. Dates may shift depending on whether the requested incentives are approved.

### **Alignment with City Goals**

The C-17 team anticipates that this project will create the following jobs:

#### **Full-time jobs: 20**

- 1 General Manager: \$75,000
- 1 Kitchen Manager: \$65,000
- 1 Kitchen Assistant Manager: \$60,000
- 1 Warehouse Manager: \$60,000
- 16 Kitchen staff: \$ 15-18 per hour depending on the position

#### **Part-time jobs: 10**

- 2 Office Clerk: \$16 per hour
- 5 Warehouse stocker: \$20 per hours
- 3 Kitchen staff: \$17per hour

This project is consistent with the 2024 Comprehensive Plan, the Third Ward Revitalization Plan, the Olive Boulevard Commercial Corridor and Residential Conservation Redevelopment Plan, and the Economic Development Strategy. The proposed development is centered in the third ward and located in RPA3, an area that has been targeted for revitalization.

### **Requested Incentives**

The C-17 team's initial request for EDRST funding was received in February 2025 for \$662,340. This information was submitted to the city's consultant for review. The city's consultant opined that the developer's requested incentive amount of \$662,340 exceeded the consultant's realistic sales and valuation assumptions. Our consultant recommended a combined TIF and EDRST note valued at \$574,950.

At City Manager Rose's request, staff prepared a financial model estimating the total value of a Chapter 100 tax abatement over a 10-year period with 100% abatement in years 1-5 and 50% abatement in years 6-10 with a Sales & Use Tax Exemption on Construction Materials. This model yielded a total gross benefit of \$411,897; \$247,527 in Sales & Use Tax Exemption on Construction Materials and \$164,370 in real property tax abatement. This offer was extended to the C-17 Team on August 19, 2025. The offer was not accepted. A counter-offer was received for 100% tax abatement for all 10 years instead of the tiered approach offered by the city. This counter-offer was received on Monday, September 29<sup>th</sup> and has been taken under consideration by the City Manager.

It is important to note that since the initial request was received, the C-17 team has submitted two updated estimates for construction costs. In April of 2025, an update estimate was provided, and the request was increased to \$799,153. The estimate included in the counteroffer received on September 29<sup>th</sup> is \$1,001,129. Additionally, updated projections were submitted on August 13, 2025.

It is also important to note that the C-17 team's request for \$438,178 in EDRST Funding is in addition to the real property tax abatement and sale and use tax exemption requests.

### **Staff's Recommendation**

The city received a recommendation from its consultant based on the original request and the original projections that were received in February. Our consultant completed his report and provided a recommendation for economic development incentives. The applicant submitted updated numbers after the report was completed. Staff is now working to determine next steps, including whether to re-engage the consultant for an additional fee. Because of this, staff is not prepared to make a recommendation.

Representatives from the C-17 team will be present at Thursday night's meeting to discuss their request.

Attachments:           C-17 Application  
                              B-1 Budget Form



## **Economic Development Retail Sales Tax Board**

6801 Delmar Boulevard • University City, Missouri 63130 • 314-505-8500 • Fax: 314-862-3168

# **ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS GENERAL FUNDING REQUEST APPLICATION**

## **GENERAL INFORMATION**

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

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

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

## **WHO CAN APPLY**

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



## Economic Development Retail Sales Tax Board

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

# APPLICATION FOR ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS

**Directions.** Please complete all sections of the application. If a question does not apply to a project, please indicate “n/a” for not applicable. Please refer to “Economic Development Retail Sales Tax Board Funding Priority Guidelines” for guidance. Applications should be submitted to Becky Ahlvin, Economic Development Manager, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or [bahlvin@ucitymo.org](mailto:bahlvin@ucitymo.org). For questions call 314-505-8516.

Application Date: September 29, 2025

Project Title: **C-17 COMMISSARY PROJECT**

## SECTION 1: APPLICANT/ORGANIZATION INFORMATION

### 1. Applicant/Organizational Information

Name of Applicant/Organization: WY Hospital Group, LLC

Contact Person and Title: Xin Wei (Ivan), Manager of WY Hospital Group, LLC

Mailing Address: 6623 Delmar Blvd., University City, MO 63130 \_\_\_\_\_

Phone Number: 917-669-2052 \_\_\_\_\_

E-mail Address: [xinwei0504@gmail.com](mailto:xinwei0504@gmail.com) \_\_\_\_\_

Website: N/A \_\_\_\_\_

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

- a. Xin Wei – Manager and Member  
6623 Delmar Blvd., University City, MO 63130  
917-669-2052, [xinwei0504@gmail.com](mailto:xinwei0504@gmail.com)
- b. Danfeng Wei – Member  
6623 Delmar Blvd., University City, MO 63130  
917-669-2052
- c. Xue Ying Wei – Officer  
6623 Delmar Blvd., University City, MO 63130  
917-669-2052

Type of Entity:

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

501(c) 3:

- ☐ Yes ☒ **No** If no, list type of entity: Missouri limited liability company

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

- ☒ **Yes** ☐ **No** (Note: Applicant is minority-owned, but is not a federal or state certified MBE contractor).

## 2. **Applicant/Organization Background**

Describe the applicant/organization history and mission:

Our family owns **Corner 17 Restaurant** and **The W Karaoke Lounge** on the Delmar Loop, and we've proudly been part of the University City community for more than ten years. Both locations have become popular gathering spots in the neighborhood.

In 2023, we expanded to Washington University's campus by offering Corner 17 there as well. Our mission is to promote cultural awareness and diversity, and to celebrate community through food culture. Looking ahead, we hope to bring Corner 17 to other school campuses across St. Louis—and eventually, nationwide.

To meet this growing demand, we are building a **commissary kitchen and warehouse on Olive Blvd in University City**, which will support our expansion. From this facility, we will also offer **catering services to the community**, as well as produce **packaged products** to be distributed through local supermarkets.

Our vision is to grow from our roots in University City into a business that reaches and connects communities across the country.

## 3. **Describe the applicant/organization programs and activities:**

Our **commissary kitchen** will produce the ingredients and materials needed to support the continued growth of our Delmar Loop location, while also preparing dishes for students at WashU—and eventually, at UMSL and SLU as well. In addition, the commissary will provide **catering services** for local businesses and residents, helping us serve the broader community. We are also manufacturing **packaged foods** to be sold through local markets. As part of this project, we are developing **two new retail spaces** to attract potential retail investors, further contributing to economic activity and revitalization along Olive Blvd in University City.

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

Please see attached Certificate of Manager of WY Hospitality Group, LLC Regarding EDRST Application.

## SECTION 2: PROGRAM OR PROJECT INFORMATION

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

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

Please see **Attachment 1 – Project Summary (Question 4 of Application)**.

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

#### **Full-time jobs: 20**

1 General Manager: \$75,000  
1 Kitchen Manager: \$65,000  
1 Kitchen Assistant Manager: \$60,000  
1 Warehouse Manager: \$60,000  
16 Kitchen staff: \$ 15-18 per hour depending on the position

#### **Part-time jobs: 10**

2 Office Clerk: \$16 per hour  
5 Warehouse stocker: \$20 per hours  
3 Kitchen staff: \$17per hour

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

Both our Delmar and on-campus locations continue to thrive, and we are hopeful that our packaged **products** will soon be available in supermarkets throughout the St. Louis area. We also envision more retail businesses opening along Olive Blvd, accompanied by new development and modern buildings, transforming the area into a truly international destination for our community.

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

8021 Olive Blvd, University City, MO 63130 (vacant Royal Bank site)



Program or Project Timetable:

- **October/November 2025** – Begin demolition
- **End of June 2026** – Complete build-out
- **September 2026** – Facility opens and operations begin

Type of Funding Request (check all that apply):

☒ **Project**

☐ Program

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

Total Budget: \$7,250,000

Amount of funding requested from EDRST:

Streetscape Improvements:	\$162,210
<u>Flood Plain Site Work:</u>	<u>\$275,968</u>
Total:	\$438,178

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

One-time request.

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

Please see attached EDRST B-1.

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

Name of Applicant Organization:

**WY HOSPITALITY GROUP, LLC**

  
Xin Wei, Manager

09/29/2025

Date

## **ATTACHMENT 1**

### **PROJECT SUMMARY (QUESTION 4 OF APPLICATION)**

We strongly believe that this Project is exactly the type of project that EDRST is designed to help. The Project will be a substantial retention and expansion project for a loyal, home-grown University City business.

The Project is a \$7,250,000 new construction project that will include a 13,275 square-foot commissary kitchen that will supply food for our Delmar Loop and Wash U locations, while also providing catering services to the community. In addition, it will produce packaged foods such as dumplings and noodles for distribution through local supermarkets, including specifically supermarkets located in University City. The Project will also include 3,500 square feet of retail space. It will bring many new jobs to Olive Boulevard. The Project is located at 8021 Olive Boulevard (the "Property"), which is the now-vacant Royal Banks site.

We believe that the Project is consistent with the 2024 Comprehensive Plan, the For the 3rd Ward Housing & Revitalization Plan, and the Olive Boulevard Commercial Corridor and Residential Conservation Redevelopment Plan.

We believe that the Project will help encourage and facilitate development within the vicinity of the Project on Olive Boulevard. The Property is directly across the street from the proposed Seafood City redevelopment site, and we believe that the successful development of the Project will further demonstrate the viability of this part of Olive Boulevard to proposed developers, investors, lenders, and tenants. Part of the EDRST request is for funding for streetscape improvements along this important stretch of Olive Boulevard.

The Project will generate substantial sales tax. Some of this sales tax will be captured by the Market at Olive TIF, which can be used for other projects within RPA 3 (e.g., the anticipated Seafood City redevelopment project). Some of the portions not captured by the Market at Olive TIF will go to the City. Specifically, the Project will generate EDRST that will help pay back the City for its investment in the Project.

We need EDRST help because the Property is a very difficult development site and the Project will require substantial site work. Per the enclosed site plan, nearly all of the Property is in a flood plain (shown in blue) and a portion of the Property is actually in the floodway (shown in red). The Royal Banks building experienced significant flooding issues.

The total site work will cost \$1,001,129, which includes the work to bring portions of the site out of the flood plain, soil remediation, streetscape improvements, site plan requirements, and building demolition. Without the extensive site work, only a smaller portion of the Property will be usable. This smaller footprint may work for a fast food restaurant, but it will not work for this Project or for any other development of scale.

We are specifically requesting the following:

**1. Streetscape Improvements - \$162,210**

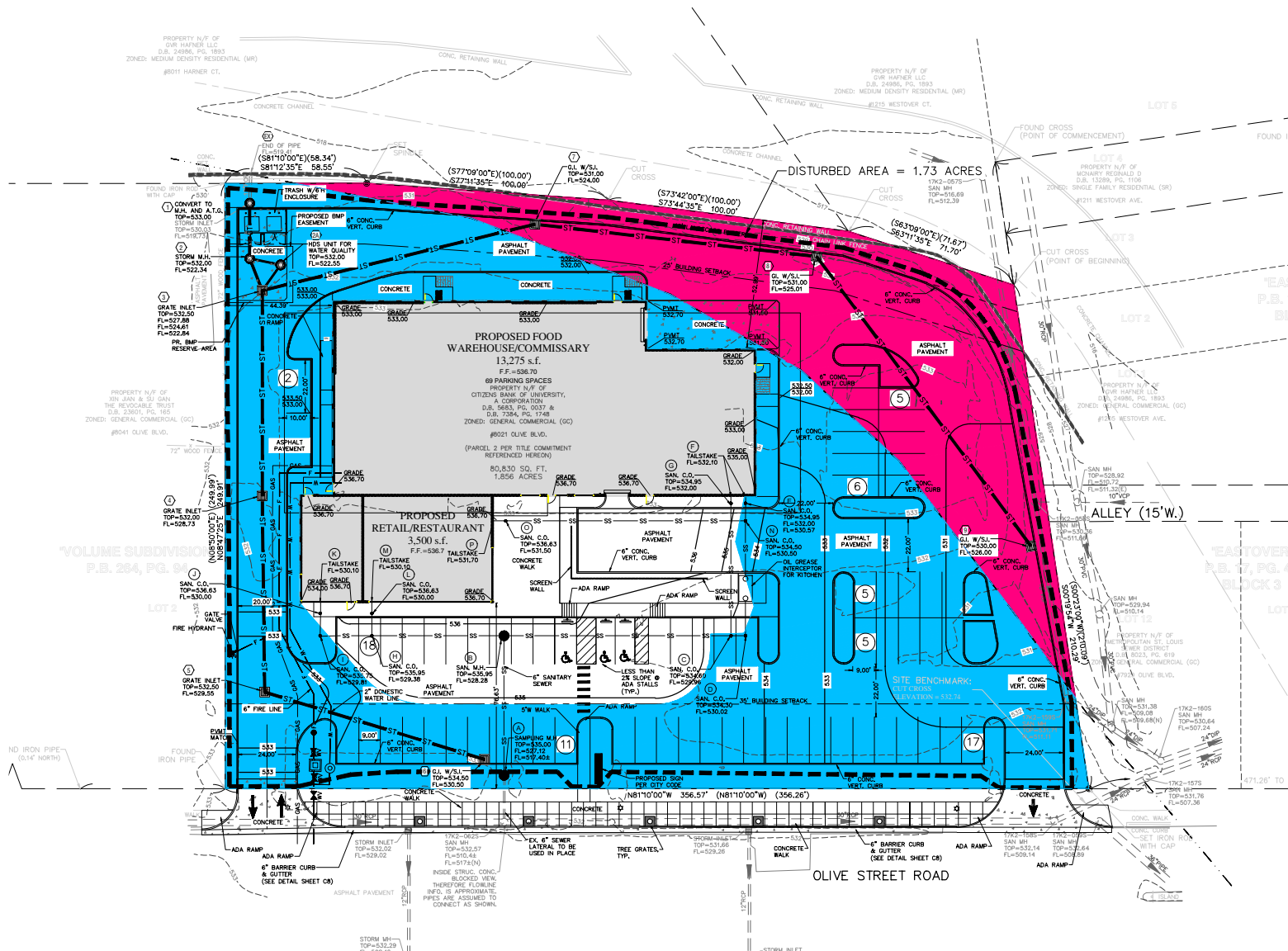
This request is for the costs of streetscape improvements along Olive Boulevard to comply with Olive Boulevard Corridor requirements. This request is further itemized as follows:

<b>Item</b>	<b>Cost</b>
Excavation Concrete Walks Tree Grates Trees Street Lights	\$125,000
Irrigation – Olive Boulevard	\$8,000
Allocated Contractor's Fee	\$29,210
<b>TOTAL:</b>	<b>\$162,210</b>

**2. Flood Plain Site Work - \$275,968**

This request is for the costs of site work to remove portions of the Property out of the flood plain.

<b>Item</b>	<b>Cost</b>
Raise Site out of Flood Plain, Compaction Testing	\$117,940
Partial Storm Sewer Costs	\$55,000
Site Remediation Due to Soil Issues	\$73,818
Allocated Contractor's Fee	\$29,210
<b>TOTAL:</b>	<b>\$275,968</b>



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**SITE IMPROVEMENT PLANS**  
**C17 FOOD COMMISSARY**  
**W/RESTAURANT/RETAIL**  
8021 OLIVE BLVD.  
UNIVERSITY CITY, MO 63130

**Proj. # 2567**

**SITE, GRADING AND GEOMETRY PLAN**

**C4**

25MSD-00087  
BASE MAP: 17K2

**EDRST B-1**

**City of University City**  
**Economic Development Retail Sales Tax**  
**FY25 Request for Funds: Budget Cost Summary**

**Applicant: WY Hospitality LLC (Corner 17)**

**Project: Corner 17 Commissary Project**

**Amount of Request: \$438,178**

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

	<b>Total EDRST Funds</b>	<b>Applicant's Cash Funds</b>	<b>Applicant's Non-Cash Contributions</b>	<b>Other Funds</b>	<b>Project Total</b>
<b>I. Project or Program Direct Costs*</b>					
Streetscape Improvements	<b>\$ 162,210</b>				\$ 162,210
Flood Plain Site Work	<b>\$ 275,968</b>				\$ 275,968
Land Acquisition		\$1,200,000			\$ 1,200,000
Additional Site Work		\$562,951			\$ 562,951
Building Construction		\$5,048,871			\$ 5,048,871
<b>Total Direct Costs</b>	<b>\$ 438,178</b>				\$ 7,250,000
<b>II. Indirect Costs**</b>					
Operations					\$ -
<b>BUDGET TOTAL - ALL ACTIVITIES</b>	<b>\$ 438,178</b>				\$ 7,250,000

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

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



## 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: Becky Ahlvin, Economic Development Manager  
DATE: September 26, 2025  
SUBJECT: Agenda Item 6(i)2 – FY25 Façade Improvement Program – Tentative Schedule for Applications – **Vote Required**

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This agenda item asks the Board to approve the tentative schedule for FY26 Façade Improvement Program Applications.

THE FY26 Budget includes an allocation of \$150,000 for the Façade Improvement Project. Staff is proposing the following tentative schedule for accepting applications:

October 3– December 8:	Staff to advertise/market the program
October 15 – December 23:	Application period (closes at 5pm on December 23)
December 23– January 5:	Staff review period and due diligence
January 8, 2026:	Applications submitted to EDRST Board for Review/Approval
January 12, 2026:	EDRST Board recommendation submitted to City Manager for Review/Approval
January 19, 2026:	Applications submitted to City Council for Review/Approval
February 1 – June 30:	Work to commence; projects completed by June 30, 2026.

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

**Recommendation: None**

Attachments: None