



Economic Development Retail Sales Tax Board  
April 23, 2014 Meeting Transmittal Cover Sheet

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April 21, 2014

**Board Members:**

The packet for the April 23<sup>rd</sup> Economic Development Retail Sales Tax Board meeting contains the following materials:

1. April 23<sup>rd</sup> Meeting Agenda
2. Meeting Minutes, March 27<sup>th</sup> EDRST meeting – DRAFT
3. Meeting Minutes, April 9<sup>th</sup> EDRST Public Hearing – DRAFT
4. University City Department of Community Development FY15 Application – Administration
5. University City Loop Special Business District Application FY15 – Tree Grates
6. University City Chamber of Commerce – Follow-up information from March 27<sup>th</sup> Meeting
7. Public Works – Follow-up information from March 27<sup>th</sup> Meeting
8. Loop Media Hub – Follow-up information from March 27<sup>th</sup> Meeting
9. COCA – Letter of support for Loop Media Hub Application
10. University City Chamber of Commerce – Letter of support for The Collaborative Application
11. Steve Stone – Email in support of the Loop Special Business District Application to expand parking lot #4
12. M.D. Rothschild II - Email in support of the Loop Special Business District Application to expand parking lot #4
13. Stanley L. Hoffman - Email in support of the Loop Special Business District Application to expand parking lot #4
14. Derek Deaver - Email in support of the Loop Special Business District Application to expand parking lot #4
15. Jessica Bueler - Email in support of the Loop Special Business District Application to expand parking lot #4
16. Staff Analysis and Recommendation for FY 15 Funding

~~~~~Please contact Andrea Riganti, Director of Community Development at (314) 505-8516 with  
~~~~~questions.

~~~~~Thank you.



**Economic Development Retail Sales Tax Board**

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

**AGENDA**

**ECONOMIC DEVELOPMENT RETAIL SALES TAX BOARD**

Heman Park Community Center

975 Pennsylvania Ave, University City, MO 63130

4:00 p.m.; Wednesday, April 23, 2014

1. **Roll Call**
2. **Approval of Minutes**
  - a. 3/27/14 meeting minutes (*discussion and vote*)
3. **Old Business**
  - a. Fiscal Year 2015 Budget\* (*discussion and vote*)
4. **New Business**
5. **Other Business**
  - a. Public Comments (Limited to 3 minutes for individual's comments, 5 minutes for representatives of groups or organizations).
6. **Reports**
  - a. City Council Liaison
  - b. Staff Report
7. **Roll Call Vote to Go Into Closed Session.** RSMo 610.021(2) leasing, purchase or sale of real estate.
8. **Adjournment**

\* **NOTE:** Hardcopies of the Economic Development Retail Sales Tax Fiscal Year 2015 APPLICATIONS are available for the public to review at the University City Public Library, Centennial Commons, and City Hall, 4<sup>th</sup> Floor. Electronic copies are available on the City's website, [www.ucitymo.org](http://www.ucitymo.org). For the direct link, please email Jodie Lloyd at [jilloyd@ucitymo.org](mailto:jilloyd@ucitymo.org).

**Economic Development Retail Sales Tax Board**  
**Meeting Minutes**  
**March 27, 2014**  
**6:00 p.m.**

The Economic Development Retail Sales Tax Board (EDRSTB) held a meeting at the Heman Park Community Center located at 975 Pennsylvania, University City, Missouri on March 27, 2014. The meeting commenced at 6:03 p.m.

**Voting Members Present**

Barbara Sydnor (Chairperson)  
Mark Winer  
Tom Peters

**Voting Members Absent**

Robert Kuhlman, Jr. (Excused)  
Jackie Wellington (Excused)

**Non-Voting Ex-Officio Members Present**

Shelley Welsch, Mayor  
Joe Edwards

**Staff Present**

Andrea Riganti, Director of Community Development  
Raymond Lai, Deputy Director of Economic and Community Development  
Jodie Lloyd, Manager of Economic Development

**Approval of Minutes**

The minutes of the January 15, 2014 meeting were reviewed, discussed, and approved by a vote of 3-0.

**Old Business**

No old business

**New Business**

- a) Election of Officers  
Ms. Sydnor was nominated and approved to continue as Board Chair. Mr. Winer was nominated and approved to continue as Board Vice-Chair. Ms. Wellington was nominated and approved to continue as Board Secretary.
  
- b) Chamber Request to become an Ex-Officio EDRSTB Member  
Staff provided an overview of Chamber letter from January 14, 2014, a request to become an Ex-Officio member. In the past, the Olive Business Association was listed as an Ex-Officio member. That organization no longer exists so now the Chamber would like to become a member.

Anne Carr, Chamber Director, explained that the Chamber has a new Olive Blvd. Subcommittee. The members of the Subcommittee are Chamber members. Board wants to make certain that the Chamber representative is a "voice" for Olive Blvd., not just Chamber members. Ms. Carr indicated that Matt Beaver, Chamber President, would like to become the Chamber's representative as the Ex-Officio member. Mr. Peters wanted to make sure all the Olive Blvd businesses get the information about the Board. Mr. Peters wanted to see the position for a year or six months temporarily.

The Board voted and accepted the recommendation that the Chamber of Commerce have a one-year

ex-officio non-voting member on the Economic Development Retail Sales Tax Board. The person must be a member of the Olive Boulevard Subcommittee. The recommendation will be presented to City Council for discussion.

- c) EDRST FY 15 requests for funds – Representative from the below organization gave presentations on request for EDRST FY 2015 funds (see attached spreadsheet on funding requests) . Each organization was given 15 minutes.

i. U City in Bloom

Jesse Gilbertson, Director of Horticulture for U City in Bloom – Discussed funding requests for six projects. Priority project would be the Olive Gardens, maintenance of 9 gardens. Mr. Peters asked how much funding U City in Bloom received out of the City general fund to maintain City gardens. Mr. Gilbertson indicated \$80,000.

ii. Chamber of Commerce

Anne Carr, Executive Director, Chamber of Commerce – Requesting \$52,927. The funds would be used to provide data for the City's real estate website, to support the Taste of U City, to build local leadership through the Olive Blvd Subcommittee, to support the Small Business Workshops, and to provide training for Lynda.com through the Chamber site.

Mr. Winer asked about the status of the Olive Subcommittee. Ms. Carr indicated that at first the committee will focus on two of the four districts, the International District and the Interchange District. The Chamber will work with the City to make business owners aware of the Façade Program and to bring in new businesses. The Chamber is providing an organization for Olive businesses to have a voice. The Subcommittee could be expanded to include all four districts of Olive Blvd.

Mr. Peters liked that the Chamber is providing training programs. He had questions about the use of the funds and success since the EDRST Board just allocated funds to the Chamber in January. He would like information about how many businesses have been contacted or information related to how the Chamber is using the current funds from January-June.

Ms. Sydnor asked how many Chamber members on Olive Blvd. Ms. Carr did not have specific number.

iii. Loop Media Hub

David Sandel, Program Manager, Loop Media Hub – Requesting \$44,280 for design and engineering of a gigabit wireless and supporting fiber optic network. The Loop Media Hub's vision was to become the site of the first gigabit city in the St. Louis area. Mr. Sandel introduced Mike Orlowski, the attorney for the Loop Media Hub Board. He would develop a license agreement and to finalize an agreement with an ISP. Mr. Sandel explained that the project could be extended to Olive Blvd. A deliverable to the EDRST Board would include a yearly report on economic development impact of the project.

Mr. Peters asked about Washington University's funding of the project. Mr. Sandel indicated they have four universities coming on-board and interested in the capacity of the fiber. Multiple departments of Washington University would be interested. Mr. Peters wanted to see more information about Washington University's involvement and commitment to the project. Mr. Orlowski indicated that end users will have to pay a lateral fee to connect to the fiber, including Washington University. Mr. Sandel indicated that students will come into the Loop, which will increase the economic development of the area.

Ms. Sydnor asked if businesses will still have to pay for the service? Mr. Sandel stated yes but

pricing was still to be determined. Expansion of fiber by adding lateral was discussed.

- iv. Loop Special Business District  
Joe Edwards, President of the Loop Special Business District discussed the requests for funds (see attached spreadsheet).

- v. The Collaborative  
Eric Friedman, University City resident and a founder of The Collaborative; Michael Mindlin, Principal at Perkowitz + Ruth; and Matt Bauer with Development Strategies – Discussed the requested \$85,000 in funds. The Collaborative is a new business model to foster economic development. The project would study the feasibility of adding fiber along Olive Blvd. The project would also look at the highest and best use for the City-owned property on Olive Blvd as well as for the entire corridor. Through this project, the Collaborative wants to leverage control of fiber and real estate and bring these things together for a broader regional vision.

Mr. Winer asked how the project differs from the Loop Media Hub. Mr. Friedman indicated that the project was in alignment, but in a different way. The Collaborative brings expertise including real estate.

Mr. Peters asked about the funding to clarify that The Collaborative project is \$125,000 and request for funds is \$85,000. Mr. Friedman concurred. Mr. Peters also enquired if The Collaborative would look at 2-3 sites for the highest and best use, not just the City's property. Mr. Friedman concurred and Mr. Mindlin discussed that The Collaborative would also bring additional resources to the project including funding opportunities.

- vi. Department of Public Works and Parks  
Sinan Alpaslan, Deputy Director of Public Works and Parks and City Engineer – Discussed the funding requests for 3 projects (see attached spreadsheet). Regarding sidewalk improvement projects, Mr. Alpaslan explained that the existing sidewalk segments need replaced. The sidewalks are broken and not up to ADA standards. Although the right of way is owned by the Missouri Department of Transportation, the City has been making sidewalk improvements to Olive Blvd and has been maintaining the sidewalks. The sidewalk projects would improve the curb appeal of Olive Blvd.

Mr. Winer asked about the existing trees on Olive Blvd. Mr. Alpaslan indicated that in one section the sidewalk can be improved without impacting the trees. However, in one section, the newer, younger trees can be replanted.

Mr. Peters asked about a plan for Olive Blvd. Mr. Alpaslan indicated that the City has the Olive Blvd. Design Guidelines and the City uses the document to design new projects. Mr. Peters also inquired about funding for the sidewalks next to Heman Park. Mr. Alpaslan stated that those sidewalks were funded through the federal government transportation funds as an 80/20 match and that the City can continue to apply for federal grants for sidewalks but that money is not guaranteed. Mr. Peters requested a map of Olive Blvd and where the improvements have been completed and where they are planned.

- vii. Department of Community Development  
Andrea Riganti, Director, Department of Community Development – Requesting \$100,000 in funding for administration to continue to provide staffing for economic development activities. City works on retention, expansion, and attraction efforts throughout the year, partnering with the existing businesses and looking for opportunities for new businesses to come to the City. The vision for Olive Blvd. is expressed in the Comprehensive Plan and an update will occur

later this year and in 2015. City staff will continue to provide staff reports and quarterly updates to the Board. The second request is to continue marketing efforts and materials in the amount of \$10,000. And the final request is to fund street banner signs in the International District on Olive Boulevard in the amount of \$20,000. This would help enhance the physical environment of the street, coupled with the façade improvement program. The signs would be substantial including material that would not deteriorate.

Mr. Peters would like additional information about what the EDRST Board funded last year. He also would like to have a plan for the EDRST and to create a goal for the EDRST in line with the City planning efforts. Ms. Riganti suggested that the EDRST members to involve in the update of the Comprehensive Plan.

## **Other Business**

Public Comments –

Jane Zinni – lives in the “Musick neighborhood”

Ms. Zinni stated that gigabit fiber on Olive Blvd would be a good idea but not sure how this project relates to the Delmar project. The City should figure out the connection before giving money to the organizations. Ms. Zinni wanted to see the sidewalks developed in a coherent fashion.

Greg Pace, 7171 Westmoreland

Mr. Pace stated that the Economic Development fund should be spent in University City. He indicated that the Loop Ice Carnival was being funded mostly by University City, but more than 1/6<sup>th</sup> of the activity occurred in the City of St. Louis. Improvement costs for the new Fire House on Westgate Ave. were more than expected.

Ellen Bern, 7001 Washington

Ms. Bern stated that the Board should consider balance in the activities funded such as the promotional events. The City should have a “strategic plan” for the next 5 years. The City should have comprehensive review of things like parking, signage, hanging baskets, and public art with community input. Their long-term benefits should be considered. The City should get “buy in” on projects from the business community on Olive Blvd. The Chamber can percolate that relationship. Ms. Bern’s stated that high-speed internet will be a game-changer for the City. Ms. Bern’s stated that the Chamber president is appropriate to be the Ex-Officio member on the Board.

## **Reports**

- a. Council Liaison Report –Mayor Welsch stated that the Federal Transit Administration has approved funding for the Trolley. If all goes well, the Trolley should be up and running by Fall 2015. She also stated that the City was working with St. Louis County and the Crown Center on senior issues. Captain Jackson was starting another effort for the Citizens Police Academy. Applications will be available soon.
- b. Staff Report- Ms. Riganti indicated that the next step for the Board is a public hearing scheduled for April 9<sup>th</sup>. The Board members are welcome to be present but if not, minutes will be available. Staff will analyze applications and put forward a recommendation at the next meeting on April 16<sup>th</sup>.

The City has a new Manager of Economic Development, Jodie Lloyd. Ms. Lloyd updated the Board on economic development activity in the City including construction projects, the Façade Improvement Program, and the Olive Blvd real estate website. Ms. Lloyd indicated that the City is partnering with the Chamber of Commerce on the Small Business Workshop and other projects.

Mr. Winer wanted clarification on the expanded parking lot funding request. The requested amount would be in addition to the amount funded last year. Mr. Winer also asked about development in the I-

170 and Olive Blvd area. Ms. Riganti stated that an intergovernmental agreement has been created for joint redevelopment efforts. That plan has been postponed by the Olivette City Council and the University City City Council.

Mr. Peters want to consider funds previous approved but not used. Ms. Riganti stated that the funding had been set aside in reserves. Ms. Riganti indicated that staff will provide quarterly reports to the Board and at that time the Board can consider what to do with projects that have not used allocated funding. Ms. Syndor stated that if money is not used, there needs to be a reasonable amount of time to use it or put it back into the EDRST fund. Ms. Riganti stated that staff will develop policies for the recommendation.

There being no further business, there was a motion for the Board to go into closed session to discuss a real estate matter, pursuant to RSMO 610.021 (2). The motion was passed unanimously and the Board went into closed session.

Respectfully submitted

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Jackie Wellington  
EDRSTB Secretary

Prepared by: Jodie Lloyd,  
Manager of Economic Development

**Economic Development Retail Sales Tax Board  
Public Hearing  
Meeting Minutes  
April 9, 2014  
6:30 p.m.**

The City of University City's Economic Development Retail Sales Tax Board held a public hearing at the Heman Park Community Center located at 975 Pennsylvania, University City, Missouri on April 9, 2014. The Public Hearing was to solicit comments on the FY 2015 budget for Economic Development Retail Sales Tax funds.

**Staff Present**

Andrea Riganti, Director of Community Development  
Raymond Lai, Deputy Director of Economic and Community Development  
Jodie Lloyd, Manager of Economic Development

**Voting Members Present**

Robert Kuhlman, Jr.

**Non-Voting Ex-Officio Members Present**

Joe Edwards

**1. Welcome and Introductions**

Ms. Riganti introduced the staff present, Mr. Kuhlman and Mr. Edwards.

**2. Economic Development Retail Sales Tax (EDRST) Overview (see presentation attached)**

Ms. Riganti gave an overview of the EDRST including the use of revenue as stated in the City's municipal code and use of the funds to date, projects and programs. Ms. Riganti also review past expenditure amounts and explained that FY 2015 budget is projected to be about \$575,000. Ms. Riganti also explained the next steps for the funding requests, including discussion and vote at the next EDSRT Board meeting followed by adoption of the budget by City Council.

**3. Review of FY 2015 Requests (see presentation attached)**

Ms. Lloyd reviewed the requests for funds from the 7 organizations that applied for the FY 2015 EDRST.

**4. Public Comments**

Tom Sullivan, 751 Syracuse

Mr. Sullivan stated some of the economic development projects are questionable. Funding of the Chamber had little to do with economic development and collaboration would be risky. The city should be leery of broadband fiber projects. The most questionable request was for the expansion of parking on Loop North. Potential tax revenue would be lost. Buildings were already torn down to make room for the existing parking lot and should not have happened. U City in Bloom projects are good but should not be economic development projects. The City's request for administration would not be needed, the City managed to operate without the subsidy before the tax was enacted. Many vacant stores along Olive should be filled. Loop Ice Carnival should be funded by the Loop Special Business District. The economic development board should take a close look at the applications to make sure they meet the needs of economic development for the City.

Elsie Glickert, 6712

Ms. Glickert stated that Melville Plaza should be called Ackert Plaza, the historical name for the plaza. She was in favor of beautifying Olive Blvd but supported planters, a permanent arrangement, instead of hanging



baskets. Ms. Glickert would like to see a garden at North/South and Olive Blvd. She was opposed to the expansion of Parking Lot #4, noting Loop North is a viable street that should be maintained. She didn't support the "Welcome to the Loop" sign – not conducive to historic district.

Donna Marin, 7445 Wellington

Ms. Marin stated that her views are similar to Mr. Sullivan and Ms. Glickert. There were some good projects on the list but not associated with economic development. The Ice Carnival and fashion show should be funded through Arts and Letters Commission. She did not support the expansion of the municipal Parking Lot #4. Loop North provides an option for people and for access when the trolley is in place. A parking garage should be considered. She liked the projects on Olive Blvd. and that the Chamber has created an Olive subcommittee. True economic development belongs on Olive Blvd.

Mae Etta Weston, 1595 Mendell

Ms. Weston inquired about separate funding set aside for Olive Blvd. and wanted to know how the projects will be weighted. She enjoyed the flowers on Olive Blvd but also wanted to see projects that will generate revenue. She would also like to see improvements all along Olive Blvd not just on sections. Ms. Riganti responded that there were funds set aside for Olive Blvd. City does have plans but details cannot be disclosed at this time. In terms of the criteria, the Board did develop a set of guidelines. The Board is interested in activities that have long term economic impacts and that align with the comprehensive plan. Ms. Riganti indicated that along Olive Blvd, the City is concentrating funds in one segment at a time in order to make an impact. The Façade program, hanging plants, and street banners are targeted for the International District where 60% of the Olive Blvd businesses are located. Ms. Riganti also indicated that City staff have been working on a number of projects for Olive Blvd. and to attract development to the City.

Nova Felton, 8031 Noel Ct.

Ms. Felton wanted to know how the four Districts along Olive Blvd. were determined. She also wants to know about guidelines for improving the look of the buildings. Ms. Felton would like to see improvements made to some of the building along Olive Blvd.

Ms. Riganti stated that in 2009 the City developed the Olive Blvds Design Guidelines which established 4 districts along Olive Blvd and defined how the buildings should look. Ms. Riganti also mentioned that the Façade Improvement Program would improve the look of buildings and that the street banners being proposed would allow a consistent look and a sense of identity.

The Public Hearing was adjourned at 7:14 p.m.

Prepared by: Jodie Lloyd,  
Manager of Economic Development



**Economic Development Retail Sales Tax Board**

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

**APPLICATION FOR ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS  
FISCAL YEAR 2015 (JULY 1, 2014 – JUNE 30, 2015)**

**Directions.** Please complete all sections of the application. If a question does not apply to a project, please fill in with a “n/a” for not applicable. Please refer to “Economic Development Retail Sales Tax Board Funding Priority Guidelines” for guidance.

Application Date:

Project Title: University City, Economic Development administration

**SECTION 1: APPLICANT/ORGANIZATION INFORMATION**

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**1. Applicant/Organizational Information**

Name of Applicant/Organization: City of University City/Community Development Department

Contact Person and Title: Andrea Riganti, Director of Community Development

Mailing Address: 6801 Delmar Boulevard, University City, MO 63130

Phone Number: (314) 505-8516

E-mail Address: [ariganti@ucitymo.org](mailto:ariganti@ucitymo.org)

Website: [www.ucitymo.org](http://www.ucitymo.org)

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

a. City Council/City Manager

b.

c.

Type of Entity:

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

501(c) 3:

- Yes  No      If no, list type of entity:

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

Yes No

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

Describe the applicant/organization history and mission:

A City Department

Describe the applicant/organization programs and activities:

The Community Development Department enforces the following codes: property maintenance, building, mechanical, plumbing, electrical, environmental, animal enforcement, and zoning; coordinates economic development activities and is responsible for performing research, preparing planning studies and Geographic Information Systems (GIS) maps, and advising on all matters affecting the physical development of the City. The Department also oversees the maintenance and operations of various City-owned buildings.

The Department reviews and makes recommendations regarding proposed City Council action relating to land use, economic development, building codes, property maintenance codes, and the implementation of planning recommendations.

The Department includes the administration and operation of all City recreation programs, Heman Park Community Center, Centennial Commons Recreation Facility, and the nine-hole Ruth Park Golf Course.

The Department is organized into four divisions: (1) Administration; (2) Construction Services and Facilities Maintenance; (3) Recreation: Golf Course, Community Center, Aquatics, and Centennial Commons; and (4) Planning & Zoning, and Economic Development. The Department is also responsible for the Municipal-owned Parking Garage located in the Loop.

The Department provides staff support for eleven (11) boards, commissions, and authorities, including: the City Plan Commission, the Historic Preservation Commission, the Land Clearance Redevelopment Authority, the Industrial Development Authority, the Tax Increment Financing Commission, the Board of Adjustment, the Infill Review Board, the Board of Appeals, the Economic Development Retail Sales Tax Board, the Parks Commission, and the Municipal Commission on Arts and Letters.

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

## SECTION 2: PROGRAM OR PROJECT INFORMATION

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

Description of the Program or Project. In addition to a detailed description of the project, include a summary of the need for the program or project, goals and objectives, partners, and how the program or project meets any City plans or policies. Describe the number of jobs to be created by the specific request.

The Department of Community Development is requesting \$100,000 in Economic Development Retail Sales Tax funds to continue funding administration costs for economic development activities. The City has one full-time staff person, a Manager of Economic Development that dedicates 100% of her time to focus on business retention, expansion, and attraction efforts. The Director of Community Development and the Deputy Director of Planning and Economic Development also allocate time to focus on economic development initiatives and activities.

In 2004, prior to the establishment of the Economic Development Retail Sales Tax (EDRST), the City convened the Advisory Board for Economic Progress. One of the highest priorities of the 25-member advisory board was “a dedicated economic development professional within City government.” The Advisory Board realized that the City’s mission of creating a robust, aggressive economic development program required staff support. At the time, economic development activities were parsed amongst a few staff members, all of whom had other primary duties. During the development of the EDRST legislation, City staff and elected leaders planned to fund administration in the sum of no more than 25% of revenue generated. In 2010, the EDRST voted to fund a full-time Economic Development position to implement the long term economic development projects and programs.

Economic Development continues to be a top priority for University City and having a dedicated staff position and administration support allows economic development to remain at the forefront of the City’s progress. With the addition of the Manager of Economic Development position, the City is making great progress on economic development initiatives and will continue to provide the staff resources to enhance the economic vitality of University City.

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

For the 2015 Fiscal Year, administration will focus on implementing the City’s vision and the economic development program. Below is a list of Economic Development activities to be performed with FY 2015 administration funds:

- Strengthen current partnerships and explore new opportunities for regional partnerships that will put University City on the “map” for business expansion and attraction.
- Develop a marketing strategy to attract new businesses: mixed-use development, commercial, and retail. Build upon strategy previously developed for Olive Boulevard.
- Prepare an economic development strategy, separate from the Comprehensive Plan Update, for internal use by staff, administration, and economic development related Boards and Commissions.
- Review the City’s existing economic development incentives; strengthen where needed.

- Implement a robust outreach plan which includes one-on-one visits with businesses along the Olive Corridor to offer assistance as needed, determine how the City can be a partner with businesses, etc.
- Promote the Olive Boulevard Façade Program and assist businesses in developing application materials. Administer program as funds are distributed.
- Provide technical assistance to City staff during project development for new construction, redevelopment, City projects, etc. to ensure economic development outcomes are considered and appropriately included.
- Update the City's Business webpage, update profile data, create resource materials, and promote business partners.
- Develop a Citywide "business e-newsletter" as a communication tool to keep businesses informed of City related activities and events.
- Provide staff support to the EDRST Board, the Land Clearance for Redevelopment Authority, and other Boards and Commissions.
- Create an EDRST fund packet, outlining processes for applicants pre and post funding award
- Identify properties for possible acquisition with EDRST funds, particularly along Olive Boulevard. Work with EDRSTB and other partners on the reuse of said properties in conjunction with existing and planned long range planning documents.
- Assist in the development of the Comprehensive Plan Update; advise on economic development elements.
- Administer the EDRST funds including quarterly reports to the Board, invoices from applicants, etc.
- Meet with potential new business owners, developers, interested parties to promote University City as a place for businesses and offer "one stop shop" assistance.
- Research grant opportunities, apply for grants, administer as needed.
- Update the City's economic development information and marketing materials.
- Manage the development of the Olive Commercial Corridor website.
- Monitor development projects, seek opportunities for additional development throughout the City.
- Continue to seek development opportunities for City-owned properties on Olive Blvd.; market properties, including the City-owned parcels, to preferred developers.
- Continue to research latest trends in attracting businesses and redeveloping properties (Gigabit Fiber, technology advancement in St. Louis, start-up businesses, transit-oriented development, streetscape improvements, underutilized parcel redevelopment, etc.).
- Be a liaison to the residential community, update community groups and organizations on all economic development activities and initiatives.
- Partner with the Chamber to provide additional training opportunities to small businesses and potential new entrepreneurs.

Through the quarterly report and staff reports to the EDRST Board, all economic development activities and programs will be monitored. Additional responsibilities can be added as needed.

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

Citywide

Program or Project Timetable:

All year long

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: \$100,000

Amount of funding requested from EDRST: \$100,000

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

Multi-year. It is anticipated the City will seek \$100,000 to fund economic development administration.

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

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

City of University City, Department of Community Development  
Name of Applicant Organization

Andrea Riganti, Director  
Authorized Signature

\_\_\_\_\_ Date

**City of University City  
 Economic Development Retail Sales Tax  
 FY14 Request for Funds: Budget Cost Summary**

**Applicant** Department of Community Development  
**Amount of Request** \$100,0000

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

|                                             | EDRST Funds         | Applicant's Cash Funds | Applicant's Non-Cash Contributions | Other Funds | Total               |
|---------------------------------------------|---------------------|------------------------|------------------------------------|-------------|---------------------|
| <b>I. Project or Program Direct Costs *</b> |                     |                        |                                    |             |                     |
| Administration                              | \$100,000.00        |                        |                                    |             | \$100,000.00        |
|                                             |                     |                        |                                    |             |                     |
|                                             |                     |                        |                                    |             |                     |
|                                             |                     |                        |                                    |             |                     |
|                                             |                     |                        |                                    |             |                     |
|                                             |                     |                        |                                    |             |                     |
| <b>II. Indirect Costs **</b>                |                     |                        |                                    |             |                     |
|                                             |                     |                        |                                    |             |                     |
|                                             |                     |                        |                                    |             |                     |
|                                             |                     |                        |                                    |             |                     |
|                                             |                     |                        |                                    |             |                     |
|                                             |                     |                        |                                    |             |                     |
|                                             |                     |                        |                                    |             |                     |
| <b>BUDGET TOTAL - ALL ACTIVITIES</b>        | <b>\$100,000.00</b> |                        |                                    |             | <b>\$100,000.00</b> |
|                                             |                     |                        |                                    |             |                     |

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

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



Economic Development Retail Sales Tax Board  
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## APPLICATION FOR ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS FISCAL YEAR 2015 (JULY 1, 2014 – JUNE 30, 2015)

**Directions.** Please complete all sections of the application. If a question does not apply to a project, please indicate "n/a" for not applicable. Please refer to "Economic Development Retail Sales Tax Board Funding Priority Guidelines" for guidance. Applications should be submitted by **February 14, 2014** to Andrea Riganti, Director of Community Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or [ariganti@ucitymo.org](mailto:ariganti@ucitymo.org).

Application Date: FEB, 14, 2014

Project Title: ADDITIONAL TREE WELL GRATES

### SECTION 1: APPLICANT/ORGANIZATION INFORMATION

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#### 1. Applicant/Organizational Information

Name of Applicant/Organization: U, CITY LOOP SPECIAL BUSINESS DISTRICT

Contact Person and Title: JOE EDWARDS, PRES. /CHAIRMAN

Mailing Address: 6504 DELMAR IN THE LOOP, UNIVERSITY CITY, MO 63130

Phone Number: 314-727-0110

E-mail Address: NONE ALTHOUGH YOU MAY E-MAIL BECCA@BLUEBERRYHILL.COM

Website: WWW.VISITTHELOOP.COM

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

- a. JOE EDWARDS, 6504 DELMAR IN THE LOOP, U, CITY, MO 63130 BECCA@BLUEBERRYHILL.COM
- b. ANGELA FITZGERALD, COMMERCE BANK, 6630 DELMAR, 63130 ANGELA.FITZGERALD@COMMERCEBANK.COM
- c. MICHAEL ALTER, FITZ'S, 6605 DELMAR IN THE LOOP, 63130 MICHAEL@FITZSROOTBEER.COM

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: POLITICAL SUBDIVISION

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

Yes  No

2. **Applicant/Organization Background**

Describe the applicant/organization history and mission:

THE SPECIAL BUSINESS DISTRICT WAS FORMED IN 1980 TO BE AN EFFICIENT ORGANIZATION FOR GUIDING THE COLLECTIVE ENHANCEMENT OF THE ENVIRONMENT AND BUSINESS CLIMATE WITHIN THE DISTRICT,

Describe the applicant/organization programs and activities:

SPECIAL EVENTS, LOOP DIRECTORIES (BOTH PRINTED AND ILLUMINATED), ADVERTISING AND PROMOTIONS, WEBSITE AND SOCIAL MEDIA MARKETING, HOLIDAY LIGHTS, BICYCLE RACKS, INTERVIEWS WITH TRAVEL WRITERS, SUPPORT STREETScape IMPROVEMENTS INCLUDING OUTLETS ON DECORATIVE STREET LIGHTS, ANNUAL FLOWER PLANTINGS WITH U. CITY IN BLOOM, MONTHLY MEETINGS FOR ALL BUILDING OWNERS AND MERCHANTS, MONTHLY MARKETING MEETINGS, NEWSLETTER TO ALL FOR GOOD COMMUNICATION, AND MUCH MORE.

*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.).*

AT THE FEBRUARY 11, 2014 GENERAL MEETING AND BOARD MEETING, ALL REQUESTS WERE DISCUSSED. THE BOARD VOTED UNANIMOUSLY IN FAVOR OF SUBMITTING REQUESTS.

SECTION 2: PROGRAM OR PROJECT INFORMATION

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

Description of the Program or Project. In addition to a detailed description of the project, include a summary of the need for the program or project, goals and objectives, partners, and how the program or project meets any City plans or policies. Describe the number of jobs to be created by the specific request, if any.

ADDITIONAL TREE WELL GRATES.

U. CITY INSTALLED NEW TREE WELL GRATES IN THE LOOP SEVERAL YEARS AGO.  
I'M ASSUMING THAT NOT ALL TREE WELLS WERE UPGRADED HAD TO DO WITH GRANT FUNDS RUNNING OUT.

NOW IS THE TIME TO COMPLETE THIS IMPORTANT PROJECT.

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

THE LOOP WILL LOOK BETTER AND LITTER AND "DIRT SPREAD" WILL BE REDUCED.  
THE LOOSE PAVERS THAT KEFP COMING UP CAN BE ELIMINATED ONCE AND FOR ALL.

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

ALONG DELMAR IN TREE WELLS.

Program or Project Timetable:

AS SOON AS POSSIBLE - THIS SPRING?

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: \$20,000+ OR -

Amount of funding requested from EDRST: \$20,000 + OR -

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 OR UNTIL ALL ARE INSTALLED,

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

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

U. CITY LOOP SPECIAL BUSINESS DISTRICT

Name of Applicant Organization

Joe Edwards

Authorized Signature

JOE EDWARDS

2/14/14

Date



## **EDRSTB Funding for the Chamber of Commerce January 2014-June 2014**

|          | Website | Taste U City | Olive Committee | SB workshop | Training |       |
|----------|---------|--------------|-----------------|-------------|----------|-------|
| January  | 0       | 0            | 500             | 500         | 0        | 1000  |
| February | 500     | 500          | 2000            | 1000        | 0        | 4000  |
| March    | 500     | 4000         | 2000            | 1000        | 250      | 7750  |
| April    | 500     | 6000         | 2000            | 1000        | 250      | 9750  |
| May      | 1600    | 2000         | 2000            | 0           | 250      | 5850  |
| June     | 2000    | 0            | 2000            | 1000        | 250      | 5250  |
|          |         |              |                 |             |          | 33600 |

This is the breakdown of funds allocated buy the RSTB for each of 5 projects that the Chamber of Commerce is working on to help spur economic development in University City, and also build a viable Chamber for the community. About 50% of each workweek is allocated to these projects.

Website: Funds go towards time allocated to the creation and promotion of the website. Many hours will be spent collecting data for the website, especially spring and into summer and fall.

Taste of U. City; a growing community event for the city, much of the funds are used for organization, promotion, mailings, paperwork, rentals and advertising.

Olive Committee: Outreach to all the business owners and property owners, research for viable developments, projects, beautification, host meetings, make recommendations, organize special advertising and promotional materials.

Small Business Workshops: February 25<sup>th</sup> and April 24<sup>th</sup>. The 2<sup>nd</sup> and 3<sup>rd</sup> workshop in a series. Looking at scheduling more for July, September and November. Funds for promotion and marketing, sign up and attendance, recruiting speakers and presenters, gathering materials to hand out, purchasing refreshments, set up, clean up, follow up.

**From:** [Sinan Alpaslan](#)  
**To:** [Jodie Lloyd](#)  
**Cc:** [Raymond Lai](#); [Andrea Riganti](#)  
**Subject:** RE: EDRST Board follow-up  
**Date:** Thursday, April 03, 2014 5:28:28 PM  
**Attachments:** [image001.png](#)  
[Olive Blvd projects.docx](#)

Jodie – please see below breakdown and attached map for the sidewalk-shoulder paving work that was previously done on Olive. Among the prior work, only the Phase III project was a long segment and I indicated the beginning and end points of this segment on the attached map. The rest of the projects were for various lengths around the indicated major intersections but generally short segments that did not even reach the first local road intersection adjacent to the major intersection as indicated.

As you will notice, the attached map shows everything up to Grant Dr. on the west. Beyond Grant Dr. to further west on Olive, we have not had any sidewalk or shoulder work done other than some asphalt imprinted shoulders and concrete curb ramps at Woodson, which are shown on an inset within the main map.

From Woodson intersection to the west up to near the I170 interchange a Great Rivers Greenway (GRG) trail improvements project built a concrete sidewalk for the entire width from the back of the curb to the right-of-way line that includes the sidewalk and the “shoulder”. And the rest of the sidewalks from the line where GRG stopped to the western City limits were built during MoDOT Olive-I170 Interchange Reconstruction project. The details of those others’ projects (funding sources, etc.) are not readily available, but no City funds were spent on them and we just liaised with the parties that were responsible for those projects.

For clarification of the legend on the attached map: Asphalt work means imprinted asphalt shoulders. Concrete work means concrete sidewalks.

| Project                             | Olive Phase I                                                        | Olive Phase II                                                                                                                     | Olive Phase III                                                          |
|-------------------------------------|----------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------|
| <i>Application Estimate</i>         | \$1.4 Million<br>City 21% = \$300.000<br>Federal grant for remaining | \$1.3 Million<br>City 21% = \$273.000<br>Federal grant for remaining                                                               | \$1.5 Million<br>City 21% = \$345.000<br>Federal grant for remaining     |
| <i>Decorative Wall</i>              | Completed section of the Entry wall @ Skinker                        | Completed Remaining Wall/Iron fencing                                                                                              | No                                                                       |
| <i>Sidewalks/<br/>Concrete work</i> | Sidewalk installed in 7 locations where no sidewalk existed          | Sidewalk installed near Kingsland where no sidewalk existed; turf in median @ Kingsland replaced; Modular wall installed at Sutter | Repair sidewalk /shoulder between Eastover and Pennsylvania              |
| <i>Trees</i>                        | 157 new trees                                                        | 8 new trees<br>148 Tree grates (paved areas only)                                                                                  | No new trees                                                             |
| <i>Street lighting</i>              | 37 new lights                                                        | 50 new lights<br>Installed photocell in all lights                                                                                 | Retrofit from 100W to 70W bulbs                                          |
| <i>Bus Shelters</i>                 | 6 new bus shelters                                                   | 1 new bus shelter                                                                                                                  | Replace glass in 4 bus shelters                                          |
| <i>Imprinted Asphalt</i>            | Around 9 intersections                                               | Imprinted shoulder 4 intersections                                                                                                 | Repair deteriorated asphalt shoulder with concrete and install ADA ramps |

|                                |                                   |                                   |           |
|--------------------------------|-----------------------------------|-----------------------------------|-----------|
| <i>Bike route</i>              | 10.6 miles of class 3 bike routes | 6.25 miles of class 3 bike routes | None      |
| <i>Construction timeframes</i> | 2003-2005                         | 2005-2009                         | 2011-2012 |

Sinan

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**From:** Jodie Lloyd  
**Sent:** Monday, March 31, 2014 10:13 AM  
**To:** Sinan Alpaslan  
**Cc:** Raymond Lai; Andrea Riganti  
**Subject:** EDRST Board follow-up

Hi Sinan,

At the EDRST Board meeting last Thursday, the Board asked for additional information from Public Works. The Board would like the following information:

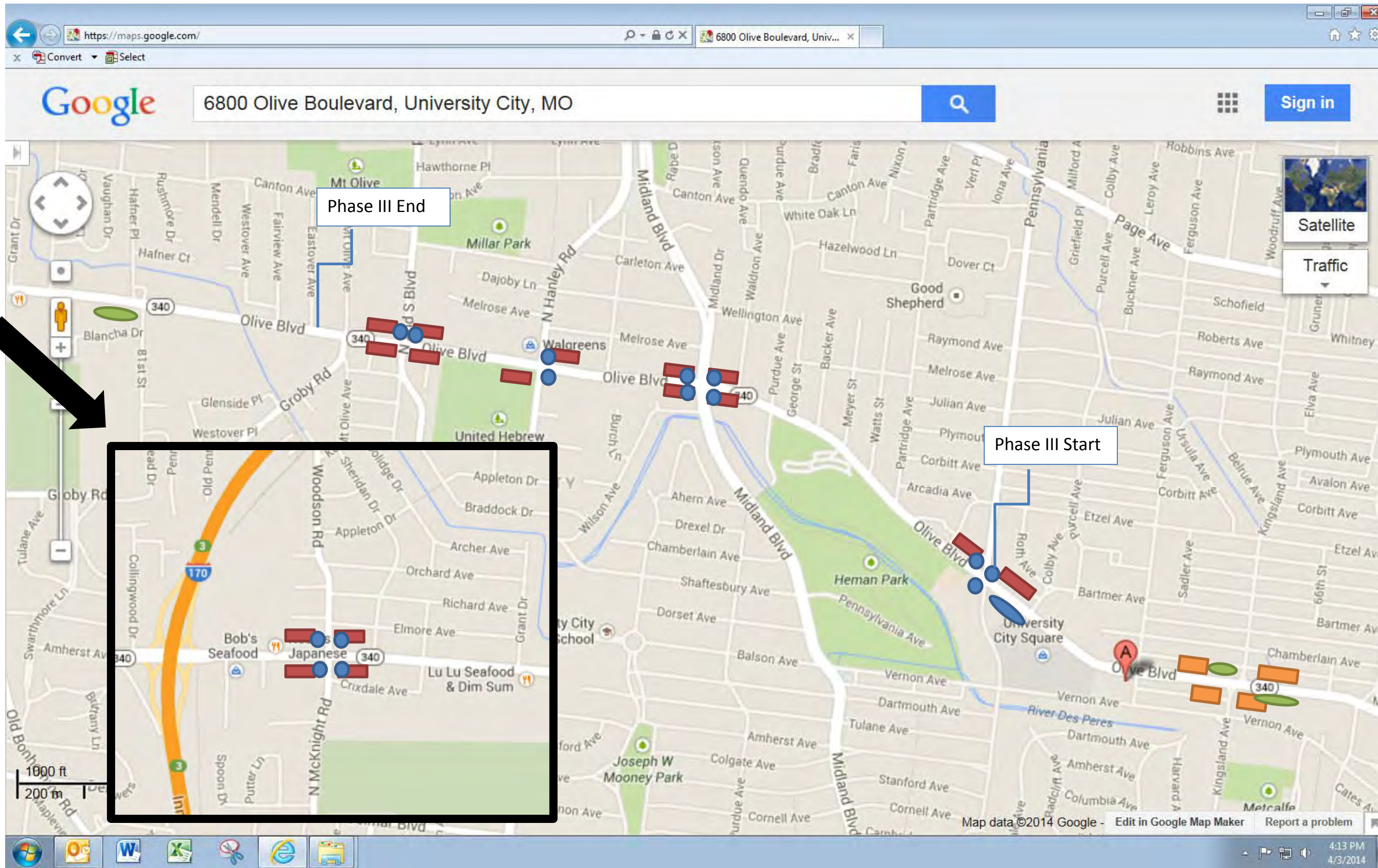
- A map of Olive Blvd indicating street improvements
- Each segment, include total cost, project year, and funding source (federal, local, etc.)

We would like this information by Thursday, if possible. Please let me know if you have any questions.






Thanks,



**Jodie Vice Lloyd**  
*Manager of Economic Development*  
Department of Community Development  
City of University City, 6801 Delmar Boulevard, University City, MO 63130  
P: 314.505.8522 | F: 314.862.3168 | [www.ucitymo.org](http://www.ucitymo.org)



# LEGEND

-  : Phase I - asphalt
-  : Phase I - concrete
-  : Phase II - asphalt
-  : Phase II - concrete
-  : Phase III - concrete





## University City EDRST Response

- Your proposal indicates that \$44,280 of the design and engineering budget is for the City of University City and \$35,720, the match, is for the City of St. Louis portion. Can you explain how the University City portion is more expensive considering it is a fraction of the length? Are you requesting any funding from St. Louis City?

The Loop Media Hub will offer connections both by fiber to the premise and through wireless service to subscribers along Delmar and Debaliviere. Market investigation has shown that the majority of customers will be wireless. Because the main street population density is higher on the University City side and will require more connectivity, the cost of engineering will be higher. We will also be requesting funding from St. Louis City.

- The proposal identified \$35,720 in Stakeholder funds. Do you have that funding currently? If so, please provide evidence or a letter of commitment.

Current stakeholder seed fund contributions and commitments of \$25K and another \$ 50K verbal commitment to be finalized in April. In response to expressions of interest from local organizations, we have submitted in response \$700K in proposals for support. Building owners along the ROW have expressed verbally that they will commit \$280K towards lateral construction pending review of the Building Services agreement. We have other stakeholders in the process of coming on board that will also be making contributions. Stakeholders and local institutions are excited and confident that our Gigabit Store and “Who’s that kid” campaigns will have positive fund raising results. We have a verbal commitment for the location of the Gigabit Store.

- In your presentation to the EDRST Board, you indicated that engineering will be completed in May. Funding from this grant would not become available until July 1, 2014. Do you anticipate a reimbursement for the engineering? If so, please keep in mind that EDRST funds cannot be used for in-progress projects. Funds also cannot be used for projects that have already occurred.

Our funds request of \$ 44,280 meets EDRST timelines and is for the next engineering phase. Our engineering is in two distinct phases and we have just completed the first or building inspection phase and will not start the design/construction package phase until the License agreement with the TDD is complete. The engineering firm that we use also does engineering work for Google Fiber in Kansas City and Austin.

- Can you please explain the general process for the gigabit fiber: who will own the fiber, how does it get distributed, who operates the fiber, what happens when issues arise with access, who makes repairs, etc.

The Gigabit fiber will be owned by The Loop Media Hub, a Missouri not for profit corporation. Loop Media Hub will contract with an Internet Service Provider (ISP) to maintain and operate the system. We are currently negotiating with three ISP’s. Pursuant to the license agreement between Loop Trolley TDD and Loop Media Hub that is negotiation, we anticipate the TDD will be responsible for physical repairs to its

ROW. The Service Provider will be responsible for access to, operation of and repairs to fiber and laterals. The Loop Media Hub will also maintain a contingency fund.

- How sure is the Loop Media Hub that fiber will be installed, you mentioned agreements with ISP providers. How will you fund the purchase of the fiber? Can you provide the City with any concrete evidence of a successful project. The City must ensure that EDRST funds – taxpayer funds -- are being used towards a viable project and a viable organization.

The funding of the fiber will be raised by the not for profit and all critical agreements will be in place including the License Agreement with the TDD, Building Services Agreement and ISP Agreement. The Loop Media Hub's attorney Michael Orłowski is experienced in this area and is currently working with the TDD on the License agreement and has developed a draft Building Services Agreement., He is also participating in all ISP negotiations. He has also developed agreements for Google Fiber in Missouri.

Furthermore, to be able to develop a successful project of this type takes a previous high speed fiber business development, contractual and engineering experience, knowledge of data center services, Gigabit related economic development planning and education and entrepreneurial programs to prepare community leaders.

#### Previous High Speed Fiber Experience

The largest project worked on from conception to completion was the Nashville Electric Service NES. In this project David Sandel's team developed many of community engagement, contractual and business model and pricing methodologies which are now being used in other Gigabit Cities. Because of David Sandel's work with NES, NES now has a revenue positive high speed fiber service that covers an area almost the size of St. Louis. In addition, the effective process and procedures and contracts that were developed for NES makes it likely that Nashville will become selected as one of the next Google Fiber Cities.

#### Data Center Services

From 1997-2001 David Sandel was a senior system engineer with Cisco Systems in Tulsa Oklahoma. During his tenure with Cisco he received two awards for "Engineering Excellence". Later in 2003, David Sandel was the co-founder of Datotel, a 30k square managed services data center service. Built to be used during the Internet bubble, never used and then scheduled to be scrapped in 2002, today Datotel is a thriving business in downtown St. Louis.

#### Gigabit Economic Development Planning

David Sandel is a nationally recognized leader in how to accelerate the economic development of Gigabit communities. He has been recognized but the Broadband Properties organization in this regard.

#### Education Programs for Community Leaders

David Sandel is a nationally and internationally recognized leader in how to lead, manage, fund and accelerate the development of Gigabit or Smart Cities. David is the co-founder of The Gigabit City Leadership Institute in partnership with Kansas City leadership and other key global cities.

- Will there be a for-profit entity to be formed? If so, please clarify its working relationship with the non-profit entity proposed.

The purpose of the not for profit is to attract tax-deductible contributions to accelerate the creative, educational and economic development potential along the route of The Trolley. As new companies are

attracted to the area and formed, this will result in new independent for profit companies being formed. This impact was outlined in the Gigabit Economic Development Impact statement and The Loop as a Community Accelerator document developed during the feasibility study.

- Will there be any regulatory oversight on the fiber network, after installation, by any state or federal agency?

Whoever the ISP is will be a video service provider that is regulated by Missouri Public Service Commission and the Missouri video service provider act. The ISP is also subject to applicable local rules and regulations re business operators and ROW users.

- Please clarify the extension issue discussed at the meeting last week. Cost of extension of the fiber network and any limitations on the distance of extension from the main trunk line? Is it feasible to extend the fiber to Olive Boulevard?

By retaining legal and engineering contractors who have worked with Google Fiber in Kansas City, The Loop Media Hub has put together an organizational, contractual and engineering framework to minimize construction costs and maximize economic, educational and social impacts. As a result, it is possible to extend the organizational, contractual and low cost engineering framework in any direction which could include Olive Street Road. ***Without this framework in place, costs along Olive St Road would be higher and have a lower economic development impact.***

To develop a solid foundation to anchor and extension along Olive St Road we have also developed a productive relationship with the Chinese American Community over the last three years and have been included in five front page articles in the Chinese American Newspaper.

There are no real limitations on extending the fiber provided the proper engineering and electronics are used. We do not have the cost of the extension to Olive at this time as we are currently working to finalize plans with the TDD. Again, without The Loop Media Hub framework in place, costs along Olive St Road would be higher and have a lower economic development impact.



524 Trinity Avenue  
St. Louis, MO 63130

T. (314) 725-6555  
F. (314) 725-6222

[www.cocastl.org](http://www.cocastl.org)

April 8, 2014

To whom it may concern:

I am writing this letter on behalf of COCA – Center of Creative Arts to express enthusiastic support for the establishment of the Loop Media Hub. COCA firmly believes that the arts are a significant driver of individual and community success, and to that end, we strive to continually increase our relevance and impact in the St. Louis community. The Loop Media Hub represents the innovative and progressive thinking that aligns with our organization and the impact we seek to have in the community. Through a strategic partnership, we hope to develop additional opportunities for meaningful arts learning in a digital age by merging technology and new media into more traditional forms of arts programming, especially for low-income youth, schools and educators.

To demonstrate our support, COCA is providing \$10,000 in funds in April 2014 to help launch and develop the Loop Media Hub. Additionally, our staff and board are committed to assisting the effort with COCA's human resources and organizational capabilities, as needed and as available.

We believe the Loop Media Hub will be a showcase for our region and beyond, and we are proud to support the effort.

Thank you,

A handwritten signature in black ink that reads "Kelly Pollock".

Kelly Pollock  
Executive Director  
COCA



April 16<sup>th</sup>, 2014

Re: EDRSTB

**Matt Beaver** President  
*Edward Jones*  
**Ken Rice** Vice President  
*American Family*  
**Scott Hoselton** Vice President  
*Walgreens*  
**Pam Anderson** Secretary  
*Prudential Select Properties*  
**Karen McCollum** Treasurer  
*CPA, Wagewise*

Directors  
**Cheryl Adelstein**  
*Washington University*  
**Irina Bursak**  
*AW Healthcare*  
**Jeff Glogower**  
*Attorney*  
**Antionette Green**  
*Fifth/Third Bank*  
**Bill Krenn**  
*Winco*  
**Denise Niemann**  
*Brentmoor*  
**Tim O'Donnell**  
*PCW*  
**Mike Stevenson**  
*Royal Bank*  
**Max Tsai**  
*Baily International*  
**Jeff Weintrop**  
*The Silver Lady*  
**Quentin Williams**  
*Cintas*  
**Megan Zimmerman**  
*Crown Center*

The University City Chamber of Commerce listened to a presentation by Eric Friedman and the TOD Broadband Fiber Collaborative today at our monthly board meeting. The Chamber has passed a motion to support Mr. Friedman and the Collaborative in their efforts to help bring Broadband Fiber to the Olive corridor and perform their feasibility study.

The Chamber wanted to also recognize that they are still in support of the Loop Media Hub, and the fiber project along Delmar, but they recognize that time is of the essence. To help attract new business and development to the City of U. City, it is imperative to act quickly.

Board Members present:

Matt Beaver  
Ken Rice  
Scott Hoselton  
Pan Anderson  
Irina Bursak  
Denise Niemann  
Mike Stevenson  
Jeff Weintrop

Respectfully submitted,  
Anne Carr  
Director

## **Jodie Lloyd**

---

**From:** Stone, Steven <smstone@stoneleyton.com>  
**Sent:** Thursday, April 17, 2014 3:20 PM  
**To:** Jodie Lloyd  
**Subject:** FW:  
**Attachments:** lot 4-17.docx

Please review Attachment. Mr. Wald's letter asks that support be shown for the LSBD's request for funding of the expansion of the North Surface Parking Lot.

Please accept this email as an acknowledgment of my support for the requested funding.

Thanks you.

STEVEN M. STONE, ESQ.  
Principal

**STONE, LEYTON & GERSHMAN**  
A Professional Corporation  
7733 Forsyth Boulevard • Suite 500  
St. Louis • Missouri • 63105  
Phone (314) 721-7011 • (314) 721-8660 Fax

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## Jodie Lloyd

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**From:** Pete Rothschild <peter@rothschild-stl.com>  
**Sent:** Friday, April 18, 2014 1:20 PM  
**To:** Jodie Lloyd  
**Subject:** Parking Lot  
**Attachments:** lot 4-17.docx

Dear Ms. Lloyd:

Please review Attachment. Mr. Wald's letter asks that support be shown for the LSBD's request for funding of the expansion of the North Surface Parking Lot.

Please accept this email as an acknowledgment of my support for the requested funding.

Thank you.

M.D. Rothschild II  
Property Owner 6301-05 Delmar

PR/lg

## Jodie Lloyd

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**From:** slh@stlcorealty.com  
**Sent:** Friday, April 18, 2014 2:02 PM  
**To:** Jodie Lloyd  
**Subject:** FW:  
**Attachments:** lot 4-17.docx

Dear Ms. Lloyd:

Please review Attachment. Mr. Wald's letter asks that support be shown for the LSB's request for funding of the expansion of the North Surface Parking Lot.

Please accept this email as an acknowledgment of my support for the requested funding.

Thank you.

Stan

Stanley L. Hoffman  
President  
St. Louis County Realty Co.  
727 Craig Road, Suite 100  
St. Louis, MO 63141  
(314) 567 9944  
[slh@stlcorealty.com](mailto:slh@stlcorealty.com)  
[www.stlcorealty.com](http://www.stlcorealty.com)





## Jodie Lloyd

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**From:** Derek Deaver <deaversbar@aol.com>  
**Sent:** Sunday, April 20, 2014 6:23 PM  
**To:** Jodie Lloyd  
**Subject:** Three kings.

Hi. I am the owner of Three Kings Public House and I am in support of the parking lot expansion. It would be great for the Loop and U City bringing in additional sales tax revenue. Thanks so much.

Kindest Regards,

Derek Deaver.

Sent from my iPhone

## Jodie Lloyd

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**From:** Jessica Bueler <hsbtobacconist@gmail.com>  
**Sent:** Monday, April 21, 2014 3:26 PM  
**To:** Jodie Lloyd  
**Subject:** Increasing Parking Spaces in Parking Lot #4

Hi Jodie,

I would like to request that the Economic Development Retail Sales Tax Board allocate funds to increase parking lot #4 to add over 100 parking spaces on Loop North from the 1/4 cent tax that The Loop businesses have voluntarily collected for over a decade.

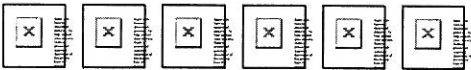
The vitality of The Loop depends of FREE SURFACE parking and adding these additional spots would help alleviate parking issues in The Loop and promote more tourists and St. Louis residents to come down to The Loop over other areas in town such as Maplewood, The Grove, or downtown St. Louis.

This will help spur the growth that University City desperately needs. The Loop businesses hope we can count on you for your support.

Thanks,

Jessica Bueler  
HSB Tobacconist  
6362 Delmar in The Loop  
St. Louis, MO 63130

Check out The Loop on:



DAN WALD

APR 17 2014

314-422-2386

Please find a photo of the Parking lot between Kingsland and Mehlville last Friday around 2pm.

As you can see it is full.

This is because it is doing its job. The Loop property owners and business owners have fought for this Lot to remain surface and free for the last few years. Now we have a chance to expand it as more surface parking at no cost to the customers.

There is a request in to the Economic Development Retail Sales Tax Board for money collected from our retail sales tax to be used to increase the Lot north adding over 100 spaces. This can be done at the same time the rest of the lot is repaved.

I would ask that you send an email to Jodie Lloyd the Manager of Economic Development at [jlloyd@ucitymo.org](mailto:jlloyd@ucitymo.org) supporting this.

Please do this ASAP as they meet next week.

If you have any questions give me a call at 314 422-2386.

Dan Wald



# Economic Development Retail Sales Tax Board

## Fiscal Year 2015 - Funding Requests and Recommendations

Commentary: All applications were reviewed for eligibility as per Section 2.41.050 of the Municipal Code and evaluated by ability to meet the funding priority guidelines established by the Economic Development Retail Sales Board on May 7, 2013.  
The proposed budget is based on anticipated revenues of \$575,000.

### RECOMMENDED FOR FUNDING

| Applicant                                                    | Project Summary                                                                                                 | Requested Funding | Location            | Staff Recommendation | Staff Analysis                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|--------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|-------------------|---------------------|----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| University City Chamber of Commerce                          | Revitalize the University City Chamber through long term economic development, marketing, and training programs | \$52,927          | Citywide            | \$49,427             | Meets most funding priority guidelines. A small decrease in funding is recommended to one Chamber project and associated incidental costs. This project is the Olive Blvd website maintenance project; a portion of the task proposed by the Chamber will be accomplished by the website firm (to be selected) for efficiency and at less cost. A proportional reduction in indirect costs was made to reflect reduction in website project. In addition, staff recommends a re-evaluation of proposed training program to focus on additional small business workshops and other unmet needs instead of Lynda.com training.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Loop Media Hub                                               | Design and engineering of Gigabit wireless and supporting fiber optic network                                   | \$44,280          | Delmar Loop         | \$44,280             | Meets funding priority guidelines                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Loop Special Business District                               | Loop Ice Carnival                                                                                               | \$30,000          | Delmar Loop         | \$10,000             | Meets some funding priority guidelines. Partial funding is recommended. This event meets tourism priority, is an established, successful event, and draws over 10,000 people to University City.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Loop Special Business District                               | 50,000 full color Loop brochures, distributed throughout the year                                               | \$12,000          | Delmar Loop         | \$12,000             | Meets funding priority guidelines                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Loop Special Business District                               | Delmar Loop enhanced presence on the St. Louis Visitors Commission website, www.explorestlouis.com              | \$4,000           | Delmar Loop         | \$4,000              | Meets funding priority guidelines                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Loop Special Business District                               | Delmar Loop ad placed in the official St. Louis Visitors Guide (385,000 copies printed)                         | \$10,500          | Delmar Loop         | \$10,500             | Meets funding priority guidelines                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Loop Special Business District                               | Provide search engine optimization for www.visittheloop.com                                                     | \$24,000          | Delmar Loop         | \$20,000             | Staff recommends LSB update/upgrade website as one project rather than piecemeal approach. Redesign including SEO and compatibility will provide better product at reduced cost = \$20,000.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| U City in Bloom                                              | Maintain existing 90 containerized gardens and 80 newly planted trees in the Loop                               | \$7,744           | Delmar Loop         | \$7,744              | Meets funding priority guidelines                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| U City in Bloom                                              | Plant and care for nine existing gardens on Olive Blvd between Skinker and Midland                              | \$13,041          | Olive Boulevard     | \$13,041             | Meets funding priority guidelines                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| U City in Bloom                                              | Install, plant, and maintain 76 hanging baskets on Olive Blvd between Midland and Grant                         | \$21,945          | Olive Boulevard     | \$21,945             | Meets funding priority guidelines                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| U City in Bloom                                              | Maintain and care for 70 newly trees planted along Olive Blvd                                                   | \$9,380           | Olive Boulevard     | \$9,380              | Meets funding priority guidelines                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| U City in Bloom                                              | Install and maintain ground cover around 70 newly planted trees on Olive Blvd                                   | \$11,624          | Olive Boulevard     | \$11,624             | Meets funding priority guidelines                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| The Collaborative                                            | Feasibility study for the installation of broadband fiber on Olive Boulevard; Highest and best use study        | \$85,000          | Olive Boulevard     | \$45,000             | Meets some funding priority guidelines. Staff recommends partial funding of \$45,000 and revision of scope of work. Due to unknown variables regarding the potential to act as a development catalyst, potential to redevelop vacant properties, or to be value added, staff is recommending scope be revised to a fiber feasibility study rather than a business plan (which is premature). Also, staff recommends a delay of the highest and best use study (\$20,000) as that effort will be accomplished during the City's comprehensive plan update process. The feasibility study should consider how gigabit fiber will be a catalyst for redevelopment on Olive Boulevard; how the City solicits regional/local commitment from businesses/technology sector; provide an economic benefit analysis; provide an analysis of what businesses the City could expect to be located on Olive Blvd due to installation of fiber; describe what other public infrastructure/amenities will need to be provided to support fiber; and explore the possibility of a fiber incubator for the corridor. This scope is similar to previous study for the Loop Media Hub project, for which EDRST provided \$15,000 to match contributions from other stakeholders. |
| City of University City, Department of Community Development | Economic Development administration - staff and REA efforts                                                     | \$100,000         | Citywide            | \$100,000            | Meets funding priority guidelines                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| City of University City, Department of Community Development | Marketing materials/To-Be-Planned events on Olive Blvd.                                                         | \$10,000          | Citywide/Olive Blvd | \$10,000             | Meets funding priority guidelines                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| City of University City, Department of Community Development | Street banners in the International District on Olive Blvd                                                      | \$20,000          | Olive Boulevard     | \$20,000             | Meets funding priority guidelines                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Olive Boulevard                                              | To be determined projects on Olive Blvd.                                                                        | \$0               | Olive Boulevard     | \$186,059            | Additional projects benefitting Olive Boulevard will be initiated throughout the fiscal year, in consultation with the EDRSTB, Olive Boulevard Group (Chamber of Commerce Subcommittee), residents and other stakeholders. Projects could include expanding the Façade Improvement Program, property acquisition/landbanking, Olive Boulevard marketing and more.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Recommended for funding</b>                               |                                                                                                                 |                   |                     | <b>\$575,000</b>     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |

### NOT RECOMMENDED FOR FUNDING

| Applicant                                                     | Project Summary                                                                               | Requested Funding | Location        | Staff Recommendation | Staff Analysis                                                                                                                                                                                                                                                                                                    |
|---------------------------------------------------------------|-----------------------------------------------------------------------------------------------|-------------------|-----------------|----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Loop Special Business District                                | Replace and update St. Louis Walk of Fame stars and plaques in the sidewalk                   | \$6,000           | Delmar Loop     | \$0                  | Does not meet funding priority guidelines                                                                                                                                                                                                                                                                         |
| Loop Special Business District                                | Addition of security cameras in Parking Lot #3 located behind Fitz's                          | \$25,000          | Delmar Loop     | \$0                  | For consideration in public works budget                                                                                                                                                                                                                                                                          |
| Loop Special Business District                                | Funding for "Style in the Loop" - a fashion show event on Delmar Blvd in September 2014       | \$5,000           | Delmar Loop     | \$0                  | Does not meet funding priority guidelines                                                                                                                                                                                                                                                                         |
| Loop Special Business District                                | Tree well grates in the Loop                                                                  | \$20,000          | Delmar Loop     | \$0                  | For consideration in public works budget                                                                                                                                                                                                                                                                          |
| City of University City, Department of Public Works and Parks | Installation of 2 additional pedestrian-scale lights and new LED lights at the Melville Plaza | \$20,000          | Delmar Loop     | \$0                  | For consideration in public works budget                                                                                                                                                                                                                                                                          |
| 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 | \$0                  | Does not meet funding priority guidelines                                                                                                                                                                                                                                                                         |
| 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 | \$0                  | Does not meet funding priority guidelines                                                                                                                                                                                                                                                                         |
| U City in Bloom                                               | Install, plant, and maintain 78 hanging baskets on Olive Blvd between Skinker and Midland     | \$38,493          | Olive Boulevard | \$0                  | Staff recommends re-evaluation next year to determine U City in Bloom's capacity and to evaluate the success of the 76 hanging baskets between Midland and Grant.                                                                                                                                                 |
| Loop Special Business District                                | "Welcome to the Loop" illuminated sign across Delmar Blvd, east of Kingsland                  | \$90,000          | Delmar Loop     | \$0                  | Does not meet funding priority guidelines.                                                                                                                                                                                                                                                                        |
| Loop Special Business District                                | Expansion of parking lot #4, north of Cicero's and Starbucks                                  | \$250,000         | Delmar Loop     | \$0                  | Does not meet funding priority guidelines. A detailed parking demand analysis conducted by a professional is warranted. This analysis should be performed in conjunction with the Comprehensive Plan Update process, which will begin very soon and consider overall parking strategies for the entire Loop area. |
| Loop Special Business District                                | Update www.visittheloop.com website - compatibility with smart phones, tablets, etc.          | \$16,000          | Delmar Loop     | \$0                  | Combined with project recommended for funding above.                                                                                                                                                                                                                                                              |
| <b>Not recommended for funding</b>                            |                                                                                               |                   |                 | <b>\$639,493</b>     |                                                                                                                                                                                                                                                                                                                   |