



**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, August 21, 2014

1. **Roll Call**
2. **Approval of Minutes**
  - a. 5/15/14 meeting minutes (*discussion and vote*)
3. **Old Business**
  - a. Municipal Parking Lot #4
4. **New Business**
  - a. 4<sup>th</sup> Quarter 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. Meeting Dates
    - i. November 20, 2014
    - ii. 2015 Dates: February 19<sup>th</sup>, May 21<sup>st</sup>, August 20<sup>th</sup>, November 19<sup>th</sup>; and as needed
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**

**Economic Development Retail Sales Tax Board**  
**Meeting Minutes**  
**May 15, 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  
Jackie Wellington  
Tom Peters  
Robert Kuhlman, Jr.

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

Shelley Welsch, Mayor  
Joe Edwards  
Tim O'Donnell, new Chamber representative

**Staff Present**

Andrea Riganti, Director of Community Development  
Zachariah Greatens, Planner

**Approval of Minutes**

The minutes of the April 23<sup>rd</sup> meeting were reviewed, discussed, and approved by a vote of 5-0.

**Old Business**

None

**New Business**

a. Quarterly Reports – Ms. Riganti provided a brief overview of the quarterly report process. The EDRST reviewed the quarterly reports for each of the entities below.

- 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 – Ms. Riganti updated the Board on the budget process as approved from the April 23<sup>rd</sup> meeting; Ms. Riganti updated the board on the fund reserve. \$689,000 was transferred from EDRST reserves to “active” to pay for improvements to Municipal Parking Lot #4, as was approved. \$894,000 will be the balance in the fund reserve. The Board requested updates on the project status for parking lot #4.

**Other Business**

**Public Comments**

Ellen Bern, acting Director of the University City Chamber of Commerce – Ms. Bern requested that the Chamber of Commerce have an additional Ex-Officio member representing the Chamber at-large on the

EDRSTB. This member would be in addition to the Chamber's Ex-Officio member from Olive Boulevard. Ms. Sydnor asked what the difference is between coming to the meeting and being an Ex-Officio member. Ms. Bern's indicated that even if Ex-Officio, the member would still have a voice at the meeting. Mr. Peters indicated that the Board is spending a lot of resources on Olive Blvd that is why the Board wanted a voice from the Olive business community, much like Joe Edwards represents the Loop. There is a now Chamber Ex-Officio member on the Board from Olive Boulevard. Mr. Peters indicated that staff can send the Board packet to the Chamber in advance of the meeting, when it is sent to the Board members. The information is public. Staff will provide Ms. Bern and the Chamber Board with a copy of the Board packet in advance of the meeting. Mayor Welsch indicated that the EDRST can be used all throughout the City not just on Olive Blvd and the Loop. Mr. Peters indicated that the Olive representative is also a Chamber member and can fulfill both roles as a representative of Olive and the Chamber. Mr. Winer indicated that right now, we have to focus on Olive Blvd and Delmar. Ms. Sydnor requested a copy of the EDRST legislation.

In other business, Ms. Bern stated that \$689,000 for parking lot improvements is a lot of money and perhaps this construction work should be done after a Loop parking study has been accomplished. Mr. Edwards responded that improvements need to be done now to keep the parking lot looking good and to be safer. Mr. Peters indicated that if the Board is spending this amount of money on parking in the Loop than the Board should be prepared to spend the same amount of money on parking improvements on Olive Blvd if requested.

**City's Audit** – Ms. Riganti distributed information to the Board on the City's overall audit, including the EDRST. Mr. Peters stated that the City's audit does not include a detailed analysis of the EDRST. He would like the Board to consider the prospects of doing an internal audit on the EDRST and to discuss at the next meeting.

## Reports

- a. Council Liaison Report –Mayor Welsch indicated that the Plan Commission has begun meeting with residents and business to gain input on the Comprehensive Plan update. Meetings are also being held to gain input on the Heman Park Master Plan. The Taste of University City was a great success. Free health screenings at the library. Which Wich, a new sandwich shop in the Loop is having a ribbon cutting event on May 18<sup>th</sup>.
- b. Staff Report- Ms. Riganti stated that a new shop called Rocket Fizz is opening in the Loop, she reported that the Olive Blvd Commercial website contract is being finalized. Staff continue to manage the Olive Blvd Façade Improvement program and is beginning to work on a planter program for businesses. Ms. Riganti stated that the City hosted a "Listening Session" for LSBD members. City finalized an agreement for the Midtown Farmers Market. And the City is excited to co-host an event at Wei Hong with InvestSTL on Thursday, May 29<sup>th</sup>.

Meeting adjourned at 4:40 p.m.

Respectfully submitted

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Jackie Wellington  
EDRSTB Secretary

Prepared by: Jodie Lloyd,  
Manager of Economic Development



**Economic Development Retail Sales Tax Board**

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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b>	<b>Quarter: 4th</b>	
<b>Applicant/Sponsor:</b> <b>U City in Bloom</b>	<b>Submittal Date:</b> August 5, 2014	<b>Name of Person Completing Report:</b> Jesse Gilbertson, Helen Fuller

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

**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 3<sup>st</sup>, 4<sup>th</sup>, and 1<sup>st</sup> quarters.

Starting the fiscal year on July 1 UCB has watered, planted and cared for the existing 9 gardens on Olive. During the 4th quarter covering this report the following tasks were completed by UCB staff and volunteers:

- Annuals were received and planted.
- Perennials and annuals were cut back as needed.
- Application of organic fertilizer
- Irrigation systems were charged up and repaired as needed
- Weekly weeding activities
- Small tree and shrub pruning continues as needed

**% Complete: 100**

**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		\$15,00.00	\$3247.20	

**Additional Information:**

U City in Bloom has been invoicing the EDRST on a monthly basis and UCB has been paid for all the work performed in 2013-2014 on this project.



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b>	<b>Quarter: 4th</b>	
<b>Applicant/Sponsor:</b> <b>U City in Bloom</b>	<b>Submittal Date:</b> August 5, 2014	<b>Name of Person Completing Report:</b> 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 3<sup>st</sup>, 4th, and 1<sup>st</sup> 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 4th reporting quarter:

Health assessments along with light pruning of damaged or weak branches.

Watering as needed w/o gator bags.

**% Complete: 100**

**Budget Performance:**

<b>Activity</b>	<b>EDRST Approved Funds</b>	<b>Requested this Quarter</b>	<b>Previous Funds Requested</b>	<b>Cash/Non-Cash Match Expended this Quarter</b>	<b>Remaining EDRST Funds</b>
Olive Tree Care	\$8,875.00	0	\$8,875.00		

**Additional Information:**

U City in Bloom has been invoicing the EDRST on a monthly basis and UCB has been paid for all the work performed in 2013-2014 on this project.



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b>	<b>Quarter: 4th</b>	
<b>Applicant/Sponsor:</b> <b>U City in Bloom</b>	<b>Submittal Date:</b> August 5, 2014	<b>Name of Person Completing Report:</b> 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 3<sup>st</sup>, 4th, and 1<sup>st</sup> quarters.

Starting the fiscal year on July 1 UCB has maintained the plants installed in the 90 planters during the spring of 2013 under the previous year’s funding.

Funds have been approved to continue project into the next fiscal year.

Tasks completed for the 4th quarter:

The grower delivered our plants to the UCB yard on Vernon where we sorted and maintained them until planting occurred. UCB volunteers and staff added compost, soil and fertilizer in preparation for the planting project. UCB volunteers and staff planted all the Loop containers. UCB staff has been watering, weeding, cutting back, removing trash, and fertilizing the containers.

**% Complete: 100%**

**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		\$8,700.00	\$6,000.00	

**Additional Information:**

The 90 planters have been planted and maintained. U City in Bloom has been invoicing the EDRST on a monthly basis and UCB has been paid for all the work performed in 2013-2014 on this project

The Loop Business District contributed \$6,000.00 for the worked performed



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b>	<b>Quarter: 4<sup>th</sup> Apr-Jun, 2014</b>	
<b>Applicant/Sponsor: U City in Bloom</b>	<b>Submission Date: August 5, 2014</b>	<b>Name of Person Completing Report: Jesse Gilbertson, Helen Fuller</b>

**Project Title:  
Olive Hanging Baskets**

**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 3<sup>rd</sup>, 4<sup>th</sup>, and 1<sup>st</sup> quarters.

UCB coordinated with the fabricator of the brackets, Zane Williams, and supervised the installation, Coordinated with Streets Department and Metro for the lowering of bus stop signage.  
 Baskets were delivered to the UCB and UCB had the baskets planted with annuals. UCB employees installed the 76 baskets on the 38 Light Standards on Olive Blvd.

Watering began every other day but after an assessment UCB has begun to water daily to keep the plants healthy.  
 Fertilizer application has begun

The project will continue into the next fiscal year with additional funding approved.

**% Complete: 100% for fiscal year.**

**Budget Performance:**

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
Designed, fabricated, planted and maintained baskets	\$36,670		\$14,730.00	\$811.80	0

**Additional Information:**

The ordering of hard goods, construction and installation of the Olive Planter Brackets and Baskets was handled directly by University City. U City in Bloom provided the expertise to design and purchase plants for the 76 Planters for \$8,550.00. During the first half of 2014, U City in Bloom supervised the construction of the hard goods, installed the planters and has been maintaining the plants for a cost of \$6,180.00 (approximately \$2,090.00 per month). There is no additional money required on this project for the 2013 – 2014 fiscal year. UCB has been granted money to

continue maintaining the planters for 2014 – 2015 fiscal year.





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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b>	<b>Quarter: Final Quarter: April 1 – June 30, 2014</b>	
<b>Applicant/Sponsor:</b> U. City Chamber of Commerce	<b>Submittal Date:</b> July 31, 2014	<b>Name of Person Completing Report:</b> Ellen Bern

**Project Title: U. City Chamber**

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

Long Term Economic Development: Two Board members participated in a series of interviews of website developers to help choose the appropriate vendor. Staff met with City staff and website developers to discuss property data project.

Marketing: A Taste of U. City was held on May 8. 32 businesses participated including 11 businesses from Olive (34%), 10 businesses from the Loop (31%) and 12 businesses from other areas (34%) in U. City. Attendance increased by at least 25% with 252 paid admissions along with 90 volunteers. We received positive feedback from participating vendors, with all but 3 indicating that they would return next year. Crowd response was positive as people enjoyed the expansion of outside music and dining areas. More businesses brought menus and fliers in an effort to market their business beyond the Taste event.

Training: The April Small Business Workshop focused on advertising. Presentations by local business people David Fygiol and Matt Stiffleman (Vernon's), along with representatives from the Brighton Agency and the West End Word were very well received. Pre-registration of 42 along with a handful of walk-in attendees were quite engaged with the information presented. All surveys ranked the speakers at a 4 or 5 rating on a scale of 1 – 5. Attendees asked for future workshops to focus on Facebook and Google Analytic information.

**% Complete: 100**

**Budget Performance:**

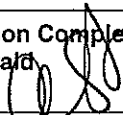
Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
Chamber of Commerce	\$33,000				\$0



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b>	<b>Quarter:</b> FY14	
<b>Applicant/Sponsor:</b> Loop Special Business District	<b>Submittal Date:</b> July 30, 2014	<b>Name of Person Completing Report:</b> Angie Fitzgerald 

**Project Title: Loop Brochures**

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

\$ 7,665 used for production  
 & print of Loop Brochures.  
 Annual Print to keep  
 updated & current.

**% 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:**



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## QUARTERLY PERFORMANCE REPORT

<b>Project Number:</b>	<b>Quarter:</b> FY14	
<b>Applicant/Sponsor:</b> Loop Special Business District	<b>Submittal Date:</b> July 30, 2014	<b>Name of Person Completing Report:</b> Angie Fitzgerald <i>af</i>

**Project Title: Ad in Official Visitor's Guide**

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

100% used for Ad  
check dated 12-6-2013

**% 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:**



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b>	<b>Quarter:</b> FY14	
<b>Applicant/Sponsor:</b> Loop Special Business District	<b>Submittal Date:</b> July 30, 2014	<b>Name of Person Completing Report:</b> Angie Fitzgerald <i>afg</i>

**Project Title:** Explore the Loop Website

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

0% used  
will be using Fiscal Year  
2014-2015

**% 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:**



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number: 1103</b>	<b>Quarter: April - June 2014</b>	
<b>Applicant/Sponsor: PWP</b>	<b>Submittal Date: August 12, 2014</b>	<b>Name of Person Completing Report: Jenny Wendt PM</b>

**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:**

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

**Additional Information:**

Empty box for additional information.



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number: 1189</b>	<b>Quarter: April - June 2014</b>	
<b>Applicant/Sponsor: PWP</b>	<b>Submittal Date: July 25, 2014</b>	<b>Name of Person Completing Report: Jenny Wendt PM</b>

**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.

An order has been placed for the parking garage lighting. The fixtures will arrive in approximately 8 - 10 weeks. The installation will take approximately 2 weeks.

Funds have been allocated.

**% Complete: 90%**

**Budget Performance:**

<b>Activity</b>	<b>EDRST Approved Funds</b>	<b>Requested this Quarter</b>	<b>Previous Funds Requested</b>	<b>Cash/Non-Cash Match Expended this Quarter</b>	<b>Remaining EDRST Funds</b>
Purchase lighting	\$27,000.00	\$24,926.10	\$0.00	\$0.00	\$2,074.00

**Additional Information:**

Empty box for additional information.



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number: 1137</b>	<b>Quarter: April - June 2014</b>	
<b>Applicant/Sponsor: PWP</b>	<b>Submittal Date: July 31, 2014</b>	<b>Name of Person Completing Report: Angelica Gutierrez PM</b>

**Project Title: Delmar Loop Parking Study – Trolley Related**

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

This project analyzed the new parking demands of the Delmar Loop businesses and patrons. Final plans and layout of the trolley was submitted to the City in July 2014.

First part of the parking study was completed in the first half of 2013. Communication with adjacent businesses was completed to obtain their input.

Completion of the study is anticipated in August of 2014.

Study phase completed 95%.

**% 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	\$12,073.90	\$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.



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### QUARTERLY PERFORMANCE REPORT

<b>Project Number:</b>	<b>Quarter: April 1-June 30, 2014</b>	
<b>Applicant/Sponsor:</b> City of University City, Department of Community Development	<b>Submittal Date:</b> July 31, 2014	<b>Name of Person Completing Report:</b> 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:

- Finalize Olive Boulevard Commercial Website scope and contract.
- Kick-off meeting on Commercial Website project with consultant team, Spry Digital
- Retention activities: Began implementation of business retention plan developed at the end of 2013. Meetings and tours with several businesses in University City, many located within the Industrial Park
- 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
- 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
- Co-sponsored events and training opportunities
- Provided project management/oversight of EDRST funded projects
- Develop new EDRST FY 15 reporting and reimbursement process
- Meetings with all FY 15 recipients to review and discuss new process
- Enhanced partnership with economic development peers including the St. Louis County Economic Partnership and 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
- Begin development of a “Guide to Opening A Business In University City”
- Updated Business section of the University City website – added resources, contacts, helpful links, and redevelopment information
- Coordination with the Midtown Farmers Market – marketing and promotion to help make market a success
- Development of a Special Use Permit
- Draft development of new Outdoor Dining Guidelines and Permit process

**% Complete: 100%**



**Budget Performance:**

<b>Activity</b>	<b>EDRST Approved Funds</b>	<b>Requested this Quarter</b>	<b>Previous Funds Requested</b>	<b>Cash/Non-Cash Match Expended this Quarter</b>	<b>Remaining EDRST Funds</b>
Administration - staff	\$100,000	\$25,000	\$75,000		\$0

**Additional Information:**



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## QUARTERLY PERFORMANCE REPORT

<b>Project Number:</b>	<b>Quarter: April 1-June 30, 2014</b>	
<b>Applicant/Sponsor:</b> City of University City, Department of Community Development	<b>Submittal Date:</b> July 31, 2014	<b>Name of Person Completing Report:</b> Jodie Lloyd, Manager of Economic Development

**Project Title:**  
Olive Commercial Property Website

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

The Olive Boulevard Commercial Corridor website project is underway. Spry Digital, a marketing and web design company, was selected to develop the project. A project stakeholder committee has convened twice and includes businesses, property owners, and commercial brokers with interest on Olive Boulevard. The consultant team will develop a brand identity and theme for Olive Boulevard and begin to create the website.

**% Complete: 10%**

**Budget Performance:**

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
Kick-off Meeting	60,000	\$1,800	0	0	\$58,200

**Additional Information:**

Website will be launched by the end of the year.



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**QUARTERLY PERFORMANCE REPORT**

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<b>Applicant/Sponsor:</b> City of University City, Department of Community Development	<b>Submittal Date:</b> July 31, 2014	<b>Name of Person Completing Report:</b> Jodie Lloyd, Manager of Economic Development

**Project Title:** Olive Blvd. Façade Improvement Program

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

The Olive Boulevard Façade Improvement Program launched in the 3<sup>rd</sup> Quarter. The City has received five applications from property owners. Applicants are still in the process of obtaining architecture drawings and contractor bids.

**% Complete: 1%**

**Budget Performance:**

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
Façade Improvement – building paint	\$200,000	\$857.48	\$0	\$1,280	\$198,720

**Additional Information:**

The Façade Improvement Program has generated much interest from property and business owners. City conducted outreach with businesses and property owners. Design and project development takes time as does the bidding process. Several businesses are in the process of receiving bids for improvements. Staff continues to reach out and check in with property owners who have applications and have expressed interest.



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**QUARTERLY PERFORMANCE REPORT**

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<b>Applicant/Sponsor:</b> City of University City, Department of Community Development	<b>Submittal Date:</b> July 31, 2014	<b>Name of Person Completing Report:</b> Jodie Lloyd, Manager of Economic Development

**Project Title:** Marketing, Attraction, and Promotion

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

Early planning and template design for new citywide marketing materials and brochures has been completed. City staff also working with marketing team to design and create template for the Lion Pages. Branding will be similar to citywide materials such as the ROARS and Recreational Guide.

**% 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:**

Staff also working on marketing and promotional events with the Midtown Farmers Market.