

Economic Development Retail Sales Tax Board

Applications

Fiscal Year 2015 (July 1, 2014 - June 30, 2015)

Applicant	Project Summary	Requested Funding	Location
1	University City Chamber of Commerce	Revitalize the University City Chamber through long term economic development, marketing, and training programs	\$52,927 Citywide
2	Loop Media Hub	Design and engineering of Gigabit wireless and supporting fiber optic network	\$44,280 Delmar Loop
3	University City Loop Special Business District	Expand the Loop Ice Carnival to a 3-day event in January 2015	\$30,000 Delmar Loop
4	University City Loop Special Business District	50,000 full color Loop brochures, distributed throughout the year	\$12,000 Delmar Loop
5	University City Loop Special Business District	Delmar Loop enhanced presence on the St. Louis Visitors Commission website, www.explorestlouis.com	\$4,000 Delmar Loop
6	University City Loop Special Business District	Delmar Loop ad placed in the official St. Louis Visitors Guide (385,000 copies printed)	\$10,500 Delmar Loop
7	University City Loop Special Business District	Replace and update St. Louis Walk of Fame stars and plaques in the sidewalk	\$6,000 Delmar Loop
8	University City Loop Special Business District	Provide search engine optimization for the www.visittheloop.com website	\$24,000 Delmar Loop
9	University City Loop Special Business District	Update www.visittheloop.com website - compatibility with smart phones, tablets, etc.	\$16,000 Delmar Loop
10	University City Loop Special Business District	Addition of security cameras in Parking Lot #3 located behind Fitz's	\$25,000 Delmar Loop
11	University City Loop Special Business District	"Welcome to the Loop" illuminated sign across Delmar Blvd, east of Kingsland	\$90,000 Delmar Loop
12	University City Loop Special Business District	Expansion of parking lot #4, north of Cicero's and Starbucks	\$250,000 Delmar Loop
13	University City Loop Special Business District	Funding for "Style in the Loop" - a fashion show event on Delmar Blvd in September 2014	\$5,000 Delmar Loop
14	U City in Bloom	Maintain existing 90 containerized gardens and 80 newly planted trees in the Loop	\$7,744 Delmar Loop
15	U City in Bloom	Plant and care for nine existing gardens on Olive Blvd between Skinker and Midland	\$13,041 Olive Boulevard
16	U City in Bloom	Install, plant, and maintain 76 hanging baskets on Olive Blvd between Midland Grant	\$21,945 Olive Boulevard
17	U City in Bloom	Install, plant, and maintain 78 hanging baskets on Olive Blvd between Skinker and Midland	\$38,493 Olive Boulevard
18	U City in Bloom	Install, plant, and maintain 48 hanging baskets on Olive Blvd between Kingsland and Midland (* note: a smaller proposal amount than the one above; not an additional, \$23, 688)	Olive Boulevard
19	U City in Bloom	Maintain and care for approx. 70 newly trees planted along Olive Blvd	\$9,380 Olive Boulevard
20	U City in Bloom	Install and maintain ground cover around 70 newly planted trees on Olive Blvd	\$11,624 Olive Boulevard
21	The Collaborative	Feasibility study for the installation of broadband fiber on Olive Boulevard	\$85,000 Olive Boulevard
22	City of University City, Department of Public Works and Parks	Install 2 additional pedestrian-scale lights and new LED lights at the Melville Plaza to enhance public safety	\$20,000 Delmar Loop
23	City of University City, Department of Public Works and Parks	Installation of ADA-compliant sidewalks on Olive Blvd between Coolidge and Grant	\$87,000 Olive Boulevard
24	City of University City, Department of Public Works and Parks	Installation of ADA-compliant sidewalks on Olive Blvd between Woodson to Coolidge	\$82,000 Olive Boulevard
25	City of University City, Department of Community Development	Economic Development administration - staff and REA efforts	\$100,000 Citywide
26	City of University City, Department of Community Development	Prepare and distribute brochures, mailers, and other promotional materials	\$10,000 Citywide
27	City of University City, Department of Community Development	Installation of street banner signs installed in the International District on Olive Blvd	\$20,000 Olive Boulevard

TOTAL AMOUNT REQUESTED **\$1,075,934**

EDRST BOARD BUDGET ESTIMATE **\$575,000**