



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.; Thursday, May 15, 2014

1. **Roll Call**
2. **Approval of Minutes**
 - a. 4/23/14 meeting minutes (*discussion and vote*)
3. **Old Business**
4. **New Business**
 - a. Quarterly Reports
 - i. U City in Bloom
 - ii. Loop Special Business District
 - iii. University City Chamber of Commerce
 - iv. City of University City, Department of Public Works and Parks
 - v. City of University City, Department of Community Development
 - b. EDRST budget update
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. **Adjournment**

Economic Development Retail Sales Tax Board
Meeting Minutes
April 23, 2014
4:00 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. The meeting commenced at 4:01 p.m.

Voting Members Present

Barbara Sydnor (Chairperson)
Mark Winer
Tom Peters
Robert Kuhlman, Jr.
Jackie Wellington .

Non-Voting Ex-Officio Members Present

Shelley Welsch, Mayor

Non-Voting Ex-Officio Members Not Present

Joe Edwards (excused)

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 March 27, 2014 meeting were reviewed, discussed, and approved by a vote of 5-0.

Old Business

- a) Fiscal Year 2015 Budget (discussion and vote)
Ms. Riganti provided an overview of the EDRST guidelines and an overview of the FY 2015 requests for funds.

Chair Sydnor called for public comment.

Public Comments –

Kristin Sylvester, Director of Marketing, Loop Special Business District, 6504 Delmar
Ms. Sylvester requested that the board re-consider full funding for the Ice Carnival. The Ice Carnival is a family-friendly event that brings people to the Loop.

Steven Stone, #5 Terryhill Lane

Mr. Stone concerned about funding for The Collaborative and the Loop Media Hub. He stated that if demand exists then a fiber provider would provide the service. Mr. Stone stated that there is fiber in Delmar and fiber along Olive Blvd and if demand existed in his properties he would do it. He indicated that downtown is littered with fiber and it is not being utilized. City should not be in the business of building the infrastructure.

Dan Wald, 8420 Delmar - Representing the Loop Special Business District

Supported the expansion of municipal parking lot #4 on North Loop. Mr. Wald indicated that businesses rely on the parking in the loop for the viability of their businesses. He inquired if applications will go out to bid. Mr. Wald stated that the EDRSTB should be audited.

Gregory Pace, 7171 Westmoreland

Mr. Pace supported full funding for the Chamber of Commerce. He supported less funding for the Ice Carnival. Mr. Pace stated that he did not support the fiber projects. Mr. Pace would like the City's administration funds to come out of the general fund. Mr. Pace doesn't support the expansion of the municipal parking lot #4.

Tom Sullivan, 751 Syracuse

Mr. Sullivan stated that the fiber project should not be supported by the Economic Development fund. He did not support funding for the Chamber of Commerce or the planting projects. Mr. Sullivan stated that salaries should not be funded with the Economic Development fund. He also stated that the expansion of municipal parking lot #4 would warrant more analysis.

Paulette Carr, 7901 Gannon Ave

Ms. Carr stated that The Collaborative was a vendor and would not provide a service requested by a group. She stated that the project should be bid out through a RFQ process. Ms. Carr stated a scope of work for the Chamber's fund request should go to bid. She also indicated that contact information and products produced by each group should be included in the application process.

Ellen Bern, 7001 Washington – Representing the Chamber of Commerce

Ms. Bern stated she is now the interim director of the Chamber of Commerce. Ms. Bern would like the Chamber's funds to be reinstated to the requested amount. Ms. Bern stated that the Chamber, instead of City staff, should work with the property owners to collect information for the City's Olive Corridor website. Ms. Bern is concerned about funding for Lynda.com. Ms. Bern also supported the broad band fiber project for Olive Blvd. The Chamber of Commerce Board wrote a letter of support for The Collaborative project.

Mr. Kuhlman inquired about the resignation of the Executive Director and if the Chamber will be going through the hiring process. Ms. Bern explained that the former Executive Director has serious health issues and will not be returning to the Chamber and she will be interim until a replacement can be found. Mr. Kuhlman asked staff if the City funded the hiring process for the new Executive Director. Mr. Riganti stated that the City funds the Chamber on a project basis. Mr. Kuhlman also asked Ms. Bern about the Olive businesses support for broadband fiber. Ms. Bern stated that St. Louis is a destination for technology companies and they will come faster with access to high speed internet. She stated that high speed fiber will change the face of Olive Blvd. Ms. Sydnor asked Ms. Bern about what businesses on Olive Blvd have expressed interest in high speed fiber? Ms. Bern indicated that the Chamber of Commerce has endorsed it.

Mr. Peters stated that he wants Ms. Bern to provide the Board with data about how many businesses the Chamber has reached and how many Olive businesses are members of the Chamber of Commerce. Ms. Riganti stated that staff would work with the Chamber to develop the quarterly report.

Bob Lewis, 10 South Broadway, Development Strategies Consulting

Mr. Lewis supports full funding for The Collaborative for the highest and best use study. Mr. Lewis stated that Olive Blvd has not advanced and that The Collaborative would be able to make that happen. He stated the highest and best use study should be done, now not during the Comprehensive Plan process.

Mr. Peters inquired about the use of EDRST funds for private companies and if these types of projects should go through a RFP process. Mayor Welch indicated that EDRST funds can be used for projects that generate new ideas for economic development and not just for projects recommended by city staff. Mr. Peters then stated he just wants to make sure the Board is clear on what the EDRST money can be used for and that the Board is getting for what is paid for with the tax dollars.

Eric Friedman, 7010 Washington

Mr. Friedman stated that funding for The Collaborative should be reinstated. The Collaborative made their

proposal to help spur economic development on Olive Blvd. Mr. Friedman indicated that his proposal is to create a business plan including engineering drawings to implement fiber on Olive Blvd.

Mr. Winer asked Mr. Friedman about what the money will be used for. Mr. Friedman indicated that the original proposal was to give the Board a business plan including engineering drawing and a finance plan to implement fiber. Mr. Friedman indicated that staff had revised the proposal to only include a feasibility study, not a business plan. Mr. Kuhlman asked Mr. Friedman if he knows the need for fiber on Olive Blvd? Mr. Friedman indicated that the plan would be much more than that. Mr. Kuhlman then asked Mr. Friedman that after the feasibility is done, could the Collaborative come to the conclusion that fiber isn't necessary or wouldn't be used very much? Mr. Friedman indicated that he couldn't say that wouldn't be a possibility but what he knows, he doesn't see that happening. He indicated that many cities around the country are interested in installing fiber. Mr. Peters asked Mr. Friedman if there is opportunity for fiber already on Olive and if that would be a part of the feasibility. Mr. Friedman said yes. Mr. Peters inquired to staff about the reduction in funding for the project and if the applicant understood the staff's recommendation. Ms. Riganti indicated that staff has spoken at length to Mr. Friedman about the staff's recommendation and analysis and will continue to work with Mr. Friedman to define the scope of the study. Ms. Wellington then asked Mr. Friedman if the Collaborative can complete the work identified by the staff. Mr. Friedman responded that he had been in contact with staff and will continue to work on a scope. But Mr. Friedman doesn't believe the City should wait on the highest and best use and that the Board should reinstate the funds.

Elsie Glickert, 6712 Etzel

Ms. Glickert stated that the concrete slabs on the property located at Olive Blvd and North South Blvd should be removed.

Following public comment, the EDRSTB discussed the FY 2015 requests for funding. Mr. Kuhlman asked staff to clarify the \$186,059 funding set aside for Olive Blvd projects. Staff indicated that was for additional projects for Olive Blvd as needed throughout the year and staff would come back to the Board for approval of the projects. Mr. Winer asked about funding for security cameras in the parking lot and Ms. Riganti indicated that funding for the security cameras can be considered in the Department of Public Works and Parks budget for next year. Mr. Peters asked about funding the administration budget and why the staffing budget has increased. Ms. Riganti stated that in past years there was not a full-time staff person for economic development. Mr. Peters requested the EDRSTB for an audit on the funds. Mr. Peters asked about funding for the planters and hanging baskets and how that impacts economic development. Ms. Riganti explained that the City is working to target beautification efforts on Olive Blvd along with other projects at the same time including the façade improvement program. Mr. Kuhlman inquired if the Chamber will hire staff. Mr. Winer stated he supported some of the projects that were not recommended by staff and would like to see the projects funded including the Walk of Fame. Mr. Winer requested the Board take a line item vote for requested funding. Mr. Peters stated he would not be able to vote on several items as he didn't want to make a decision tonight.

A majority of the Board agreed to vote on the staff's recommendation, line by line (spreadsheet attached).

- Chamber of Commerce – Staff recommendation approved by a vote of 4-1
- Loop Media Hub – Staff recommendation approved by a vote of 5-0
- LSBDD – Loop Ice Carnival – Full amount of \$30,000 approved by vote of 3-2
- LSBDD – Brochures – Staff recommendation approved by vote of 5-0
- LSBDD – Enhanced presence on Commission website – Staff recommendation approved by vote of 5-0.
- LSBDD – Delmar Loop Ad in Visitors Guide – Staff recommendation approved by 5-0
- LSBDD – Search engine optimization for Loop – Staff recommendation approved by 5-0

- University City In Bloom – Loop projects - Staff recommendation approved by 5-0
- University City In Bloom – Maintain gardens on Olive Blvd - Staff recommendation approved by 5-0
- University City In Bloom – Install and maintain hanging baskets on Olive Blvd - Staff recommendation approved by 4-1
- University City In Bloom – Maintain trees on Olive Blvd - Staff recommendation approved by 5-0
- University City In Bloom – Maintain and install ground cover on Olive Blvd trees - Staff recommendation approved by 5-0
- The Collaborative – Broadband feasibility study - Staff recommendation approved by 4-1
- University City, Department of Community Development – Administration - Staff recommendation approved by 4-1
- University City, Department of Community Development – Marketing Materials - Staff recommendation approved by 5-0
- University City, Department of Community Development – Street Banners - Staff recommendation approved by 5-0
- University City, Department of Community Development – To-Be-Determined for Olive Blvd. - Staff recommendation revised to \$160,059, approved by 5-0
- LSBD – Walk of Fame – Staff recommendation not supported, full funding of \$6,000 recommended and approved by 4-1(abstained)

New Business

None

Other Business

See Public Comments above.

Reports

a. Council Liaison Report –Mayor Welsch stated the new Walgreens on Delmar has a ribbon cutting event tomorrow evening. She attended a luncheon at the Economic Development Partnership. She would like the City to be more involved in The Collaborative planning process. Ms. Welch is working with the Senior Commission. Ms. Welch stated that the City has hired a company to assist the City in removing trees from the tornado.

b. Staff Report- Ms. Lloyd updated the Board on the Olive Boulevard Façade Program. Ms. Lloyd also updated the Board on the Olive Blvd. Commercial Corridor website project. The City received 17 responses to the request for proposals. The City is in the process of reviewing the applications and interviewing qualified firms. Ms. Lloyd updated the Board on an event the City is co-hosting with Invest STL, a non-profit community development organization. The event will take place at Wei Hong Restaurant on Thursday, May 29th from 5:30pm-7:00pm.

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.

Meeting adjourned at 6:06 p.m.

Respectfully submitted

Jackie Wellington
EDRSTB Secretary

Prepared by: Jodie Lloyd,
Manager of Economic Development

DRAFT

Economic Development Retail Sales Tax Board Projects – Fiscal Year 2014

| Project | Budget |
|---|----------------------|
| Commercial Property Website | \$ 60,000.00 |
| Façade Improvement Program | \$ 200,000.00 |
| Olive Gardens - City-owned properties | \$ 18,585.00 |
| Olive Tree Care | \$ 8,875.00 |
| Olive Gardens - maintenance of existing | \$ 15,000.00 |
| Olive Planters - baskets | \$ 36,670.00 |
| Olive Request Totals | \$ 339,130.00 |
| Marketing, Attraction, Promotional Administration | \$ 10,000.00 |
| | \$ 100,000.00 |
| Delmar Loop Planters | \$ 8,700.00 |
| Delmar Street Lights | \$ 32,200.00 |
| Loop Ice Carnival | \$ 30,000.00 |
| Loop Brochures | \$ 12,000.00 |
| Delmar Garage Lights | \$ 27,000.00 |
| Melville/Ackert Plaza Improvements | \$ 10,000.00 |
| Parking Study-trolley related | \$ 15,000.00 |
| Explore St Louis Website | \$ 4,000.00 |
| Artificial Greens for Planters | \$ 4,500.00 |
| Ad in Official Visitor's Guide | \$ 9,500.00 |
| Delmar Request Totals | \$ 152,900.00 |
| RECOMMENDED FOR FUNDING | \$ 602,030.00 |



Economic Development Retail Sales Tax Board

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

QUARTERLY PERFORMANCE REPORT

| | | |
|------------------------------------|-----------------|---|
| Project Number: | Quarter: 2nd | |
| Applicant/Sponsor: U City in Bloom | Submittal Date: | Name of Person Completing Report: Jesse Gilbertson, Helen Fuller |

Project Title: Delmar Loop Planters

Activity Progress Narrative. Please describe milestones achieved during this reporting period:

Horticulture activity is seasonal and as such the milestones of this project are driven by the growing season and are the most labor intensive during those three fiscally overlapping quarters of the growing season – the 3rd, 4th, and 1st quarters.

-Starting the fiscal year on July 1 UCB has maintained the plants installed in the spring of 2013 under the previous year's funding.

During the 2nd quarter covering this report the following tasks were necessary for the planters:

- The seasonal displays were removed and composted for the next season with UCB staff and volunteers.
- The containers were cleaned of thrash.

% Complete: 1/2

Budget Performance:

| Activity | EDRST Approved Funds | Requested this Quarter | Previous Funds Requested | Cash/Non-Cash Match Expended this Quarter | Remaining EDRST Funds |
|----------------------|----------------------|------------------------|--------------------------|---|-----------------------|
| Delmar Loop Planters | 8,700.00 | \$2,175.00 | | \$450.80 | \$6,525.00 |
| | | | | | |
| | | | | | |

Additional Information:**Olive Planters – baskets - \$36,670.00**

The ordering of hard goods, construction and installation of the Olive Planter baskets is being handled directly by the City

Olive gardens – City-owned properties - \$18,585.00. This project is on hold.



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QUARTERLY PERFORMANCE REPORT

| | | |
|---|------------------------|---|
| Project Number: | Quarter: 3rd | |
| Applicant/Sponsor: U City in Bloom | Submittal Date: | Name of Person Completing Report: Jesse Gilbertson, Helen Fuller |

Project Title: Delmar Loop Planters

Activity Progress Narrative. Please describe milestones achieved during this reporting period:

Horticulture activity is seasonal and as such the milestones of this project are driven by the growing season and are the most labor intensive during those three fiscally overlapping quarters of the growing season – the 3st, 4th, and 1st quarters.

-Starting the fiscal year on July 1 UCB has maintained the plants installed in the spring of 2013 under the previous year’s funding.

Tasks completed for the 3rd quarter:

-Planning was completed for the Loop container display.

-The grower was selected and the plants were ordered.

% Complete: 3/4

Budget Performance:

| Activity | EDRST Approved Funds | Requested this Quarter | Previous Funds Requested | Cash/Non-Cash Match Expended this Quarter | Remaining EDRST Funds |
|----------------------|----------------------|------------------------|--------------------------|---|-----------------------|
| Delmar Loop planters | \$8,700.00 | \$2,175.00 | | | \$2,175 |
| | | | | | |
| | | | | | |

Additional Information:

Olive Planters – baskets - \$36,670.00

The ordering of hard goods, construction and installation of the Olive Planter baskets is being handled directly by the City

Olive gardens – City-owned properties - \$18,585.00. This project is on hold.



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QUARTERLY PERFORMANCE REPORT

| | | |
|---|------------------------|---|
| Project Number: | Quarter: 2nd | |
| Applicant/Sponsor: U City in Bloom | Submittal Date: | Name of Person Completing Report: Jesse Gilbertson, Helen Fuller |

**Project Title: Olive Gardens –
Maintenance of Existing**

Activity Progress Narrative. Please describe milestones achieved during this reporting period:

Horticulture activity is seasonal and as such the milestones of this project are driven by the growing season and are the most labor intensive during those three fiscally overlapping quarters of the growing season – the 3st, 4th, and 1st quarters.

-Starting the fiscal year on July 1 UCB has watered, planted and cared for the existing 9 gardens on Olive.

The following tasks were completed by UCB staff and volunteers during the 2nd reporting quarter:

- Removal and disposal of all leaves and trash
- Annuals were removed and composted
- Division of perennials for plant health
- Beds were watered through October
- Removal of weeds and invasive species
- Irrigation was winterized and assessed for repairs

% Complete: 1/2

Budget Performance:

| Activity | EDRST Approved Funds | Requested this Quarter | Previous Funds Requested | Cash/Non-Cash Match Expended this Quarter | Remaining EDRST Funds |
|---|----------------------|------------------------|--------------------------|---|-----------------------|
| Olive Gardens – maintenance of existing gardens | \$15,000.00 | \$3,875.00 | | \$540.00 | \$7,750.00 |
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Additional Information:

Olive Planters – baskets - \$36,670.00

The ordering of hard goods, construction and installation of the Olive Planter baskets is being handled directly by the City

Olive gardens – City-owned properties - \$18,585.00. This project is on hold.



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QUARTERLY PERFORMANCE REPORT

| | | |
|---|------------------------|---|
| Project Number: | Quarter: 3rd | |
| Applicant/Sponsor: U City in BLOOM | Submittal Date: | Name of Person Completing Report: Jesse Gilbertson, Helen Fuller |

**Project Title: Olive Gardens –
Maintenance of Existing**

Activity Progress Narrative. Please describe milestones achieved during this reporting period:

Horticulture activity is seasonal and as such the milestones of this project are driven by the growing season and are the most labor intensive during those three fiscally overlapping quarters of the growing season – the 3rd, 4th, and 1st quarters.

-Starting the fiscal year on July 1 UCB has watered, planted and cared for the existing 9 gardens on Olive.

During the 3rd quarter covering this report the following tasks were completed by UCB staff and volunteers:

-Removal and disposal of all leaves and trash

-Perennials were cut back

-Application of organic fertilizer

-Leaf mulch was hauled and applied

-Beds were edged

-Small tree and shrub pruning was completed

% Complete: 3/4

Budget Performance:

| Activity | EDRST Approved Funds | Requested this Quarter | Previous Funds Requested | Cash/Non-Cash Match Expended this Quarter | Remaining EDRST Funds |
|--|----------------------|------------------------|--------------------------|---|-----------------------|
| Olive gardens – maintenance of existing gardens. | \$15,000. | \$3,750.00 | | \$540.00 | \$3,750.00 |
| | | | | | |
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Additional Information:

Olive Planters – baskets - \$36,670.00

The ordering of hard goods, construction and installation of the Olive Planter baskets is being handled directly by the City

Olive gardens – City-owned properties - \$18,585.00. This project is on hold.



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QUARTERLY PERFORMANCE REPORT

| | | |
|---|------------------------|---|
| Project Number: | Quarter: 2nd | |
| Applicant/Sponsor: U City in Bloom | Submittal Date: | Name of Person Completing Report: Jesse Gilbertson, Helen Fuller |

Project Title: Olive Tree Care

Activity Progress Narrative. Please describe milestones achieved during this reporting period:

Horticulture activity is seasonal and as such the milestones of this project are driven by the growing season and are the most labor intensive during those three fiscally overlapping quarters of the growing season – the 3st, 4th, and 1st quarters.

-Starting the fiscal year on July 1 UCB has watered and cared for the new trees on Olive.

The following tasks were completed by UCB staff and volunteers during the 2nd reporting quarter:

-The tree watering was completed for 2013

-The water (Gator) bags were removed and stored by UCB employees and volunteers.

% Complete: 3/4

Budget Performance:

| Activity | EDRST Approved Funds | Requested this Quarter | Previous Funds Requested | Cash/Non-Cash Match Expended this Quarter | Remaining EDRST Funds |
|-----------------|----------------------|------------------------|--------------------------|---|-----------------------|
| Olive Tree Care | 8700.00 | \$2,216.00 | | \$180.40 | \$4,443.00 |
| | | | | | |
| | | | | | |

Additional Information:

Olive Planters – baskets - \$36,670.00

The ordering of hard goods, construction and installation of the Olive Planter baskets is being handled directly by the City

Olive gardens – City-owned properties - \$18,585.00. This project is on hold.



Economic Development Retail Sales Tax Board

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QUARTERLY PERFORMANCE REPORT

| | | |
|---|------------------------|---|
| Project Number: | Quarter: 3rd | |
| Applicant/Sponsor: U City in Bloom | Submittal Date: | Name of Person Completing Report: Jesse Gilbertson, Helen Fuller |

Project Title: Olive Tree Care

Activity Progress Narrative. Please describe milestones achieved during this reporting period:

Horticulture activity is seasonal and as such the milestones of this project are driven by the growing season and are the most labor intensive during those three fiscally overlapping quarters of the growing season – the 3st, 4th, and 1st quarters.

-Starting the fiscal year on July 1 UCB has watered and cared for the new trees on Olive.

The following tasks were completed by UCB staff and volunteers during the 3rd reporting quarter:

-An assessment of tree health and condition was made by Jesse Gilbertson and UCB staff, this involved looking for mechanic damage, pruning for structure and safety, and overall rating of the success of the watering.

% Complete: 3/4

Budget Performance:

| Activity | EDRST Approved Funds | Requested this Quarter | Previous Funds Requested | Cash/Non-Cash Match Expended this Quarter | Remaining EDRST Funds |
|-----------------|----------------------|------------------------|--------------------------|---|-----------------------|
| Olive Tree Care | \$8,875.00 | \$2,216.00 | | | \$2,227.00 |
| | | | | | |
| | | | | | |

Additional Information:

Olive Planters – baskets - \$36,670.00

The ordering of hard goods, construction and installation of the Olive Planter baskets is being handled directly by the City

Olive gardens – City-owned properties - \$18,585.00. This project is on hold.



Economic Development Retail Sales Tax Board

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QUARTERLY PERFORMANCE REPORT

| | | |
|---|---|---|
| Project Number: | Quarter: 3rd – January – March, 2014 | |
| Applicant/Sponsor: U City in Bloom | Submittal Date: | Name of Person Completing Report: Jesse Gilbertson |

Project Title: Olive Hanging Baskets

Activity Progress Narrative. Please describe milestones achieved during this reporting period:

- The grower has been selected and contracted to grow the baskets for a May delivery
- Bracket fabricator Zane Williams selected and contracted to fabricate and install the brackets
- Baskets ordered from National Wire Products
- New Zealand moss liner ordered from Acadian Wholesale Supply
- Plant selections made
- Measuring and installation of prototype brackets

% Complete: 3/4

Budget Performance:

| Activity | EDRST Approved Funds | Requested this Quarter | Previous Funds Requested | Cash/Non-Cash Match Expended this Quarter | Remaining EDRST Funds |
|----------|----------------------|------------------------|--------------------------|---|-----------------------|
| | \$36,670 | | | \$2700.00 | |
| | | | | | |
| | | | | | |

Additional Information:

Olive Planters – baskets - \$36,670.00

The ordering of hard goods, construction and installation of the Olive Planter baskets is being handled directly by the City

Olive gardens – City-owned properties - \$18,585.00. Cost is being handled directly by the City.



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QUARTERLY PERFORMANCE REPORT

| | | | |
|--------------------|-----------------|------------------|-----------------------------------|
| Project Number: | Quarter: | 4TH QUARTER 2013 | 04-13 |
| Applicant/Sponsor: | Submittal Date: | 5/9/14 | Name of Person Completing Report: |
| LOOP SBD | | | JOE EDWARDS |

Project Title: ADS & LISTINGS: ST. LOUIS VISITORS GUIDE - ST. LOUIS CONVENTION & VISITORS COMM.

Activity Progress Narrative. Please describe milestones achieved during this reporting period:

VERY SUCCESSFUL: GREAT ART LAYOUT, EXCELLENT PLACEMENT NEAR FRONT OF GUIDE, OUR 3-PAGE SPREAD DOMINATES (IN A GOOD WAY), AT THE ANNUAL SLCVC TOURISM EVENT AT BALLPARK VILLAGE THIS WEEK MADDEN MEDIA AND THE SLCVC CONFIRMED THE ABOVE.

This guide is in all hotel rooms in St. Louis all year. Plus, it is the only guide sent to people BEFORE they visit St. Louis, look for housing in an area that's appealing and vibrant and to seek out an area to relocate a business (retail or office).

% Complete: 100% I PASSED OUT COPIES OF THE GUIDE TO SALES TAX BOARD AT A PREVIOUS MEETING.

Budget Performance:

| Activity | EDRST Approved Funds | Requested this Quarter | Previous Funds Requested | Cash/Non-Cash Match Expended this Quarter | Remaining EDRST Funds |
|-----------------------------------|----------------------|------------------------|--------------------------|---|-----------------------|
| OFFICIAL ST. LOUIS VISITORS GUIDE | 9,500 | 9,500 | 0 | 9,500 | 0 |

Additional Information:

THE LOOP SPENT A TOTAL OF \$32,520 ON THIS PROJECT THIS YEAR, INCLUDING LARGE ADS BY BLUEBERRY HILL, MOONRISE HOTEL AND OTHERS. ENHANCED LISTINGS ALSO WERE PAID FOR BY INDIVIDUAL BUSINESSES.

LAYOUT AND GRAPHIC DESIGN WERE PAID FOR BY BLUEBERRY HILL THAT AMOUNTED TO MORE THAN \$2,000 ABOVE THE \$32,520 FIGURE.

IMPORTANT PROJECT FOR THE LOOP.


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QUARTERLY PERFORMANCE REPORT

| | | | |
|--------------------|--|------------------|-----------------------------------|
| Project Number: | Quarter: | 4TH QUARTER 2013 | Q4-13 |
| Applicant/Sponsor: | Submittal Date: | 5/9/14 | Name of Person Completing Report: |
| LOOP SBD | | | JOE EDWARDS |
| Project Title: | ENHANCED PLACEMENT ON EXPLORESTLOUIS.COM WEBSITE (CONVENTION & VISITORS COMM.) | | |

Activity Progress Narrative. Please describe milestones achieved during this reporting period:

FUNDS WERE NOT USED YET AND NOT RECEIVED FROM U. CITY

% Complete: 0%

Budget Performance:

| Activity | EDRST Approved Funds | Requested this Quarter | Previous Funds Requested | Cash/Non-Cash Match Expended this Quarter | Remaining EDRST Funds |
|----------|----------------------|------------------------|--------------------------|---|-----------------------|
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Additional Information:

NEW MARKETING DIRECTOR WILL FOLLOW THROUGH.


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QUARTERLY PERFORMANCE REPORT

| | | | |
|--|-----------------|------------------|--|
| Project Number: | Quarter: | 1ST QUARTER 2014 | 01-14 |
| Applicant/Sponsor: | Submittal Date: | 5/9/14 | Name of Person Completing Report: JOE EDWARDS |
| Project Title: ENHANCED PLACEMENT ON EXPLORESTLOUIS.COM WEBSITE (CONVENTION & VISITORS COMM) | | | |

Activity Progress Narrative. Please describe milestones achieved during this reporting period:

FUNDS WERE NOT USED YET AND NOT RECEIVED FROM U. CITY

% Complete: 0%

Budget Performance:

| Activity | EDRST Approved Funds | Requested this Quarter | Previous Funds Requested | Cash/Non-Cash Match Expended this Quarter | Remaining EDRST Funds |
|----------|----------------------|------------------------|--------------------------|---|-----------------------|
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Additional Information:

NEW MARKETING DIRECTOR WILL FOLLOW THROUGH.

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4/ 5



Economic Development Retail Sales Tax Board

6801 Delmar Boulevard * University City, Missouri 63130 * 314-505-6500 * Fax: 314-862-3168

QUARTERLY PERFORMANCE REPORT

| | | |
|---|-------------------------------------|---|
| Project Number: | Quarter: <u>Oct 1 - Dec 31 2013</u> | |
| Applicant/Sponsor: <u>Loop SBO</u> | Submittal Date: | Name of Person Completing Report: <u>H. Fitzgerald</u> |
| Project Title: <u>Loop Ice Carnival</u> | | |

Activity Progress Narrative. Please describe milestones achieved during this reporting period:

Project still in progress.
Date of event Jan 17-18, 2014.

% Complete:

50% complete

Budget Performance:

| Activity | EDRST Approved Funds | Requested this Quarter | Previous Funds Requested | Cash/Non-Cash Match Expended this Quarter | Remaining EDRST Funds |
|----------|----------------------|------------------------|--------------------------|---|-----------------------|
| | <u>30,000</u> | | | | |

Additional Information:

05-09-14;02:57PM;

;314+721+5797

5/ 5



Economic Development Retail Sales Tax Board

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

QUARTERLY PERFORMANCE REPORT

| | | | |
|----------------------------------|--------------------------------|--|--|
| Project Number: | Quarter: Jan 1 - March 31 2014 | | |
| Applicant/Sponsor: Loop SBO | Submittal Date: | Name of Person Completing Report: Fitzgerald | |
| Project Title: Loop Ice Caenival | | | |

Activity Progress Narrative. Please describe milestones achieved during this reporting period:

Successful Event.
 all funds received from
 City of U City.

% Complete:

100% Complete

Budget Performance:

| Activity | EDRST Approved Funds | Requested this Quarter | Previous Funds Requested | Cash/Non-Cash Match Expended this Quarter | Remaining EDRST Funds |
|----------|----------------------|------------------------|--------------------------|---|-----------------------|
| | 30,000 | | | | |

Additional Information:



Economic Development Retail Sales Tax Board

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

QUARTERLY PERFORMANCE REPORT

| | | | |
|--------------------|------------------------------|------------------|-----------------------------------|
| Project Number: | Quarter: | 4TH QUARTER 2013 | Q4-13 |
| Applicant/Sponsor: | Submittal Date: | 5/9/14 | Name of Person Completing Report: |
| LOOP SBD | | | JOE EDWARDS |
| Project Title: | LOOP BROCHURES (DIRECTORIES) | | |

Activity Progress Narrative. Please describe milestones achieved during this reporting period:

50,000 BROCHURES WERE PRINTED AS PREDICTED.

THIS IS THE SINGLE MOST IMPORTANT PRINTED PIECE THE LOOP DOES EACH YEAR.

% Complete: 100% ON PRINTED BROCHURES, 0% ON ILLUMINATED DIRECTORIES

Budget Performance:

| Activity | EDRST Approved Funds | Requested this Quarter | Previous Funds Requested | Cash/Non-Cash Match Expended this Quarter | Remaining EDRST Funds |
|---------------|----------------------|------------------------|--------------------------|---|-----------------------|
| LOOP BROCHURE | \$12,000 | 7,665 | 0 | | 4,335 |

Additional Information:

THE ILLUMINATED DIRECTORY PORTION OF THE REMAINING FUNDS HAS BEEN DELAYED UNTIL 2ND QUARTER 2014 DUE IN PART TO NEW PURCHASE ORDER PROCEDURES.

LOCAL AND OUT-OF-TOWN VISITORS LOOK AT THE DIRECTORIES ON THE STREET ALL THE TIME. IT'S A WONDERFUL INFRASTRUCTURE PROJECT.



Economic Development Retail Sales Tax Board

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

QUARTERLY PERFORMANCE REPORT

| | | |
|-----------------------------|---------------------------------|---|
| Project Number: | Quarter: 1ST QUARTER 2014 01-14 | |
| Applicant/Sponsor: LOOP SBD | Submittal Date: 5/9/14 | Name of Person Completing Report: JOE EDWARDS |

Project Title: LOOP BROCHURES (DIRECTORIES)

Activity Progress Narrative. Please describe milestones achieved during this reporting period:

SAME AS 04-13 REPORT

% Complete:

Budget Performance:

| Activity | EDRST Approved Funds | Requested this Quarter | Previous Funds Requested | Cash/Non-Cash Match Expended this Quarter | Remaining EDRST Funds |
|----------|----------------------|------------------------|--------------------------|---|-----------------------|
| | | | | | |

Additional Information:



Economic Development Retail Sales Tax Board

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

QUARTERLY PERFORMANCE REPORT

| | | |
|---|---------------------------|---|
| Project Number: | Quarter: 4TH QUARTER 2013 | Q4-13 |
| Applicant/Sponsor: LOOP SBD | Submittal Date: 5/9/14 | Name of Person Completing Report: JOE EDWARDS |
| Project Title: ARTIFICIAL WINTER GREFNS FOR FLOWER PLANTERS | | |

Activity Progress Narrative. Please describe milestones achieved during this reporting period:

BY THE TIME FINAL APPROVAL CAME, SUPPLIERS AROUND THE COUNTRY HAD LOW SUPPLIES, ,

WE RECEIVED ABOUT 1/4 WHAT WE NEEDED AND WILL GFT THE RFST THIS SUMMER.

% Complete: 25%

Budget Performance:

| Activity | EDRST Approved Funds | Requested this Quarter | Previous Funds Requested | Cash/Non-Cash Match Expended this Quarter | Remaining EDRST Funds |
|----------|----------------------|------------------------|--------------------------|---|-----------------------|
| | 4,500 | | | | |
| | ↑ 4,500 | | | | |

Additional Information:



Economic Development Retail Sales Tax Board

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

QUARTERLY PERFORMANCE REPORT

| | | |
|-----------------------------|------------------------------|---|
| Project Number: | Quarter: 1st QTR, 2014 01-14 | |
| Applicant/Sponsor: LOOP SBD | Submittal Date: 5/9/14 | Name of Person Completing Report: JOE EDWARDS |

Project Title: ARTIFICIAL WINTER GREENS FOR FLOWER PLANTERS

Activity Progress Narrative. Please describe milestones achieved during this reporting period:

SAME AS 04-13 REPORT.

% Complete: 25%

Budget Performance:

| Activity | EDRST Approved Funds | Requested this Quarter | Previous Funds Requested | Cash/Non-Cash Match Expended this Quarter | Remaining EDRST Funds |
|----------|----------------------|------------------------|--------------------------|---|-----------------------|
| | | | | | |

Additional Information:



Economic Development Retail Sales Tax Board

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

QUARTERLY PERFORMANCE REPORT

| | | |
|-------------------------------|--------------------------------------|---|
| Project Number: 1189 | Quarter: January – March 2014 | |
| Applicant/Sponsor: PWP | Submittal Date: May 7, 2014 | Name of Person Completing Report: Jenny Wendt PM |

Project Title: Delmar Parking Garage Lighting Project

Activity Progress Narrative. Please describe milestones achieved during this reporting period:

This project replaces the 46 ceiling lights in the Parking Garage located at 6319 Delmar. The current fixtures are 150 watt High Pressure Sodium and will be replaced with reduced wattage LED fixtures.

Pricing has been requested from three lighting vendors with the current layout of the garage and a full list of specifications. Once these are received, they will be evaluated and the best option will be selected. This will take approximately 2 more weeks.

Once the bids are received and a selection is made, the fixtures will arrive approximately 8 weeks later. The installation will take approximately 2 weeks.

Design phase is 95% complete. No funds allocated have been expended.

% Complete: 0%

Budget Performance:

| Activity | EDRST Approved Funds | Requested this Quarter | Previous Funds Requested | Cash/Non-Cash Match Expended this Quarter | Remaining EDRST Funds |
|------------------|----------------------|------------------------|--------------------------|---|-----------------------|
| Replacing Lights | \$27,000.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |
| | | | | | |
| | | | | | |

Additional Information:

Empty box for additional information.



Economic Development Retail Sales Tax Board

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

QUARTERLY PERFORMANCE REPORT

| | | |
|-------------------------------|--------------------------------------|---|
| Project Number: 1103 | Quarter: January – March 2014 | |
| Applicant/Sponsor: PWP | Submittal Date: May 7, 2014 | Name of Person Completing Report: Jenny Wendt PM |

Project Title: Delmar Lighting Project

Activity Progress Narrative. Please describe milestones achieved during this reporting period:

This project will run in conjunction with the Loop Trolley Project. Currently the lighting on Delmar is owned by Ameren. Through the trolley project the City will acquire these light and thus have the ability to replace the current High Pressure Sodium lights with more energy efficient Ceramic Metal Halide Lighting. The layout of the lighting locations and a full list of specifications have been prepared and is an alternate bid in the Loop Trolley Project bid documents.

Design phase is 100% complete. No funds allocated have been expended.

% Complete: 0%

Budget Performance:

| Activity | EDRST Approved Funds | Requested this Quarter | Previous Funds Requested | Cash/Non-Cash Match Expended this Quarter | Remaining EDRST Funds |
|-----------------|-----------------------------|-------------------------------|---------------------------------|--|------------------------------|
| | \$32,200.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |
| | | | | | |
| | | | | | |

Additional Information:

Empty box for additional information.



Economic Development Retail Sales Tax Board

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QUARTERLY PERFORMANCE REPORT

| | | |
|-------------------------------|---|--|
| Project Number: 1131 | Quarter: October – December 2013 | |
| Applicant/Sponsor: PWP | Submittal Date: May 7, 2014 | Name of Person Completing Report: Angelica Gutierrez PM |

Project Title: Melville/Ackert Plaza Renovation Project

Activity Progress Narrative. Please describe milestones achieved during this reporting period:

This project will renovate the plaza's safety and aesthetics deficiencies after plaza was constructed as part of the Centennial Greenway along Melville Ave, sponsored by Great Rivers Greenway (GRG) in 2010.

Design phase started earlier in the year 2013. Different concept designs were considered in order to save in construction costs.

Communication with adjacent businesses was completed to obtain their input and City Commissions were consulted for approval of the final design. U. City in Bloom was invited to submit a proposal for the landscape improvements.

Design phase completed 80%. All funds allocated have been expended.

Additional funding from the City General Revenue Fund, PWP budget has been allocated to complete the design of this project.

% Complete: 100%

Budget Performance:

| Activity | EDRST Approved Funds | Requested this Quarter | Previous Funds Requested | Cash/Non-Cash Match Expended this Quarter | Remaining EDRST Funds |
|------------------------------|----------------------|------------------------|--------------------------|---|-----------------------|
| Design – Consulting Services | \$10,000.00 | \$10,000.00 | \$0.00 | \$10,000.00 | \$0.00 |
| | | | | | |
| | | | | | |

Additional Information:



Economic Development Retail Sales Tax Board

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QUARTERLY PERFORMANCE REPORT

| | | |
|-------------------------------|--------------------------------------|--|
| Project Number: 1137 | Quarter: January – March 2014 | |
| Applicant/Sponsor: PWP | Submittal Date: May 7, 2014 | Name of Person Completing Report: Angelica Gutierrez PM |

Project Title: Delmar Loop Parking Study – Trolley Related

Activity Progress Narrative. Please describe milestones achieved during this reporting period:

This project will analyze the new parking demands of the Delmar Loop businesses and patrons, after the final plans and layout of the trolley is submitted to the City.

First part of the parking study was completed in the first half of 2013. The completion of the study is dependent of the Trolley final plan submittal, not submitted as of May 7, 2014.

Communication with adjacent businesses was completed to obtain their input.

Study phase completed 95%. And 95% of the funds allocated were expended in May and June of 2013*

% Complete: 95%

Budget Performance:

| Activity | EDRST Approved Funds | Requested this Quarter | Previous Funds Requested | Cash/Non-Cash Match Expended this Quarter | Remaining EDRST Funds |
|-------------------------------------|----------------------|------------------------|--------------------------|---|-----------------------|
| Traffic Study – Consulting Services | \$15,000.00 | \$0.00 | \$0.00 | \$0.00* | \$2,926.10 |
| | | | | | |
| | | | | | |

Additional Information:

Funds to be charged to the EDRST account pending. Expenses paid as of today were allocated from the City General Revenue Fund, PWP budget, since the ED board had not yet approved the project by the time the study needed to start.



Economic Development Retail Sales Tax Board

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QUARTERLY PERFORMANCE REPORT

| | | |
|---|---|--|
| Project Number: | Quarter: October 1 – December 31, 2013 | |
| Applicant/Sponsor: City of University City, Department of Community Development | Submittal Date: May 6, 2014 | Name of Person Completing Report: Jodie Lloyd, Manager of Economic Development |

Project Title: Façade Improvement Program

Activity Progress Narrative. Please describe milestones achieved during this reporting period:

Following approval of the funds for the Façade Improvement Program, staff began to research best practices for façade improvement programs. Staff began developing a façade improvement program application and informational material.

Staff time was used on the project, no EDRST funds were used.

% Complete: 0%

Budget Performance:

| Activity | EDRST Approved Funds | Requested this Quarter | Previous Funds Requested | Cash/Non-Cash Match Expended this Quarter | Remaining EDRST Funds |
|-------------------------|----------------------|------------------------|--------------------------|---|-----------------------|
| Best Practices Research | \$60,000 | 0 | 0 | 0 | \$60,000 |
| Draft Application | \$60,000 | 0 | 0 | 0 | \$60,000 |
| | | | | | |

Additional Information:



Economic Development Retail Sales Tax Board

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QUARTERLY PERFORMANCE REPORT

| | | |
|---|--|--|
| Project Number: | Quarter: January 1 – March 31, 2014 | |
| Applicant/Sponsor: City of University City, Department of Community Development | Submittal Date: May 6, 2014 | Name of Person Completing Report: Jodie Lloyd, Manager of Economic Development |

Project Title: Façade Improvement Program

Activity Progress Narrative. Please describe milestones achieved during this reporting period:

The Façade Improvement Program application and informational material was finalized during this quarter. On March 13, 2014, the Façade Improvement Program was launched at the Olive Blvd. Business Forum. Following the Forum, staff conducted outreach to businesses in the pilot project area between Midland and McKnight.

Staff time was used on the project, no EDRST funds were used.

% Complete: 0%

Budget Performance:

| Activity | EDRST Approved Funds | Requested this Quarter | Previous Funds Requested | Cash/Non-Cash Match Expended this Quarter | Remaining EDRST Funds |
|--------------------------------|----------------------|------------------------|--------------------------|---|-----------------------|
| Final Application and Material | \$60,000 | 0 | 0 | 0 | \$60,000 |
| Outreach | \$60,000 | 0 | 0 | 0 | \$60,000 |
| | | | | | |

Additional Information:

The Façade Improvement Program has generated much interest from property and business owners, Design and project development takes time as does the bidding process. Several businesses are in the process of receiving bids for improvements and a few applications are currently being reviewed.



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QUARTERLY PERFORMANCE REPORT

| | | |
|---|---|--|
| Project Number: | Quarter: October 1 – December 31, 2013 | |
| Applicant/Sponsor: City of University City, Department of Community Development | Submittal Date: May 6, 2014 | Name of Person Completing Report: Jodie Lloyd, Manager of Economic Development |

Project Title: Commercial Property Website

Activity Progress Narrative. Please describe milestones achieved during this reporting period:

Following approval of the funds for the Commercial Property Website, staff began to research best practices for real estate websites. Staff discussed the Lease the Loop site with the Loop Special Business District Marketing Director. Staff began drafting a scope of work and request for proposal (RFP) for the Olive Boulevard Commercial Website.

Staff time was used on the project, no EDRST funds were used.

% Complete: 2%

Budget Performance:

| Activity | EDRST Approved Funds | Requested this Quarter | Previous Funds Requested | Cash/Non-Cash Match Expended this Quarter | Remaining EDRST Funds |
|-------------------------|----------------------|------------------------|--------------------------|---|-----------------------|
| Best Practices Research | 60,000 | 0 | 0 | 0 | 60,000 |
| Draft RFP | 60,000 | 0 | 0 | 0 | 60,000 |
| | | | | | |

Additional Information:

Empty box for additional information.



Economic Development Retail Sales Tax Board

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QUARTERLY PERFORMANCE REPORT

| | | |
|---|--|--|
| Project Number: | Quarter: January 1 – March 31, 2014 | |
| Applicant/Sponsor: City of University City, Department of Community Development | Submittal Date: May 6, 2014 | Name of Person Completing Report: Jodie Lloyd, Manager of Economic Development |

Project Title:
Commercial Property Website

Activity Progress Narrative. Please describe milestones achieved during this reporting period:

The request for proposal (RFP) was finalized. The RFP for Graphic and Marketing Design Services was issued on Friday, March 21, 2014.

Staff time was used on the project, no EDRST funds were used.

% Complete: 10%

Budget Performance:

| Activity | EDRST Approved Funds | Requested this Quarter | Previous Funds Requested | Cash/Non-Cash Match Expended this Quarter | Remaining EDRST Funds |
|-----------|----------------------|------------------------|--------------------------|---|-----------------------|
| Final RFP | 60,000 | 0 | 0 | 0 | 60,000 |
| | | | | | |
| | | | | | |

Additional Information:

On April 4, 2014, the City received 17 responses to the RFP. Between April 18-April 23rd, 6 firms were interviewed. Staff is currently working on a scope of work and contract for the selected firm. Work on the website will commence in mid-May.



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QUARTERLY PERFORMANCE REPORT

| | | |
|---|---|--|
| Project Number: | Quarter: October 1 – December 31, 2013 | |
| Applicant/Sponsor: City of University City, Department of Community Development | Submittal Date: May 6, 2014 | Name of Person Completing Report: Jodie Lloyd, Manager of Economic Development |

Project Title: Marketing, Attraction, and Promotion

Activity Progress Narrative. Please describe milestones achieved during this reporting period:

No work has been done with the Marketing, Attraction, and Promotion material funds.

% Complete: 0%

Budget Performance:

| Activity | EDRST Approved Funds | Requested this Quarter | Previous Funds Requested | Cash/Non-Cash Match Expended this Quarter | Remaining EDRST Funds |
|-----------|----------------------|------------------------|--------------------------|---|-----------------------|
| Marketing | \$10,000 | \$0 | \$0 | \$0 | \$10,000 |
| | | | | | |
| | | | | | |

Additional Information:



Economic Development Retail Sales Tax Board

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QUARTERLY PERFORMANCE REPORT

| | | |
|---|--|--|
| Project Number: | Quarter: January 1 – March 31, 2014 | |
| Applicant/Sponsor: City of University City, Department of Community Development | Submittal Date: May 6, 2014 | Name of Person Completing Report: Jodie Lloyd, Manager of Economic Development |

Project Title: Marketing, Attraction, and Promotion

Activity Progress Narrative. Please describe milestones achieved during this reporting period:

No work has been done with the Marketing, Attraction, and Promotion material funds.

% Complete: 0%

Budget Performance:

| Activity | EDRST Approved Funds | Requested this Quarter | Previous Funds Requested | Cash/Non-Cash Match Expended this Quarter | Remaining EDRST Funds |
|-----------|----------------------|------------------------|--------------------------|---|-----------------------|
| Marketing | \$10,000 | \$0 | \$0 | \$0 | \$10,000 |
| | | | | | |
| | | | | | |

Additional Information:

During the development of the graphic and marketing website for the Olive Corridor, staff will work with the selected firm to produce a promotional video for the Olive Corridor. The firm may add also additional scope to prepare a marketing/launch campaign to promote the Olive Corridor website and video. The EDSRT Marketing funds will be used for this purpose within the next six months.



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QUARTERLY PERFORMANCE REPORT

| | | |
|---|--|--|
| Project Number: | Quarter: January 1 – March 31, 2014 | |
| Applicant/Sponsor: City of University City, Department of Community Development | Submittal Date: May 6, 2014 | Name of Person Completing Report: Jodie Lloyd, Manager of Economic Development |

Project Title: Administration

Activity Progress Narrative. Please describe milestones achieved during this reporting period:

Staff conducted a number of activities during this quarter including but not limited to:

- Finalized Façade Improvement Program materials and application
- Launched Façade Improvement Program including business outreach, press release,
- Finalized the Olive Blvd. Commercial property website Request for Proposal
- Posted and advertised RFP for Olive Blvd. Commercial property website
- Retention activities: Began implementation of business retention plan developed at the end of 2013
- Attraction activities: Meeting with prospective new business owners, research and outreach to business prospects
- Research Federal and State grant opportunities, including Economic Development Administration and Department of Transportation
- Maintained information about available Olive Boulevard properties
- Provided staff support to the Economic Development Retail Sales Tax Board
- Provided staff support to the Land Clearance Redevelopment Authority
- Coordinated with Chamber of Commerce on a variety of issues and programs, attended Chamber of Commerce meetings and events
- Attended Loop Special Business District Meetings – provided City update on activities
- Marketed City-owned properties on Olive Boulevard; meetings with potential developers interested in City-owned properties on Olive Blvd.
- Meetings with potential developers interested in expansion opportunities in University City; provided technical assistance, field work/tours
- Manage Façade Improvement Program – meetings with business and property owners interested in participating in the program
- Meetings and coordination with the Midtown Farmers Market to begin developing an agreement for a Loop Farmers Market
- Co-sponsored events and training opportunities
- Provided project management/oversight of EDRST funded projects
- Review all the EDRST FY 2015 applications and materials
- Authored two articles on the ROARS newsletter on Economic Development programs and activities
- Convened the Olive Blvd Business Forum
- Prepared an issue of The Lion Pages, the City's newsletter to the business community.
- Enhanced partnership with economic development peers including the St. Louis County Economic Partnership, the Department of Economic Development. Obtained information about existing programs; communicated same to existing and potential businesses
- Created improvements to business license and commercial occupancy permitting processes

% Complete: 75%

Budget Performance:

| Activity | EDRST Approved Funds | Requested this Quarter | Previous Funds Requested | Cash/Non-Cash Match Expended this Quarter | Remaining EDRST Funds |
|------------------------|----------------------|------------------------|--------------------------|---|-----------------------|
| Administration - staff | \$100,000 | \$25,000 | | | \$25,000 |
| | | | | | |
| | | | | | |

Additional Information:

Manager of Economic Development position – during this quarter there was a staff change.



Economic Development Retail Sales Tax Board

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QUARTERLY PERFORMANCE REPORT

| | | |
|---|---|--|
| Project Number: | Quarter: October 1 – December 31, 2013 | |
| Applicant/Sponsor: City of University City, Department of Community Development | Submittal Date: May 6, 2014 | Name of Person Completing Report: Jodie Lloyd, Manager of Economic Development |

Project Title: Administration

Activity Progress Narrative. Please describe milestones achieved during this reporting period:

Staff conducted a number of activities during this quarter including but not limited to:

- Researched best practices for Façade Improvement Program
- Developed draft material for Façade Improvement Program
- Researched best practices for Olive Commercial property website
- Developed draft Request for Proposals for Olive Commercial property website
- Retention activities: Developed a business retention plan including outreach and in-person meetings and interviews
- Attraction activities: Meeting with prospective new business owners, research and outreach to business prospects
- Fall edition of the Lion Pages
- Kept track of Olive Boulevard properties, update One Location as needed
- Provided staff support to the Economic Development Retail Sales Tax Board
- Provided staff support to the Land Clearance Redevelopment Authority
- Coordinated with Chamber of Commerce on a variety of issues and programs, attended Chamber of Commerce meetings and events
- Attended Loop Special Business District Meetings – provided City update on activities
- Participated in Make a Difference Day – helped secure donations and materials
- Meetings with potential developers interested in City-owned properties on Olive Blvd.

% Complete: 50%

Budget Performance:

| Activity | EDRST Approved Funds | Requested this Quarter | Previous Funds Requested | Cash/Non-Cash Match Expended this Quarter | Remaining EDRST Funds |
|------------------------|----------------------|------------------------|--------------------------|---|-----------------------|
| Administration - staff | \$100,000 | \$25,000 | | | \$50,000 |
| | | | | | |
| | | | | | |

Additional Information: